Augmented Reality and Virtual Reality M&A Private Equity Investment, and Patent Filing Analysis

Description:
Growing emerging technologies such as the augmented reality and the virtual reality has increased number of the many tech giants to invest in this market, worldwide.
The usage of augmented reality and virtual reality is gaining traction with the increasing support of both hardware manufacturers and software developers in applications such as gaming, entertainment, retail, medical, defense among others. Various initiatives in R&D by the market players as well as by the research institutes indicate that there is huge potential for these technologies. The large tech companies have shown high interest in augmented technology through various acquisitions. The driving factors behind the increase in M&A activity include need to increase scale, substantial growth of startup companies, intense industry competition, and the need for companies to improve their technology, product, and services portfolio.
Hardware sectors includes a major focus for the growth of augmented reality and virtual reality market. The manufacturing industries are significant in the augmented reality and virtual reality market that includes the further development of a prototype into final hardware components as augmented reality devices and software content development. Hardware components such as electronic and sensing parts are manufactured by vendors and then they are integrated by the device manufacturers such as HMDs. The head-mounted displays are being used as one of the products in the AR-VR market across various applications such as engineering, architecture, gaming, healthcare among others. The market for head mounted display (HMD) devices and software game developers is expected to grow rapidly.
Extensive research (which includes both primary and secondary) has been carried out to determine and verify the global market deals for several segments of the augmented reality and virtual reality market. Break-up of profile of primary participants is given below as:
- By Company Type: Tier 1 - 45%, Tier 2-33% and Tier 3-22%
- By Designation: C-level - 42%, Director-level- 33%, Others-25%
- By Region: Americas-39%, Europe-25%, Asia-Pacific - 29%, RoW-7%

A number of research institutes are carrying out research in the augmented reality and virtual reality applications market for various products and applications. Some research institutes are being funded by the companies and some are being funded by the government which would be a valuable opportunity for the AR and VR tech industry players to tap the market.
Following companies are profiled in the report that includes merger and acquisition deals section:
1. Facebook Incorporation (U.S.)
2. Apple Inc. (U.S.)
3. Microsoft Corporation (U.S.)
4. Intel Corporation (U.S.)
5. Blippar Inc. (U.S.)
6. Qualcomm Inc. (U.S.)
7. Daqri LLC (U.S.)
8. Atheer Inc. (U.S.)
9. PTC (U.S.)
10. Cyberglove Systems Inc. (U.S.)

Following companies that were involved in the investments have been profiled on the basis of the investment amount that was funded in the company:
1. MAGIC LEAP INC. (U.S.)
2. Jaunt Inc. (U.S.)
3. Avegant Corporation (U.S.)
4. Matterport Inc. (U.S.)
5. Playful Corporation (U.S.)
6. Mindmaze SA (U.S.)
7. NextVR Inc. (U.S.)
8. SKULLY Inc. (U.S.)
9. Meta Co. (U.S.)
10. WEVR Inc. (U.S.)
11. Legend3D Inc. (U.S.)

The report will help the market leaders/new entrants in the augmented reality and virtual reality market based companies in the following ways:
1. This report categorizes M&A during 2013–2016 by deal value, acquirer type, end user, and geography with review of big ticket deals giving the buyers an insight into the latest M&A trends in the augmented reality and virtual reality market.

2. The report also provides an overview of the augmented reality and virtual reality market based industry, analyzing key component segments and end user segments. Furthermore, stakeholders can get an understanding of the pulse of the M&A, patents and investment scenario with analysis of the drivers, restraints, challenges, and opportunities.

3. The report also reviews key M&A strategies, private equity investors, and patents adopted by top semiconductor companies and highlights key strategies to be followed in the current industry scenario along with a brief analysis of potential acquisition targets.

Contents:
1 Introduction
1.1 Objectives of the Study
1.2 Industry Definition
1.3 Study Scope
1.3.1 Years Considered for the Study
1.3.2 Currency
1.4 Limitations
1.5 Stakeholders
1.6 Research Methodology
1.6.1 Key Data from Secondary Sources
1.6.2 Key Data from Primary Sources
1.6.3 Key Industry Insights
2 Executive Summary
3 Industry Overview
3.1 Introduction
3.2 Value Chain Analysis
3.3 Porter'S Five Forces Analysis
3.3.1 Porter'S Five Forces Analysis of Augmented Reality Market
3.3.1.1 Bargaining Power of Suppliers
3.3.1.2 Bargaining Power of Buyers
3.3.1.3 Threat of New Entrants
3.3.1.4 Threat of Substitutes
3.3.1.5 Intensity of Competitive Rivalry
3.3.2 Porter'S Five Forces Analysis of Virtual Reality Market
3.3.2.1 Bargaining Power of Suppliers
3.3.2.2 Bargaining Power of Buyers
3.3.2.3 Threat of New Entrants
3.3.2.4 Threat of Substitutes
3.3.2.5 Intensity of Competitive Rivalry
3.4 Key Industry Trends And Competitive Situation
3.4.1 Key Industry Trends in the Augmented Reality Market
3.4.2 Key Industry Trends in the Virtual Reality Market
4 Market Dynamics
4.1 Introduction
4.2 Market Dynamics for Augmented Reality
4.2.1 Drivers
4.2.1.1 Growing Interest in Augmented Reality By Most of the Large Tech Companies
4.2.1.2 Growing Demand for Augmented Reality Across Various Verticals
4.2.2 Restraints
4.2.2.1 Lack of Awareness About Augmented Reality Technology
4.2.2.2 Development of Ar Depends On the Advancements in Computer And Digital Network
4.2.2.3 Limited User Interface Affecting the Navigation Performance of Augmented Reality Applications
4.2.2.4 Limited Processing Power And Inadequate Storage
4.2.3 Opportunities
4.2.3.1 Rising Investments in the Augmented Reality Market
4.2.3.2 Increasing Demand for Ar Devices And Apps in the Tourism Vertical
4.2.3.3 Opportunities in the E-Commerce Industry Would Help to Penetrate the Ar Market
4.2.4 Challenges
4.2.4.1 Low Adoption Due to Privacy Issue And Complexity in the Design
4.2.4.2 Reconfiguration of Ar Application for Different Platforms
4.3 Market Dynamics for Virtual Reality
4.3.1 Drivers
4.3.1.1 Penetration of Head Mounted Displays (HMD) in Gaming And Entertainment Verticals
4.3.1.2 Decline in Prices of Hardware Components
4.3.1.3 More Effective Training And Simulation Using Vr Technology Integrated Devices
4.3.2 Restraints
4.3.2.1 Display Latency And Energy Consumption Affecting the Overall Performance of Virtual Reality Devices
4.3.2.2 Low Resolution Restrains the Immersion of Virtual Reality
4.3.3 Opportunities
4.3.3.1 Increasing Capital Investments
4.3.3.2 Opportunity in Healthcare Industry for Penetration of Head Mounted Display (HMD)
4.3.4 Challenges
4.3.4.1 Challenges to Identify the Level of Details Required in a Vr Device for Complete Immersion

5 Patent Analysis
5.1 Introduction
5.2 U.S. And South Korea Are the Major Patent Filing Nations
5.3 the Increased Patent Filings Will Boost the Ar-Vr Market
5.4 North America is Leading in Patent Filing for Ar-Vr Market

6 Investor Analysis
6.1 Introduction
6.2 Investors in the U.S. Dominate the Ar-Vr Investments
6.3 Increased Investments from Apac Will Boost the Overall Development of Ar-Vr
6.4 Enterprise Vertical is the Biggest Investor in the Ar-Vr Market
6.5 Investors in the Ar-Vr Market

7 Private Equity Investment Analysis
7.1 Introduction
7.2 Regulations for Pe Firms And Investments
7.3 Pe Investment Flow
7.3.1 Investment Flow, Based On the Establishment Year of the Company
7.3.2 Investment Flow, Based On Total Investments in Market Value in a Particular Year
7.4 Virtual Reality: Private Equity Investments
7.5 Augmented Reality: Private Equity Investments
7.6 Company Profile
(Overview, Products And Services, Financials, Strategy & Development)*
7.6.1 Magic Leap, Inc.
7.6.2 Jaunt Inc.
7.6.3 Avegant Corporation
7.6.4 Matterport Inc.
7.6.5 Playful Corporation
7.6.6 Mindmaze Sa
7.6.7 Nextvr Inc.
7.6.8 Skully Inc.
7.6.9 Meta Co.
7.6.10 Wevr Inc.
7.6.11 Legend3D Inc.
*Details On Overview, Products And Services, Financials, Strategy & Development Might Not Be Captured in Case of Unlisted Companies.

8 Mergers And Acquisitions: Augmented Reality And Virtual Reality
8.1 Introduction
8.2 M&A Trends in Augmented Reality And Virtual Reality
8.3 Deals Based On Capital Investments
8.4 Deals Based On Target Company
8.5 Deals Based On Deal Volume
8.6 M&A Analysis, By Key Players
8.7 M&A Analysis, By Geographical Coverage
8.8 Company Profile
(Overview, Products And Services, Financials, Strategy & Development)*
8.8.1 Facebook Incorporation
8.8.2 Apple Inc.
8.8.3 Microsoft Corporation
8.8.4 Intel Corporation
8.8.5 Blippar Inc.
8.8.6 Qualcomm Inc.
8.8.7 Daqri Llc
8.8.8 Atheer Inc.
8.8.9 Ptc
8.8.10 Cyberglove Systems Inc.

*Details On Overview, Products And Services, Financials, Strategy & Development Might Not Be Captured in Case of Unlisted Companies.

9 Future Industry Roadmap
9.1 Introduction
9.2 Evolution Phase of Augmented Reality And Virtual Reality
9.3 Ar & Vr Evolving Space
9.3.1 Comprehensive Industry Strategy
9.3.2 Strategic Benchmarking of Ar&Vr
9.3.3 Patent Goals
9.4 Channels Affecting Industry Growth
9.4.1 Competition
9.4.2 Innovation & Productivity
9.4.3 Acceptance
9.5 Life Cycle Analysis of the Market, By Region

10 Appendix
10.1 Insights of Industry Experts
10.2 Discussion Guide
10.3 Knowledge Store: Marketsandmarkets' Subscription Portal
10.4 Introducing Rt: Real Time Market Intelligence
10.5 Available Customizations
10.6 Related Reports

List of Tables:
Table 1 Porter'S Five Forces Analysis: Threat of New Entrants Likely to Have Maximum Impact On the Overall Market
Table 2 Threat of New Entrants Likely to Have Major Impact On the Overall Market
Table 3 Key Industry Trends in the Augmented Reality Market
Table 4 Key Industry Trends in the Virtual Reality Market
Table 5 Growing Demand for Augmented Reality in Retail
Table 6 Limited User Interface Devices in Mobile-Driven Augmented Reality is a Major Problem for Ar Market Growth
Table 7 Increasing Demand for Ar Devices And Apps in the Tourism Vertical
Table 8 the Growing Demand of Virtual Reality in Gaming And Entertainment
Table 9 Display Latency is the Major Issue Restraining the Growth of Virtual Reality Market
Table 10 Opportunity in Healthcare Industry to Drive Vr Market
Table 11 to Identify the Level of Details Necessary for a User to Accept the Illusion is a Major Challenge
Table 12 Country Wise Patent Filing, 2012-2016
Table 13 Investment in the Companies Established in 2015
Table 14 Investment in the Companies Established in 2014
Table 15 Investment in the Companies Established in 2013
Table 16 Major Investments in the Augmented Reality Companies
Table 17 List of M&A in Augmented Reality
Table 18 List of M&A in Virtual Reality
Table 19 Facebook Incorporation: Financial Analysis, 2012-2015
Table 20 Key Financial Ratio (2015)
Table 21 Financial Strength (2015)
Table 22 Apple Inc.: Financial Analysis, 2012-2015
Table 23 Key Financial Ratio (2015)
Table 24 Financial Strength (2015)
Table 25 Microsoft Corporation: Financial Analysis, 2012-2015
Table 26 Key Financial Ratio (2015)
Table 27 Financial Strength (2015)
Table 28 Intel Corporation: Financial Analysis, 2012-2015
Table 29 Key Financial Ratio (2015)
Table 30 Financial Strength (2015)
Table 31 Qualcomm Inc.: Financial Analysis, 2012-2015
Table 32 Key Financial Ratio (2015)
Table 33 Financial Strength (2015)

List of Figures:
Figure 1 Industrial Landscape Classification
Figure 2 Research Design
Figure 3 Augmented Reality And Virtual Reality Market, 2013-2020 (USD Billion)
Figure 4 M&A Deals, Based On Target Company Between 2013 And 2016
Figure 5 Investment Analysis of Ar-Vr from 2011 to 2015
Figure 6 Venture Capital Firms Are the Biggest Investors in the Ar-Vr Market
Figure 7 Patent Filings for Ar-Vr Market, 2012-2016
Figure 8 Value Chain Analysis of Augmented Reality (2015): Major Value is Added During Research & Product Development And Manufacturing Stages
Figure 9 Value Chain Analysis (2015) of Augmented Reality And Virtual Reality: Major Value is Added During Manufacturing And Assembly Stages
Figure 10 Porter’S Five Forces Analysis of Augmented Reality Market
Figure 11 Augmented Reality Market: Porter’S Five Forces Analysis
Figure 12 Bargaining Power of Suppliers is High Due to Maximum Number of Suppliers in the Market And Their Financial Power
Figure 13 Bargaining Power of Buyers Will Be Medium Because of Low Price Sensitive Market And High Product Differentiation
Figure 14 High Threat of New Entrants Due to Competitive Market Space With High Capital Requirements
Figure 15 Low Threats of Substitutes Due to Less Legislative Regulations And Low Quality And Performance in the Market
Figure 16 Increase in Number of Patent Filings Have a High Impact On Intensity of Competitive Rivalry
Figure 17 Porter’S Five Forces Analysis of Virtual Reality Market
Figure 18 Virtual Reality Market: Porter’S Five Forces Analysis
Figure 19 Increase in Number of Suppliers Would Affect the Bargaining Power of Suppliers
Figure 20 Bargaining Power of Buyers is High Because of Increase in Number of Suppliers in the Market
Figure 21 High Capital Requirement is Major Threat to New Entrants
Figure 22 Threat of Substitutes Has Medium Impact in the Market Due to Low Competitive Pricing And Moderate Availability of Substitutes
Figure 23 Intensity of Competitive Rivalry is High Due to High Entry Barrier And Existing Number of Players
Figure 24 the Large Tech Companies Entry And Growing Start-Ups Will Drive the Growth of the Ar Market
Figure 25 Affordable Hardware With Penetration of Head Mounted Display (Hmd) for Various Applications is a Driving Force for Vr Market
Figure 26 Major Patent Filing Companies in the Ar-Vr Market, 2012-2016
Figure 27 Patent Filings in the Ar-Vr Market, 2012-2016
Figure 28 North America Led the Patent Filing Between 2012-2016
Figure 29 Augmented Reality Gains More Patent Filings Than the Virtual Reality
Figure 30 Number of Major Investors in the Ar-Vr Vertical, By Country
Figure 31 Investments in Ar & Vr, By Region
Figure 32 Major Venture Capital Investors in the Ar-Vr Market
Figure 33 Major Investors in the Ar-Vr Market
Figure 34 Investment in the Ar-Vr Start-Ups Founded in 2015
Figure 35 Investment in the Ar-Vr Start-Ups Founded in 2014
Figure 36 Investment in the Ar-Vr Start-Ups Founded in 2013
Figure 37 Investment in the Ar-Vr Start-Ups Founded in 2012
Figure 38 Investment in the Ar-Vr Companies Founded Before 2012
Figure 39 Investment Analysis of Ar-Vr, By Foundation Year of the Company
Figure 40 Investment Analysis of Ar-Vr Companies for the Period 2011-2015
Figure 41 Overall Investment Share of Augmented Reality Vs. Virtual Reality
Figure 42 Major Investments in Global Virtual Reality Market
Figure 43 U.S. Virtual Reality Investments, By Company
Figure 44 Global Virtual Reality Investments, By Geography
Figure 45 Percentage Share of Investment in Virtual Reality
Figure 46 Global Augmented Reality Investments
Figure 47 U.S. Augmented Reality Investments
Figure 48 Global Augmented Reality Investments, By Geography
Figure 49 Magic Leap, Inc.: Company Snapshot
Figure 50 Jaunt Inc.: Company Snapshot
Figure 51 Avegant Corporation: Company Snapshot
Figure 52 Matterport Inc.: Company Snapshot
Figure 53 Playful Corporation: Company Snapshot
Figure 54 Mindmaze Sa: Company Snapshot
Figure 55 Nextvr Inc.: Company Snapshot
Figure 56 Skully Inc.: Company Snapshot
Figure 57 Meta Co.: Company Snapshot
Figure 58 Wevr Inc.: Company Snapshot
Figure 59 Legend3D Inc.: Company Snapshot
Figure 60 Key Trends in M&A Undertaken By the Key Players in Ar-Vr Market
Figure 61 Mergers & Acquisitions, By Deal Value Between 2013 And 2016
Figure 62 Top Players in M&A Based On Maximum Investments (Deal Value)
Figure 63 M&A Deals, Based On Target Company Between 2013 And 2016
Figure 64 M&A Based On Deal Volume Between Year 2014-2016
Figure 65 Top Players With Highest M&A Transaction
Figure 66 Geographic Landscape: the Companies in the U.S. Have Undertaken the Maximum M&A
Figure 67 Facebook Incorporation: Company Snapshot
Figure 68 Facebook Incorporation: Swot Analysis
Figure 69 Apple Inc.: Company Snapshot
Figure 70 Apple Inc.: Swot Analysis
Figure 71 Microsoft Corporation: Company Snapshot
Figure 72 Microsoft Corporation: Swot Analysis
Figure 73 Intel Corporation: Company Snapshot
Figure 74 Blippar Inc.: Company Snapshot
Figure 75 Qualcomm Inc.: Company Snapshot
Figure 76 Daqri Llc: Company Snapshot
Figure 77 Atheer Inc.: Company Snapshot
Figure 78 Ptc: Company Snapshot
Figure 79 Cyberglove Systems Inc.: Company Snapshot
Figure 80 Evolution of Virtual Reality And Augmented Reality
Figure 81 Gaming And E-Commerce Application Expect to Grow at Highest Rate in the Near Future
Figure 82 Ar And Vr Technology is Set to Boom With the Increased Use in Diverse Applications
Figure 83 Consumer Vertical Expected to Witness the Highest Growth in the Virtual Reality Between 2015 And 2020
Figure 84 Commercial Vertical Expected to Witness the Highest Growth Rate Between 2015 And 2020
Figure 85 Ar&Vr Market Stage in Different Regions, 2015
Figure 86 Key Drivers And Risk Factors for Merger And Acquisitions Deals
Figure 87 Benchmarking of Vr: Organic And Inorganic Growth Strategies for New Product And Technology Development
Figure 88 Benchmarking of Ar: Key Players Largely Adopted the Strategy of New Product Launches
Figure 89 Patent Benefits to Industry Players
Figure 90 Ar And Vr Market Stage in Different Regions, 2015
Figure 91 Marketsandmarkets Knowledge Store Snapshot
Figure 92 Marketsandmarkets Knowledge Store: Semiconductor & Electronics Industry Snapshot


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