

Summary

Augmented reality (AR) superimposes digital content into user's visual field, creating an enriched interactive experience. Our current capabilities in mobile app development position us well to capitalize on the AR opportunity. We are:

- Developing AR apps for various industries to drive awareness, engagement and revenue.
- Creating AR software solutions that businesses can leverage for digital transformation.
- Becoming an AR solutions provider and technology partner for enterprises undergoing digitalization.
- Generating new revenue streams and market exposure from AR-enabled solutions.

Market Opportunity

The AR market size is projected to grow from \$8.9 billion in 2019 to \$198.1 billion by 2025, representing a 75.9% CAGR. AR growth is being driven by:

- Increasing smartphone penetration - Most AR experiences will be accessed via mobile devices initially.
- Rising demand from enterprise customers - AR can improve productivity, efficiency and decision making across many industries.
- Advances in 5G and edge computing - Higher bandwidth and lower latency will improve AR experience.
- Miniaturization of hardware - Smaller and more affordable AR glasses being developed.

Use Cases and Direct Application

We aim to capitalize on this explosive growth by developing commercially viable AR solutions for different industries. Our initial market focus will be:

- Retail - AR for product visualization, virtual try-on, and personalized shopping experiences.
- Education - AR to make learning more intuitive and interactive.
- Medical - Augmented surgical guides, remote assistance, and medical training.
- Enterprise Training - AR to improve effectiveness of technical and occupational training.

