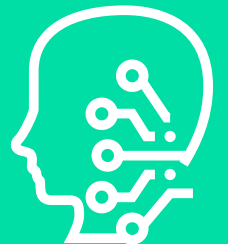




Virtual & Augmented Reality

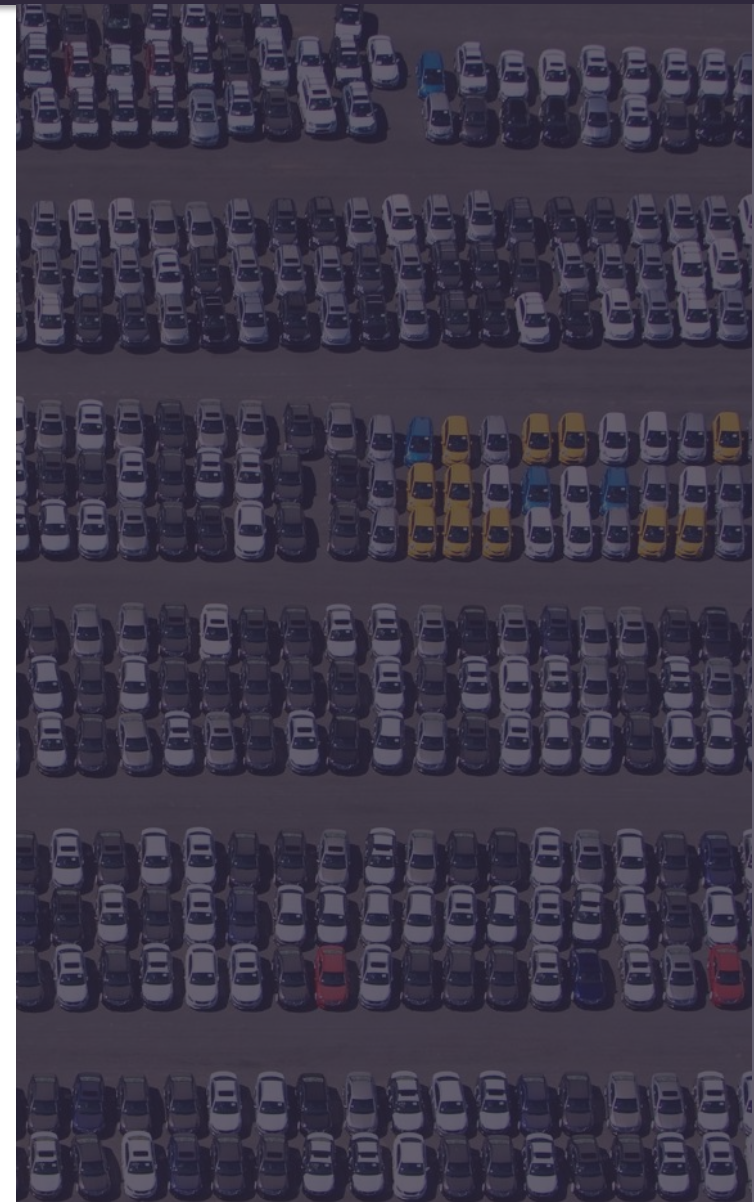
Thematic Research Reports

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Thematic Research Methodology



GlobalData has developed a unique thematic methodology for valuing technology, media and telecom companies based on their relative strength in the big investment themes that are impacting their industry. Whilst most investment research is underpinned by backwards looking company valuation models, GlobalData's thematic methodology identifies which companies are best placed to succeed in a future filled with multiple disruptive threats. To do this, GlobalData tracks the performance of the top 600 technology, media and telecom stocks against the 50 most important themes driving their earnings, generating 30,000 thematic scores. The algorithms in GlobalData's "thematic engine" help to clearly identify the winners and losers within the TMT sector. Our 600 TMT stocks are categorised into 18 sectors. Each sector scorecard has a thematic screen, a risk screen and a valuation screen. Our thematic research ecosystem has a three-tiered reporting structure: single theme, multi-theme and sector scorecard. This report is a Multi-Theme report, covering all stocks, all sectors and all themes, giving readers a strong sense of how everything fits together and how conflicting themes might interact with one another.

Our thematic investment research product, supported by our thematic engine, is aimed at senior (C-Suite) executives in the corporate world as well as institutional investors.

- Corporations: Helps CEOs in all industries understand the disruptive threats to their competitive landscape
- Investors: Helps fund managers focus their time on the most interesting investment opportunities in global TMT.

Our unique differentiator, compared to all our rival thematic research houses, is that our thematic engine has a proven track record of predicting winners and losers.

Virtual & Augmented Reality – 5 Thematic Research Reports

Alternative reality – which encompasses virtual reality (VR), augmented reality (AR), and mixed reality (MR) – could become the next big computing platform. In VR, the user is immersed in an entirely artificial world. In AR, the user sees the real world overlaid with digital data.

V&AR in Tourism

Future customers can experience destinations, hotels, or even the inside of an airplane before the trip, from the comfort of their own home

V&AR in Retail

VR/AR can be a great asset to retailers, to bridge the gap between the physical retail item and the context it will be used in for the potential customer.

V&AR in Oil & Gas

Augmented & virtual reality to offer sweeping improvements across the supply chain from site exploration in the digital oilfield to last mile distribution. And in a world where children as young as 5 have iPads, attractive technology is the key to recruiting.

V&AR in Retail Banking

Customers continue to benefit from the trend as banking virtual reality is quickly becoming more important around the world.

V&AR in Retail & FMCG

VR/AR apps will transform the retail and FMCG industries, increasing productivity and creating new ways of working, playing, and shopping over the next five years.

Virtual & Augmented Reality – 5 Thematic Research Reports

Our Report Store offers the latest comprehensive reports, market data, analysis and survey findings alongside industry information on key companies, markets and financial deals.

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Global Report



Virtual & Augmented Reality in Tourism

The potential for VR/AR to elevate the tourism experience is enormous. Thanks to VR or AR, future customers can experience destinations, hotels, or even the inside of an airplane before the trip, from the comfort of their own home. By wearing VR/AR gear while visiting historical sites, tourists can also experience historical scenes or see ancient buildings in perfect condition, even if in reality the monuments do not exist anymore or are in poor condition. Thus, VR/AR is expected to transform the sector by changing how customers choose their holidays and interact with the tourism brands, and how the companies interact with them.

- The report highlights big players in the alternative reality industry and where do they sit in the value chain.
- It discusses some of the main trends that we expect to see over the next five years.
- The report also provides an overview of the alternative reality industry value chain across five segments – semiconductors, components, headsets, platforms, and applications and content.
- The report offers an industry analysis, competitor landscape, key mergers and acquisitions, and a timeline.
- The report explains the impact of virtual and augmented reality on tourism with the help of some tourism case studies.



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Virtual & Augmented Reality in Retail

In 2017, VR/AR headsets were shipped at an increased rate compared to 2016, with several consumer VR headsets launching at that time to help drive this, and it was a banner year for mobile AR application programming interface (API) frameworks. Yet AR is where much of the action is likely to be over the next two to five years. Imagine wearing a pair of glasses with the computing power and functionality of your smartphone, activated by your voice, which recognizes what you see, where you are, and the context in which you require information.

- The report focuses on understanding the impact of virtual & augmented reality on the retail industry.
- It highlights the big players in this technology theme and where do they sit in the value chain.
- It includes retail case studies and offers key recommendations for retailers and IT vendors.
- It discusses the importance and benefits of VR/AR retail applications to retailers.
- Adopting VR/AR technology for training purposes could result in drastic improvements in internal sales by using it to run role-plays.
- The technology can be used customer facing, to educate them about new products and services being offered.
- Stay connected to your customer by using VR technology for branch locators and ATM finders.
- Avatar advisors could support clients with complex banking activities.





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Virtual & Augmented Reality in Oil & Gas

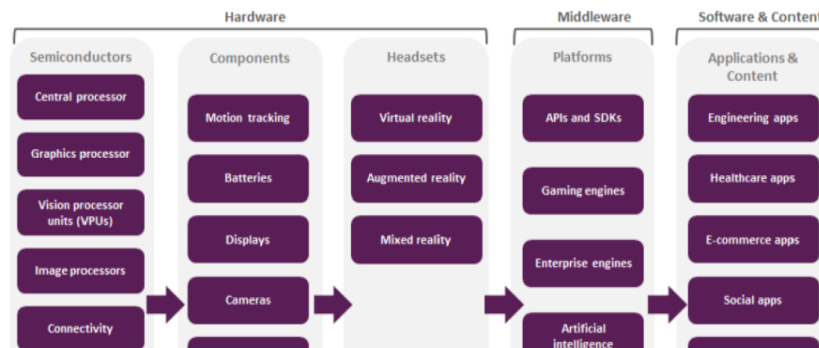
Oil prices have been sluggish over the past few years and have forced oil and gas companies to adopt different approaches toward their usual business models. This has resulted in oil and gas companies utilizing technology as a means of reducing operational costs by raising efficiencies. Virtual and augmented reality technology is being utilized to that very effect, primarily through applications such as virtual training, virtual diagnostics systems, and virtually modelled reservoirs, using systems like ExxonMobil's Immersive 3D Training Environment. Hyper-immersive 3D modelled environments fed through virtual headgear are enabling oil rig operators to virtually view and plan the layout of subsea pipelines, adjust the planned drill path through a virtual reservoir, and experience real-world hazards through applications like danger management.

- The report discusses how oil and gas industry is benefitting through virtual training, which is replacing traditional methods involving classroom studies with the occasional field trip which can be very costly.
- Understand emerging trends on applications of virtual and augmented reality in oil and gas.
- Know case studies demonstrating how oil and gas companies are using virtual and augmented reality for enhanced operational performance and improved business opportunities.
- Utilize the report to know more about companies in the oil and gas sector, which have strong competitive position in the virtual and augmented reality theme.

Value chain

Below is an overview of the alternative reality industry value chain. The value chain for the 'alternative reality' industry (virtual reality, augmented reality, and mixed reality) is split into five segments: semiconductors, components, headsets, platforms, and applications and content.

The Alternative Reality Industry Value Chain
An overview



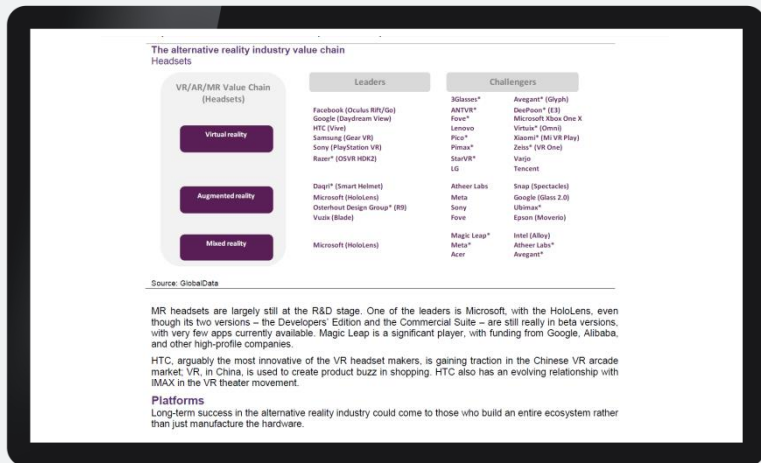
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Virtual & Augmented Reality in Retail Banking



In retail banking, the breaking economics of in-branch distribution is forcing incumbents to look at how to deliver human-like reassurance and support more cost effectively. Entirely VR-enabled branches, or avatar advisors, could support more complex or high risk banking activities, such as mortgage applications. AR can be used in a variety of in-app settings to make the banking experience more fun and engaging, such as with branch locators or ATM finders. Leading banks are also using these technologies to improve internal sales and regulation training.

- Understand the impact of virtual and augmented reality on retail banking, offering key recommendations for retail banks and IT vendors.
- It discusses the leading technology and retail banking players in this theme.
- It also analyses the benefits of using the technologies to improve internal sales and regulation training.
- The report discusses some of the main trends that we expect to see over the next five years in the VR, AR, and MR sectors.



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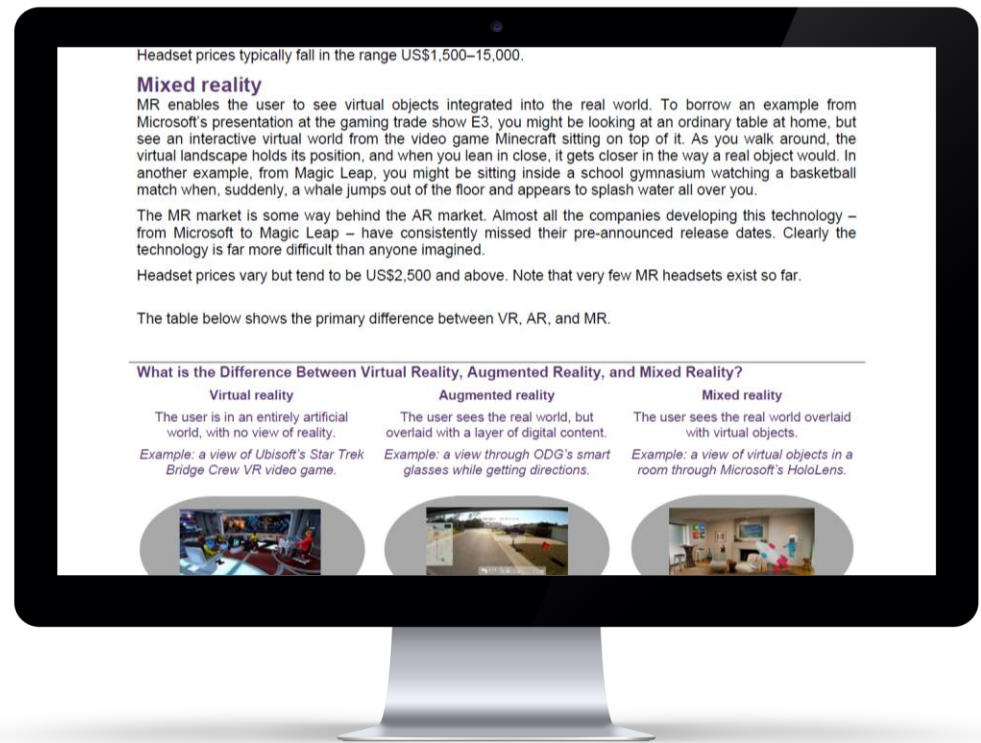
Virtual & Augmented Reality in Retail & FMCG

VR/AR retail and FMCG applications are not new, with many retailers and consumer goods companies using them in recent years. They can help bridge the gap between the physical item and the context it will be used in, therefore instilling confidence in the user to buy items. AR/VR can either construct the virtual context around the physical object (typically in the store) or construct a virtual object in a real context, typically the user's home, viewed through a smartphone's camera view.

Many of these implementations have been more about marketing than actually helping the retail process itself, and many have been more impressive in theory than in practice.

'Magic mirrors' have been popular, and improvements are ongoing to ensure realistic drape and movement of the item, as well as representation of its colour, texture, etc.

Similarly in the FMCG industry, many companies are leveraging VR/AR to deliver hyper-personalized marketing solutions that enrich customer experiences and drive commerce. VR/AR has facilitated new and novel ways for FMCG brands to interact and communicate with consumers, from interactive games to AR-enabled packaging.



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“The research GlobalData provides is of significant value, and is the key source of a lot of market intelligence for us.”

Cisco Systems, Inc.

About GlobalData

GlobalData is a leading global provider of business intelligence. 4,000 of the world's largest companies make better and more timely decisions thanks to our unique data, expert analysis and innovative solutions delivered through a single platform. At GlobalData, our mission is to help our clients decode the future to be more successful and innovative.

Through our acquisitions, we have now become one of the largest data and insights solution providers in the world.

Our integrated business intelligence solutions include a range of interactive online databases, analytical tools, reports and forecasts. Our analysis is supported by a 24/7 client support and analyst team. GlobalData has offices in New York, Boston, London, India and Singapore.



Contact Us

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