

# Was there movement on the AR Hype Cycle curve?

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A Mobile AR Summit Position Paper  
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In April 2009, I wrote a blog post [ <http://www.sprxmobile.com/the-augmented-reality-hype-cycle> ] describing the Augmented Reality Hype Cycle. I grouped and placed several AR technologies on the hype cycle curve (see figure on the next page).

Now, 10 months or so later augmented reality is a press darling. It's a hype. Heck, we started a company around it! Millions more people know about AR now than a year ago. More companies are working on it, are investing in it and expecting to use it for their own benefit.

Looking at the curve, though, I wonder if there actually was any movement?

Has any key technology been developed the last year that will move the industry forward? I think not.

The main groups have remained in place.

This brings me to the second question. What does this mean?

In short I think it means the following:

- Real AR is a very hard nut to crack and is only achievable in baby steps. We've only just taken the first step, despite the hype.
- People expect but still won't (can't) get the AR in Science Fiction novels and in the movies.
- We need to make the current (mobile) AR as relevant and useful as possible in order to pave the way for full "AR vision."

We can only develop and expand if we continue creating. We and our technologies must get out there in the real world and we must get feedback, have real experiences together with users.

And, we must increase the value of AR by discovering successful business models that work for device manufacturers, developers, brands and publishers.

- Maarten Lens-FitzGerald, February 2010

# Augmented Reality Hype Cycle

