AR for Enterprise Alliance

...an industry organization to accelerate the adoption of AR in enterprise environments and to create a comprehensive, vibrant AR ecosystem
The Comprehensive Ecosystem

Enterprises

Providers

Non-commercial
How does the AREA support the AR Ecosystem

Thought Leadership
The AREA creates, collects and curates up to date AR technology content, created by neutral thought leaders and experts.

Networking & Marketplace
The AREA facilitates an environment for the AR community to connect, sharing experiences, partnerships and insights related to AR technology.

Research & Requirements
The AREA funds and organizes research programs that are defined and agreed upon by its members. The AREA also owns and manages the global set of Enterprise AR requirements.

Educate
The AREA is looking to close the AR skills gap by supporting education courses and jobs promotion.
Many AR Pilot Projects Do Not Lead to Adoption
Workshop Scope (1 of 2)

- Classifications of expectations and requirements of enterprise stakeholders
  - AR champions (business line, innovation, R&D)
  - Users
  - Management (exec, finance, IT)
- Practical, data-driven measures and solutions to addressing obstacles
Scope (2 of 2)

• How to balance research and production-grade systems in enterprise environments
• Design for success in enterprise AR introduction projects
• Organizational measures to reduce enterprise AR adoption obstacles
• Technology-supported measures to reduce enterprise AR adoption obstacles
Format: Talks and Discussions

- Five presentations

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<td>Jerome Royan, B-Com</td>
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<td>Industrial AR pilots, results and challenges</td>
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<td>Obstacles in enhancing SA using AR in Oil &amp; Gas Industry</td>
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- Participant discussions

Definition of Terms
Common Steps

- In enterprises, new technologies follow a sequence
What do we mean by “AR Adoption”? 

• Supported by appropriate
  – Budget
  – Training
  – Access to enterprise data assets
  – Trained technical support
  – Maintenance

• Consistently in use (part of “routine procedures”) in operational (“live”) workplaces
Workshop Participants
Introduce Yourself

- Name, affiliation(s)
- Status with respect to AR Adoption?