Augmented & Virtual Reality Handheld Device Market: By Technology (AR Technology, VR Technology); By Device (AR Device, VR Device) Application (Gaming, Medical) & Geography-Forecast (2016-2022)

Description:
The basic difference between AR & VR is the user experience and user involvement in a situation. Augmented reality (AR) is a technology that layers computer-generated enhancements atop an existing reality in order to make it more meaningful through the ability to interact with it whereas Virtual reality (VR) can be defined as an artificial, computer-generated simulation or recreation of a real life environment or situation which immerses the user by making them feel like they are experiencing the simulated reality first-hand, primarily by stimulating their vision and hearing. Currently, AR & VR technology can be experienced on a number of device types, but one of the most important categories is hand held devices. Hand held AR & VR devices are devices on which user can experience the joy of technology freely while roaming around without having to mount any devices on their head or sit around any projector or display terminal. Growing popularity and a rise in the numbers of the technology user base are expected to drive the demand for the AR & VR hand held device market during the period of study.

Augmented & Virtual Reality Handheld Device Market

Geographically, North America dominated the augmented & virtual reality handheld device market driven by higher penetration of AR & VR technology in amongst its tech savvy residents, higher spending on such technologies. North America was followed by Europe and Asia-Pacific as second and third largest market for augmented & virtual reality handheld device market. Asia Pacific is projected to have the fastest growth owing to a rapidly growing technological user base in the region especially in developing nations such as China and India in this region.

This report identifies the augmented & virtual reality handheld device Market size for the years 2014-2016, and forecast of the same till the year 2022. It also highlights the market drivers, restraints, growth indicators, challenges, and other key aspects with respect to the augmented & virtual reality handheld device market.

This report segments the augmented & virtual reality handheld device market on the basis of technology, device type, application, and regional market as follows:

Augmented & Virtual reality device market research report is classified on the basis of device type. Some of the major devices covered in this report are as follows:
- Augmented Reality Devices
- Virtual Reality Devices

Augmented & Virtual reality device Industry market research report is classified on the basis of technology.
Some of the major technologies covered in this report are as follows:
- AR Technology (Marker-Based Augmented Reality, Markerless Augmented Reality)
- VR Technology (Non-Immersive Technology, Semi-Immersive & Fully-Immersive Technologies)

Augmented & Virtual reality device market research report is classified on the basis of application. Some of the major applications covered in this report are as follows:
- Gaming
- Medical
- Aerospace & Defence
- Commercial and Others

This report has been further segmented into major regions, which includes detailed analysis of each region such as: North America, Europe, Asia-Pacific (APAC), and Rest of the World (RoW) covering all the major country level markets in each of the region.

This report identifies all the major companies operating in the augmented & virtual reality device market. Some of the major companies' profiles in detail are as follows:

Google Inc.
Microsoft Corporation
Vuzix Corporation
Samsung Electronics Co., Ltd.
Qualcomm Inc.
Contents:
1. Augmented & Virtual Reality Handheld Device Market - Overview
2. Executive Summary
3. Augmented & Virtual Reality Handheld Device Market Landscape
   3.1. Market Share Analysis
   3.2. Comparative Analysis
   3.2.1. Product Benchmarking
   3.2.2. End User Profiling
   3.2.3. Top 5 Financials Analysis
4. Augmented & Virtual Reality Handheld Device Market - Forces
   4.1. Drivers
   4.1.1. Increasing AR& VR technology user base in the region
   4.1.2. Increasing demand for AR & VR gadgets and accessories
   4.2. Restraints
   4.3. Opportunities
   4.4. Challenges
4.5. Porter's Five Forces Analysis
   4.5.1. Bargaining Power of Suppliers
   4.5.2. Bargaining Power of Buyers
   4.5.3. Threat of New Entrants
   4.5.4. Threat of Substitutes
   4.5.5. Degree of Competition
5. Augmented & Virtual Reality Handheld Device Market - Strategic Analysis
   5.1. Value Chain Analysis
   5.2. Pricing Analysis
   5.3. Opportunities Analysis
   5.4. Product/Market Life Cycle Analysis
   5.5. Suppliers and Distributors
6. Augmented & Virtual Reality Handheld Device Market, By Device Type
   6.1. Augmented Reality Devices
   6.2. Virtual Reality Devices
7. Augmented & Virtual Reality Handheld Device Market, By Technology
   7.1. Augmented Reality
   7.1.1. Marker Based Augmented Reality
   7.1.2. Marker Less Augmented Reality
   7.2. Virtual Reality Technology
   7.2.1. Non-Immersive Technology
   7.2.2. Semi-Immersive & Fully-Immersive
8. Augmented & Virtual Reality Handheld Device Market, By Application
   8.1. Aerospace & Defence
   8.2. Gaming & Entertainment
   8.3. Medical
   8.4. Commercial
   8.5. Others
9. Augmented & Virtual Reality Handheld Device Market, By Geography
   9.1. Europe
   9.1.1. Germany
   9.1.2. France
   9.1.3. Italy
   9.1.4. Spain
   9.1.5. Russia
   9.1.6. U.K.
   9.1.7. Rest of Europe
   9.2. Asia Pacific
   9.2.1. China
   9.2.2. India
   9.2.3. Japan
   9.2.4. South Korea
   9.2.5. Rest of Asia-Pacific
   9.3. North America
   9.3.1. U.S.
   9.3.2. Canada
   9.3.3. Mexico
   9.4. Rest of the World (RoW)
9.4.1. Brazil
9.4.2. Rest of RoW
10. Augmented & Virtual Reality Handheld Device Market - Entropy
10.1. Expansion
10.2. Technological Developments
10.3. Merger & Acquisitions, and Joint Ventures
10.4. Supply- Contract
11. Company Profiles (Overview, Financials, SWOT Analysis, Developments, Product Portfolio)
11.1. Google Inc.
11.2. Microsoft Corporation
11.3. Vuzix Corporation
11.4. Samsung Electronics Co., Ltd.
11.5. Qualcomm Inc.
11.6. Oculus VR Inc.
11.7. Eon Reality Inc
11.8. Infinity Augmented Reality Inc.
11.9. Magic Leap, Inc.
11.10. Blippar Inc.
11.11. Daqri LLC
- More than 40 Companies are profiled in this Research Report, Complete List available on Request -
- Financials would be provided on a best efforts basis for private companies"
12. Appendix
12.1. Abbreviations
12.2. Sources
12.3. Research Methodology
12.4. Bibliography
12.5. Compilation of Expert Insights
12.6. Disclaimer

Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Augmented & Virtual Reality Handheld Device Market: By Technology (AR Technology, VR Technology); By Device (AR Device, VR Device) Application (Gaming, Medical) & Geography-Forecast (2016-2022)

Web Address: http://www.researchandmarkets.com/reports/4033432/
Office Code: SC

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td></td>
<td>USD 4725</td>
</tr>
<tr>
<td></td>
<td>USD 5250 - Until 31st May 2017</td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td></td>
<td>USD 5625</td>
</tr>
<tr>
<td></td>
<td>USD 6250 - Until 31st May 2017</td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td></td>
<td>USD 7605</td>
</tr>
<tr>
<td></td>
<td>USD 8450 - Until 31st May 2017</td>
<td></td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr [ ]</th>
<th>Mrs [ ]</th>
<th>Dr [ ]</th>
<th>Miss [ ]</th>
<th>Ms [ ]</th>
<th>Prof [ ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td>Last Name:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: 

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World