

AUGMENTED & VIRTUAL REALITY (AR/VR)

Q & A with Tom Mainelli

Q: How much can we expect the AR/VR device market to grow by 2020?

We're in the very early stages of both markets in 2016 - VR is going to take off first. There's a short list of major products shipping this year that will catapult the category from tens of thousands of units well into the millions. By 2020 total device shipments will exceed 55 million units. AR will start slower, with growth ramping up in 2019, but the greater applicability of AR means total device shipments will soon catch and surpass VR.

Q: How will AR/VR impact app development over the next four years?

VR will be primarily focused on consumer applications in the near term, so we expect an increasing number of existing content consumption apps to begin offering VR capabilities. While there will be plenty of consumer-focused AR apps, too, developers will focus on AR for commercial development. Many initial AR apps will run first on existing tablets and smartphones, but over time apps for AR-specific hardware will begin to appear. It's these types of apps that will have the biggest impact on business.

Q: How large of an impact will AR/VR have on IT and IT spending in general?

As noted, VR is likely to be largely a consumer play in the near term, so its likely to have a limited impact on IT except in those cases where the technology is uniquely suited to the job at hand. AR's impact is further out and thus harder to predict, but over time AR will have a profound impact on the way most people work and the way many companies do business. It has the potential to impact business and business spending to the same extent as the introduction of PCs to organizations.

Q: Which verticals do you expect will embrace AR/VR first?

VR will have limited impact on verticals, although there are obvious use cases in healthcare and entertainment. As noted, AR will have the larger impact. Healthcare, services, logistics, education, manufacturing, design, and military will all be key early verticals to embrace the technology. In a few short years, companies within these verticals without AR capabilities will find themselves quickly falling behind the competition.



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Related Documents

- § [PTC Outlines Plans to Connect Augmented Reality and the Internet of Things to Drive Enterprise Disruption](#)
- § [Assessing the First Wave of Augmented and Virtual Reality Gaming Opportunities](#)
- § [IDC FutureScape: Worldwide Phone, Tablet, PC, and Connected Client 2016 Predictions](#)