

# Mobile Augmented Reality for Marketing and Advertising in APAC Market 2016 Share, Trend, Segmentation and Forecast to 2020

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WiseGuyReports.Com Publish a New Market Research Report On – “Mobile Augmented Reality for Marketing and Advertising in APAC Market 2016 Share, Trend, Segmentation and Forecast to 2020”.

The analysts forecast the mobile augmented reality market for marketing and advertising in APAC to grow at a CAGR of 135.35% over the period 2014-2019.

Augmented reality is an emerging technology that permits the overlay of computer graphics on the real world. It includes scanning the physical, real-world environment and enhancing/augmenting it by adding virtual computer-generated information. End-users can make use of this technology through applications developed for mobile devices. It involves blending digital content with the physical world. Augmented reality is being extensively used for marketing and advertising by enterprises. Although the adoption of this technology is low in APAC, it is expected to increase during the forecast period.

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Covered in this report

This report covers the present scenario and the growth prospects of the mobile augmented reality market for marketing and advertising in APAC for the period 2015-2019. It presents the vendor landscape and a corresponding detailed analysis of the major vendors in the market. The report covers the overall ecosystem of the market, including augmented reality engine, augmented reality software applications, and augmented reality hardware.



The report, Mobile Augmented Reality Market for Marketing and Advertising in APAC 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects in the coming years.

The report includes a discussion of the key vendors operating in this market.

#### Key vendors

- Augmented Pixels
- Aurasma
- Blippar
- Catchoom
- Metaio
- NGRain
- Qualcomm
- Total Immersion
- Wikitude
- Zappar

#### Key market driver

- Large target market
- For a full, detailed list, view our report

#### Key market challenge

- Lack of content
- For a full, detailed list, view our report

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#### Key market trend

- Increased integration in mobile devices
- For a full, detailed list, view our report

#### Key questions answered in this report

- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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Augmented Pixels

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