

ARTILLYR DATA BRIEFS

TRAVEL & LEARNING LEAD CONSUMER AR INTEREST

10/15/18



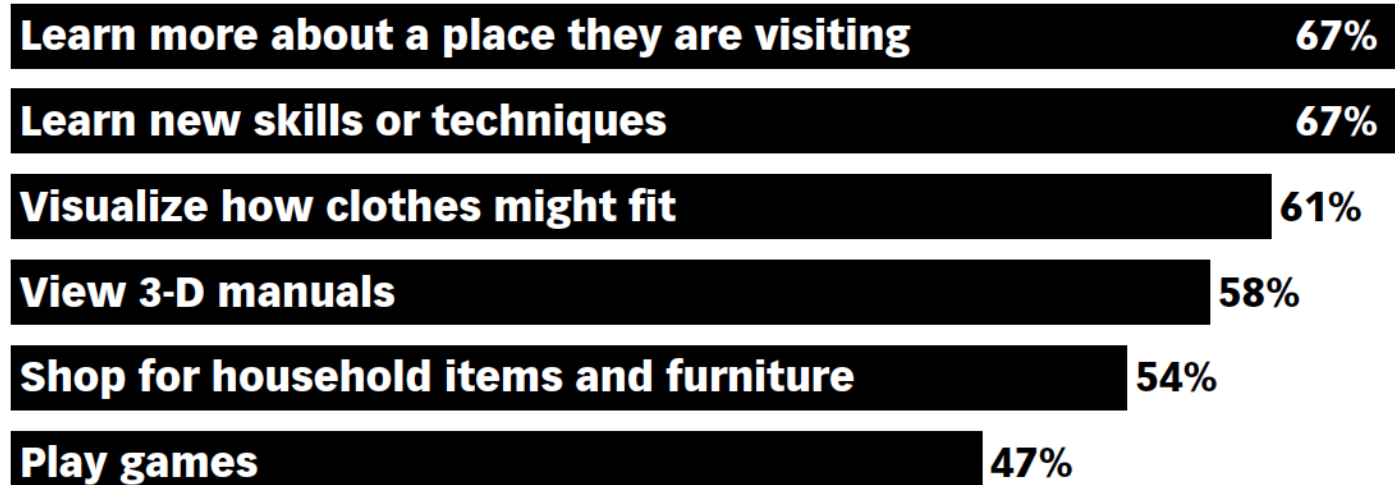
What types of AR apps are consumers are most interested in? Accenture and Harris Interactive report that travel (learning more about a place you're visiting) and education (learning new skills or techniques) top the list. 67% of survey respondents reported interest in each.

AR travel use cases include magic portals, such as Marriott's "Portal to Paradise" iOS app. Though the market could be limited in that it's not an everyday (much less all-day) use case, it has strong utility — a key success factor for AR. And consumers in this survey show clear interest.

As examined recently by Spatial Canvas founder & CEO Michael Park, travel use cases can also include valuable utilities such as navigating airports, consumer-facing in-situ instructions in hotel rooms, and educational/touristy overlays for travelers in new places (think Zagat-type info).

Augmented/Virtual Reality Applications that Interest Internet Users Worldwide, Nov 2017

% of respondents



Source: Accenture, "2018 Accenture Digital Consumer Survey" conducted by Harris Interactive as cited in "Time to Navigate the Super Myway: Giving Consumers Exactly What They're Looking For," Jan 8, 2018

234494

www.eMarketer.com

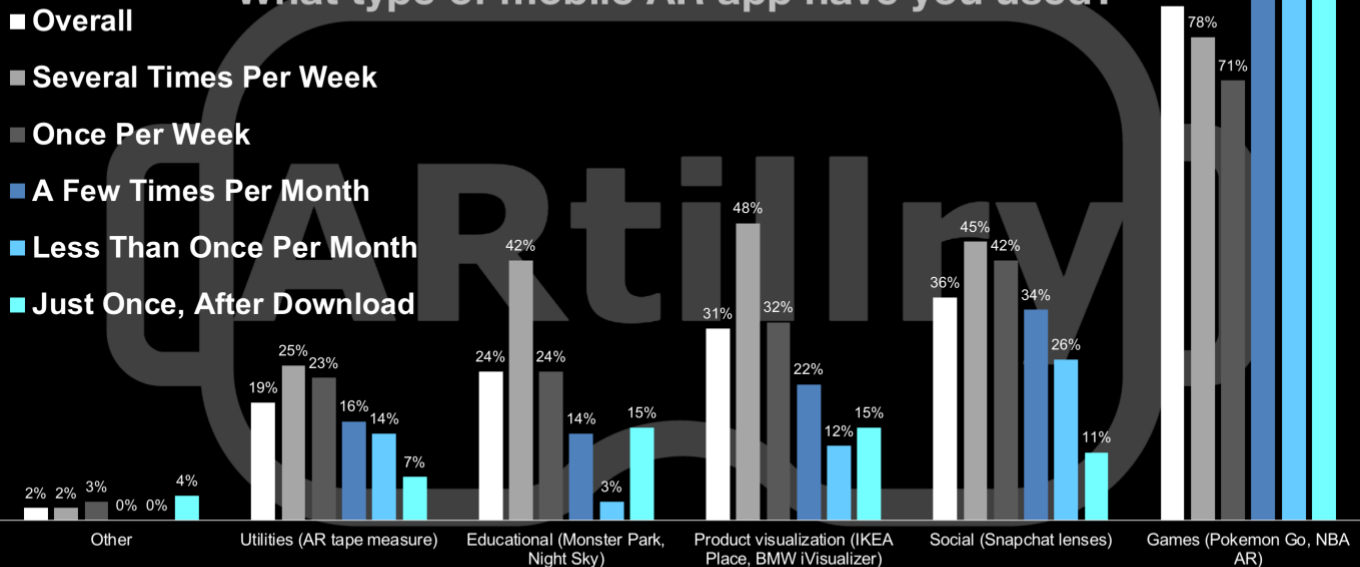
As for AR learning, this has more potential utility and frequency. It could also have wide area applicability (market size) in consumer products — everything from toys to power tools. This overlaps with viewing 3-D manuals (58 percent), such as Mercedes Benz' AR instruction manual.



A close 3rd (61 percent) was using AR to “visualize how clothes might fit,” followed by shopping for household items and furniture. These are common use cases and early success stories for AR, despite relatively lower ranks in this survey, due to (again) utility and potential frequency.

MOBILE AR APP USAGE

What type of mobile AR app have you used?*



Thrive Analytics
smart decisions that drive success

N = 703

*Question asked to the sub-sample of respondents (32%) who use AR apps

© ARtillery Intelligence, 2018

Playing games was oddly the least-desired AR activity in this survey. This doesn't align with today's AR usage, where gaming is predominant (see below). That's due mostly to the outlier that is Pokémon Go, but it could continue to be a strong use case given Niantic's momentum.

These survey data mostly align with reason and with current usage we've seen in our data and elsewhere. It's always valuable to look at what consumers want next from AR (or any consumer product), but “aspirational” survey data should always be taken with appropriate salt tonnage.



Video Companion

(click link to play)

<https://youtu.be/vRQiKzrfDGs>





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*.

Further background, history and credentials can be found at:

<http://www.mikebo.land/>





Contact

Questions and requests for deeper analysis can be submitted at:

<https://artillery.co/contact/>



Disclosure and Ethics Policy

ARtillery has no financial stake in the companies mentioned in this report, nor was it commissioned to produce it. With respect to market sizing, ARtillery remains independent of players and practitioners in the sectors it covers. It doesn't perform paid services or consulting for such companies, thus mitigating bias — real or perceived — in market sizing and industry revenue projections.

ARtillery's disclosure and ethics policy can be seen in full at:

<https://artillery.co/about/disclosure-and-ethics-policy/>