

## ARTILLRY DATA BRIEFS

ENTERPRISE AR INTEREST REACHES 83%

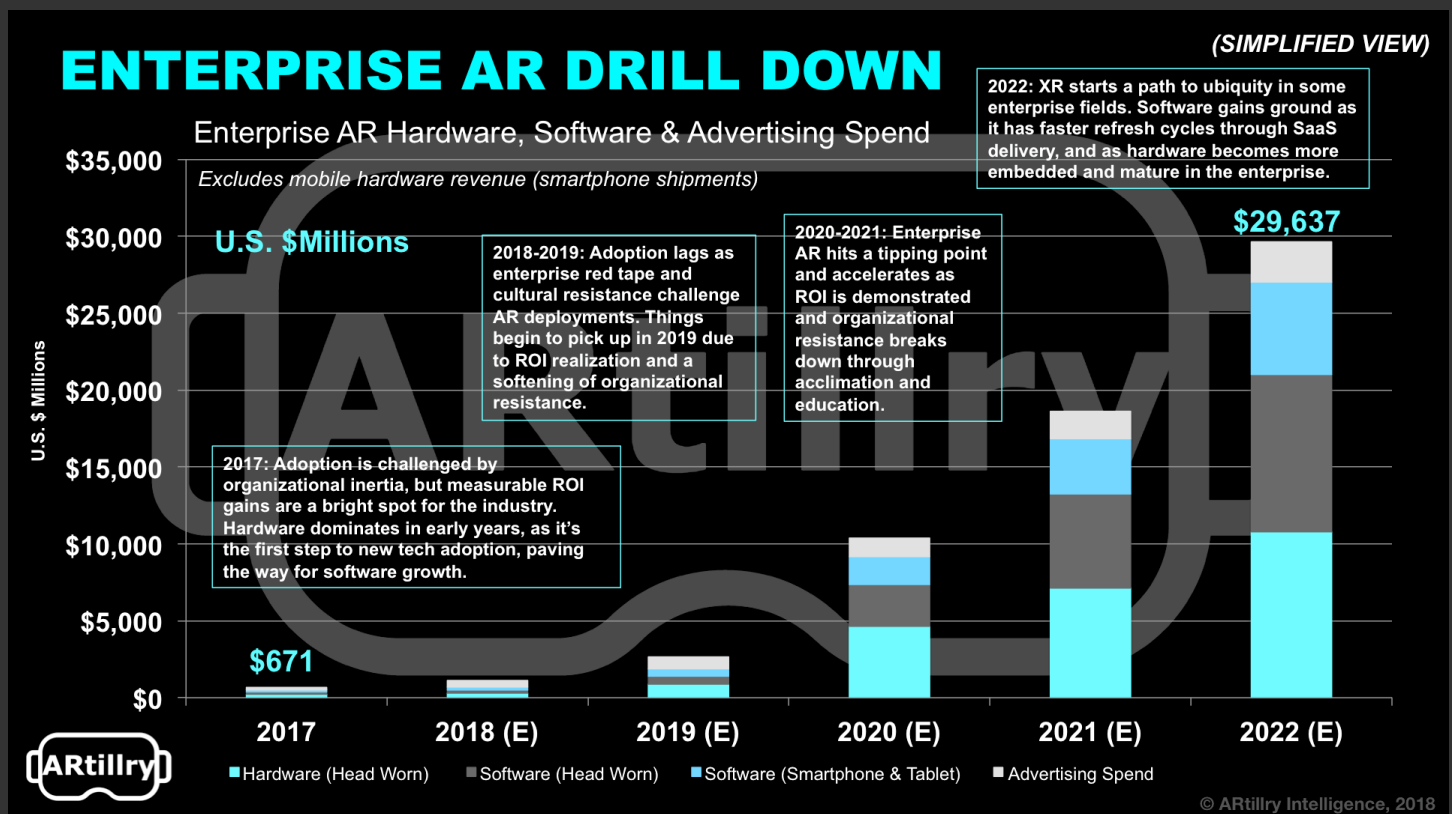
06/04/18



There's lots of talk of AR's potential and broad applicability in the enterprise, including our reports. But these early stages are all about proof points. We're seeing lots of pilot programs, the results (and subsequent adoption) of which could be revealed in the next 12-18 months.

One of the challenges for enterprise AR adoption is enterprises themselves. Though few people doubt the ROI advantages (e.g. cost & error reduction in industrial settings), it's still tough to break through organizational resistance, red tape and risk aversion.

But meanwhile there are signs of interest from enterprises. In a recent survey of industrial enterprises, Toshiba revealed 83 percent interest in AR deployment in the next 3 years. That's 89 percent for engineering, 83 percent for logistics, and 77 percent for manufacturing.



This is promising but should be taken with its appropriate salt tonnage. In the aforementioned enterprise challenges, the friction usually isn't in the interest level but in the deployment. As we've examined, it requires the buy-in at all levels, especially at end-user and grassroots levels.

But perhaps more telling that "aspirational" sentiments of survey respondents is the proof points of current deployments. As a teaser for a feature we'll run later this week on Scope AR, it recently demonstrated up to 99 percent efficiency gains for Lockheed Martin and other clients.

These are positive signs, which is what AR needs. We believe this momentum will continue to build towards a tipping point for enterprise adoption sometime in the 2020 timeframe (figures above). Similar to enterprise smartphone adoption, it will build slow then happen fast.



## Video Companion: Enterprise XR's Bottom-Line Impact

(click URL to open)

[https://youtu.be/4\\_gY7CsRRYo](https://youtu.be/4_gY7CsRRYo)





# About ARtillery Intelligence

ARtillery is a publication and intelligence firm that examines augmented reality and virtual reality, collectively known as XR. Through writings, data and multimedia, it provides deep and analytical views into the industry's biggest players and opportunities. It's about insights, not cheerleading.

Run by career analyst and journalist Mike Boland, coverage is grounded in a disciplined and journalistic approach. It also maintains a business angle: Though fun and games permeate VR and AR (especially the former) long-term cultural, technological and financial implications are primary.

Learn more at <https://artillery.co/about>





# About the Author

Mike Boland was one of Silicon Valley's first tech reporters of the Internet age, as a staff reporter for *Forbes* (print) starting in 2000. He has been an industry analyst covering mobile and social media since 2005, and is now Chief Analyst of *ARtillery Intelligence*, covering emerging tech.

Mike is a frequent speaker at industry conferences such as VRLA, ad:tech and LeadsCon. He has authored in-depth reports and market-sizing forecasts on the changing tech & media landscape. He contributes regularly to highly read online news sources such as *TechCrunch*, *Business Insider* and the *Huffington Post*.

A trusted source for tech journalists, his comments have appeared in A-list publications, including *The New Yorker*, *The Wall Street Journal* and *The New York Times*.

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Questions and requests for deeper analysis can be submitted at:

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