

# Forecast of AR

Thr, June 25 (Week 1.5)

# Vuforia

Before ARCore (Google/Android) and ARKit (Apple)

Qualcomm started, sold to PTC in 2015 and still alive.





<https://youtu.be/FZ4qfBX85MU?t=110>

# HoloLens 1 (2016)

I would call this as the beginning of modern AR headsets. The first headset with a mixture of firm registration, a application development support, availability to anyone, and some affordability (though still \$3000).



# HoloLens 2 (2019)



# When will AR really become a thing?

The difficulty of running an AR (headset) business

: If you want to sell hardware, there is no software to justify buying it.

If you want to sell software, there is no hardware to even install it.

Hardware quickly becomes better as long as the improvement is demanded.

Our World  
in Data



# News

HoloLens 3 could launch in 4 years with infinite field of view, says Alex Kipman

Kareem Anderson [Email](#) [@MindHead1](#) Mar 5th, 2019 in News

APPLE / TECH / AUGMENTED REALITY

## Apple reportedly plans 2022 release for first AR headset, followed by AR glasses in 2023

*Apple managers say AR glasses could supplant the iPhone in a decade*

TECH / FACEBOOK / VIRTUAL REALITY

## Facebook says it will build AR glasses and map the world



# Headset Startups



# The Ultimate Ad Engine

Browsers have cursor movements, clicks, and personalized ads.

AR can have eye movements, facial expressions, hand movements, environmental detection, and then personalized ads mixed into the real world.