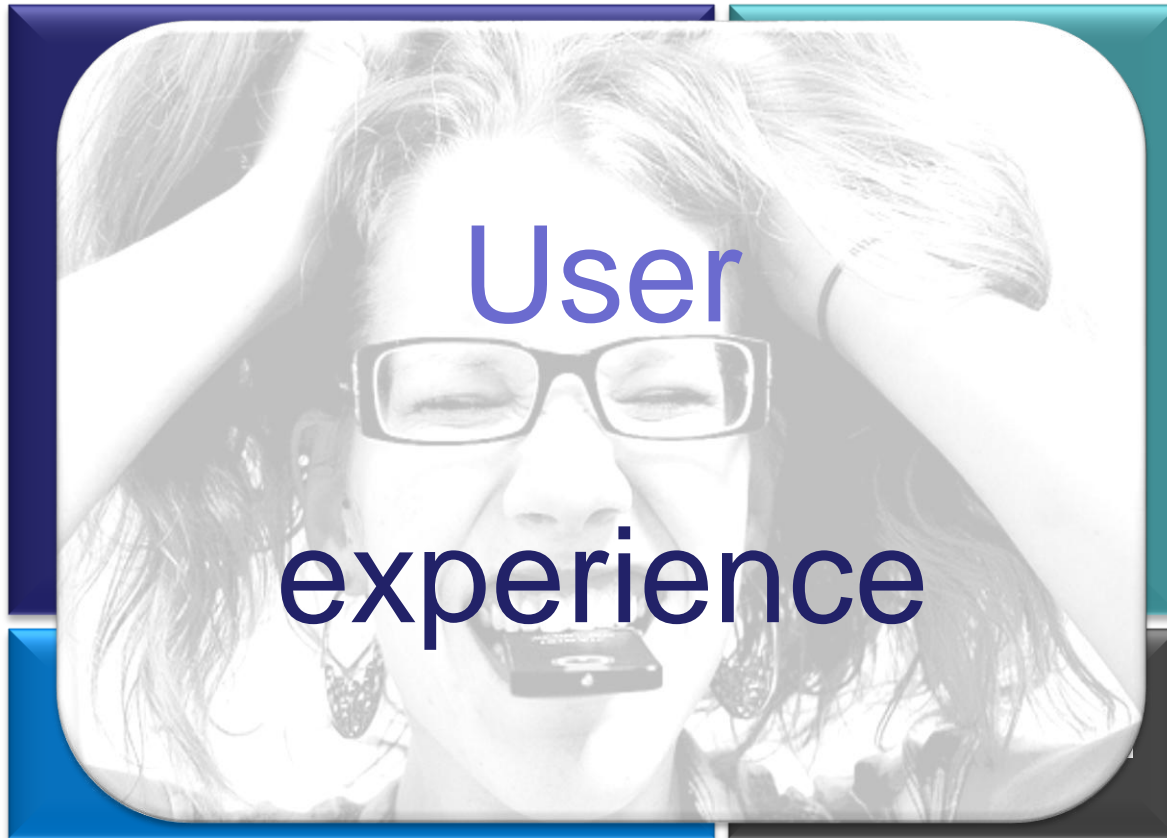




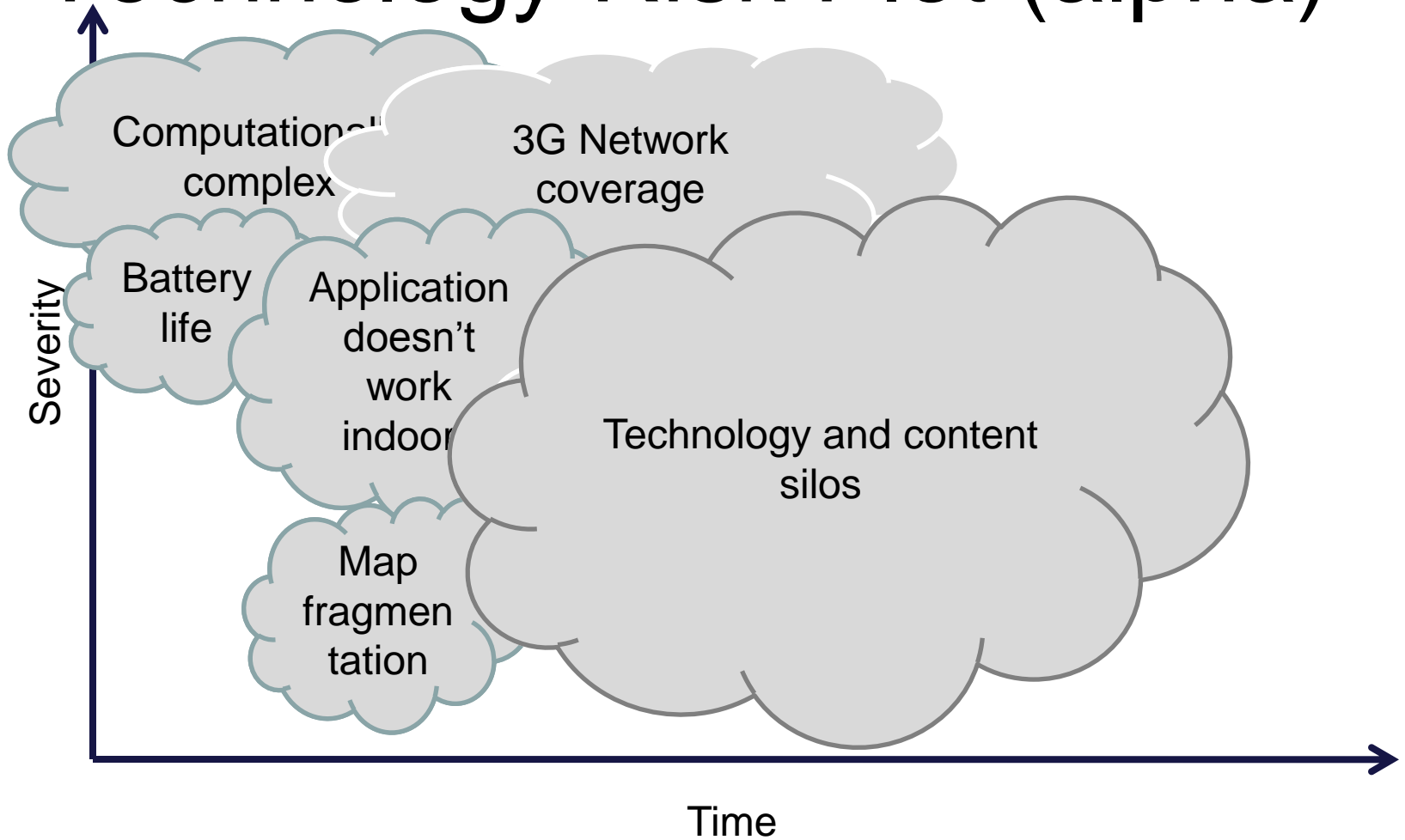
Mobile AR Risks and Obstacles

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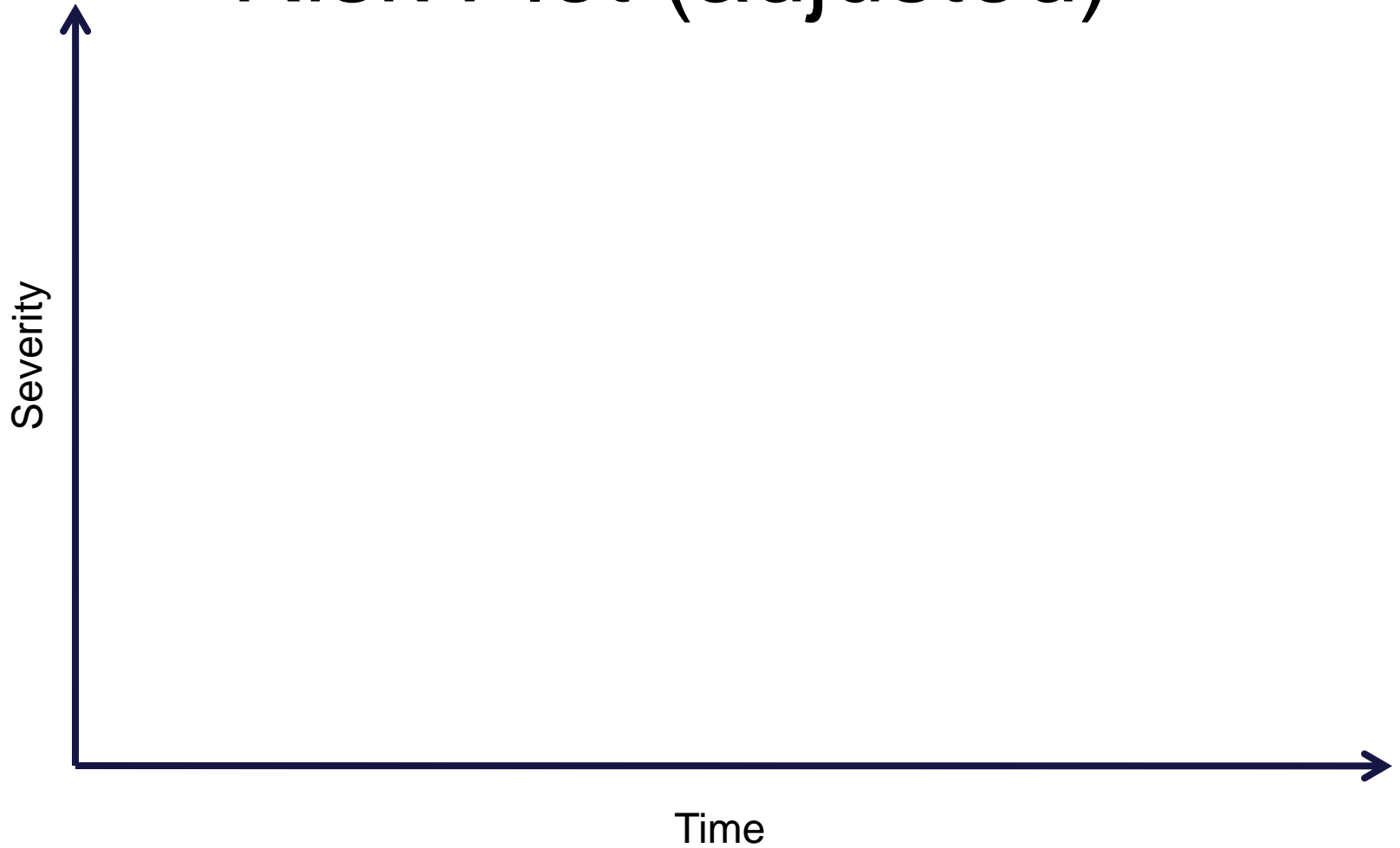
Risk Categories



Technology Risk Plot (alpha)



Risk Plot (adjusted)



Mitigation Strategies

Who	What
Everyone-All companies	educate the markets
One company or organization	provides widely accepted solution
One or a few ecosystem segments	self-organize develop and propose a solution to industry
Industry-wide, centrally-coordinated initiative	takes on the effort necessary to address the barrier
Research community	studies options, publish findings

Mobile Augmented Reality

Reality
Improved

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