Mixed Reality Market- By Technology (Hardware, Software & Algorithms); By Display Devices (HUD, HMD, Others); By Application (Tourism, Military, Others); By End User Industries - Forecast to 2021

Description: Mixed Reality (MR), also known as Hybrid reality, refers to a system which combines real and virtual worlds, producing new environments and visualizations where both physical as well as digital objects do co-exist and interact in real time. The most promising aspect of Mixed Reality systems is flexibility since it combines the best features of Virtual Reality (VR) and Augmented Reality (AR) systems. Here, the user can view the real world (like AR) and at the same time can view believable or virtual objects (like VR). These virtual objects are then anchored to a point in real space, thus making the environment real for the person who can see the MR experience. Researchers are still working on real world applications for MR. Even the developers are now planning to merge the Augmented Reality applications with the Mixed Reality concepts. The report study includes the detailed demand analysis of Mixed Reality market on a global and regional scale for a five-year period of 2016-2021, both in terms of volume (Units) and revenue ($billion).

The market is evaluated based on the key attributes such as the power in the hands of producers and consumers, analysis on the degree of competition, and threats from substitutes and new entrants.

The report also includes segmentation based on technology, display devices, application and end user industries. The Mixed Reality technology is the blend of advanced hardware and software & algorithms. Processor, Display, sensors and input devices are the various types of hardware involved. The overall market can be segmented based on a variety of display devices such as Cave Automatic Virtual Environment, Head-Up Display(HUD), Head-Mounted Display(HMD), Tablet PC, Computer Display, PDA, Mobile phone, hand-held PC and eyeglasses. The major applications of these systems include maintenance, military high risk training, tourism, design or construction, Battlefield Information Display and so on. Manufacturing, Automotive, Aerospace, Medical, Defense and Industrial are the major end-user industries where these Mixed Reality systems have found promising applications.

The Mixed Reality market has also been segmented based on geographical region: Americas, Europe, Asia-pacific and Middle-East & Africa. These geographies are further classified into countries holding prominent share in the Mixed Reality market for the forecast period. Major market revenue share is contributed by Americas.

Americas is the dominant region for Mixed Reality market with North America contributing a significant share in the net sales, due to the growing awareness and application of Mixed Reality products in various industries. Europe is projected to have highest growth in the next few years, followed by Asia-pacific regions.

Competitive landscape for each of the product types is highlighted and market players are profiled with attributes of company overview, financial overview, business strategies, product portfolio and recent developments. Market shares of the key players for 2015 are provided. Drivers, challenges and constraints which control the profitability of an industry is also analyze in the report.

Among a wide range of manufacturers, major players that contribute to the Mixed Reality market are:

- Canon, Inc.,
- Atheer Inc.,
- EON Reality, Inc.,
- Meta Company,
- Magic Leap,Inc.
- Daqri, LLC.

We provide profound data about the industry overview, financial overview, business strategies and recent developments.

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