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**FOR IMMEDIATE RELEASE**

## **New iGR study discusses the potential impact of Augmented Reality**

### ***Augmented Reality uses 3D to change consumers' view of data***

**AUSTIN, Texas, October 5<sup>th</sup>, 2012** – Augmented Reality provides the ability to overlay 3D information on an individual's physical world via a suite of new technologies. For example, new technologies such as enhanced smartphone video cameras, location based services (LBS), GPS, and a variety of new sensors will serve to greatly enhance the quality and detail of what the individual views. AR technology promises to revolutionize merchandizing, education, military, health care, entertainment, gaming, and travel experiences in the years ahead.

iGR believes that AR is relevant as a future potential revenue generator for mobile operators. Smartphones and tablets have already improved the daily life experience for the end-user. AR will take this relationship with information to the next level by adding even greater value to everyday experiences.

"Although in the early stages of its evolution, iGR believes that augmented reality will eventually become a key technology in our daily lives," said Iain Gillott, president and founder of iGR, a market research consultancy focused on the wireless and mobile industry. "The potential for AR is unlimited as it transforms, with the addition of new LTE network technology, the manner in which we view, access and present data."

iGR's new market research report, *Augmented Reality: Not Quite Real...Yet*, provides an overview of augmented reality, some of the key players in the field, and its potential impact on the wireless market.

The following key questions are addressed in the new research study:

- What is augmented reality (AR)?
- How did AR originate? How is it developing?
- Why should mobile operators be interested in AR?
- What are the benefits of AR?

- What are some of the challenges surrounding the implementation of AR?
- Who are the major AR players?
- What is the prognosis for AR adoption?

The information in this report will be valuable for:

- Mobile operators
- Device OEMs
- Mobile applications and software developers
- Content providers and distributors
- Financial analysts and investors.

The new report can be purchased and downloaded directly from *iGR*'s website at [www.iGR-inc.com](http://www.iGR-inc.com). Alternatively, contact Iain Gillott at (512) 263-5682 or at [Iain@iGR-inc.com](mailto:Iain@iGR-inc.com) for additional details.

### ***About iGR***

*iGR* is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now entering its twelfth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

*iGR* researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile applications; bandwidth demand and use; small cell architectures; DAS; LTE; WiMAX; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at [www.igr-inc.com](http://www.igr-inc.com).