



Mobile AR Risks and Obstacles

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Agenda

- We're all in "this" together
- Thinking together
 - Group the risks
 - Where are these on the risk plot?
 - Mitigation
- Move forward together!

On the Frontier

Known Unknown

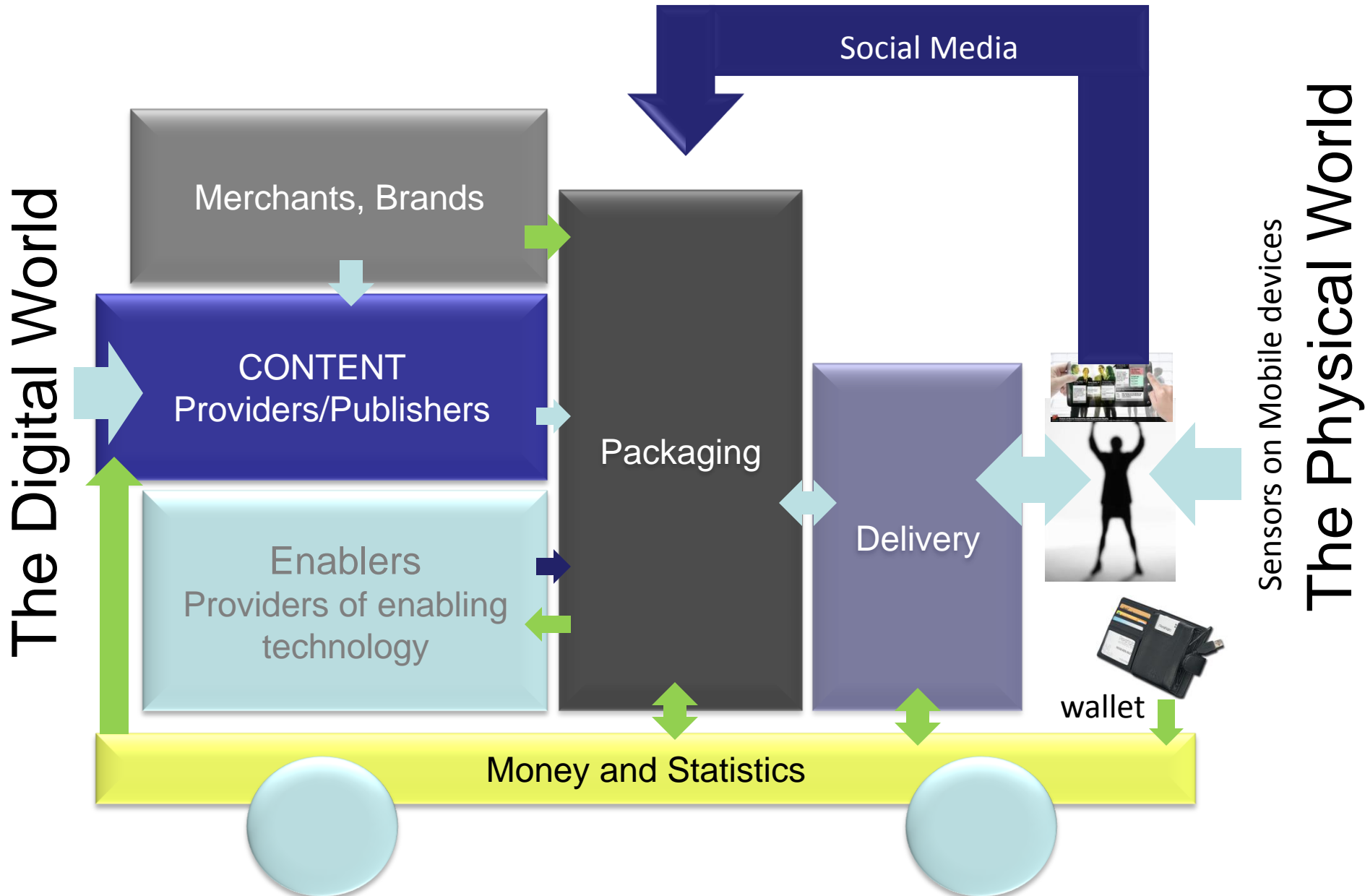
Physical Digital

2D 3D

Search Discover



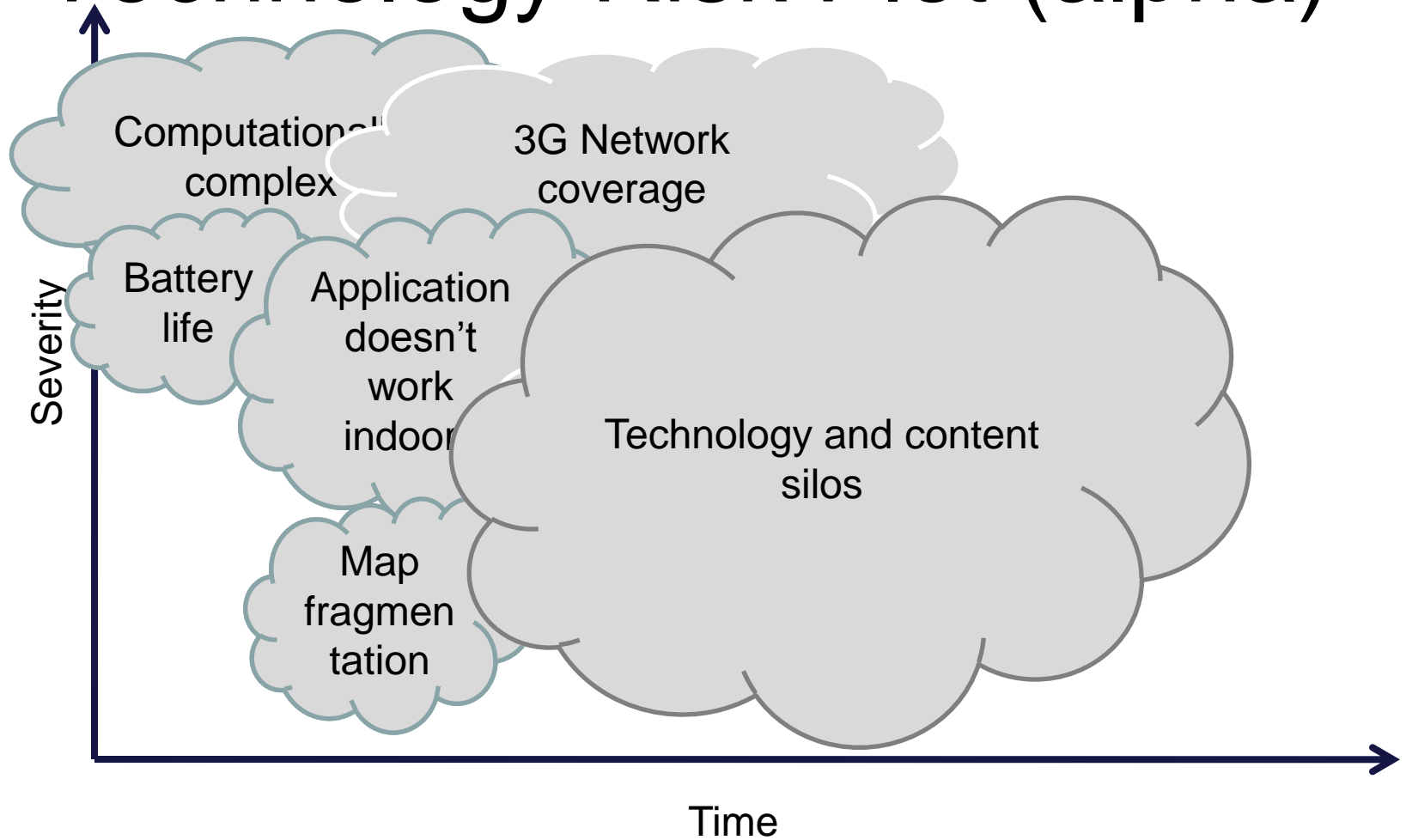
Mobile AR Ecosystem



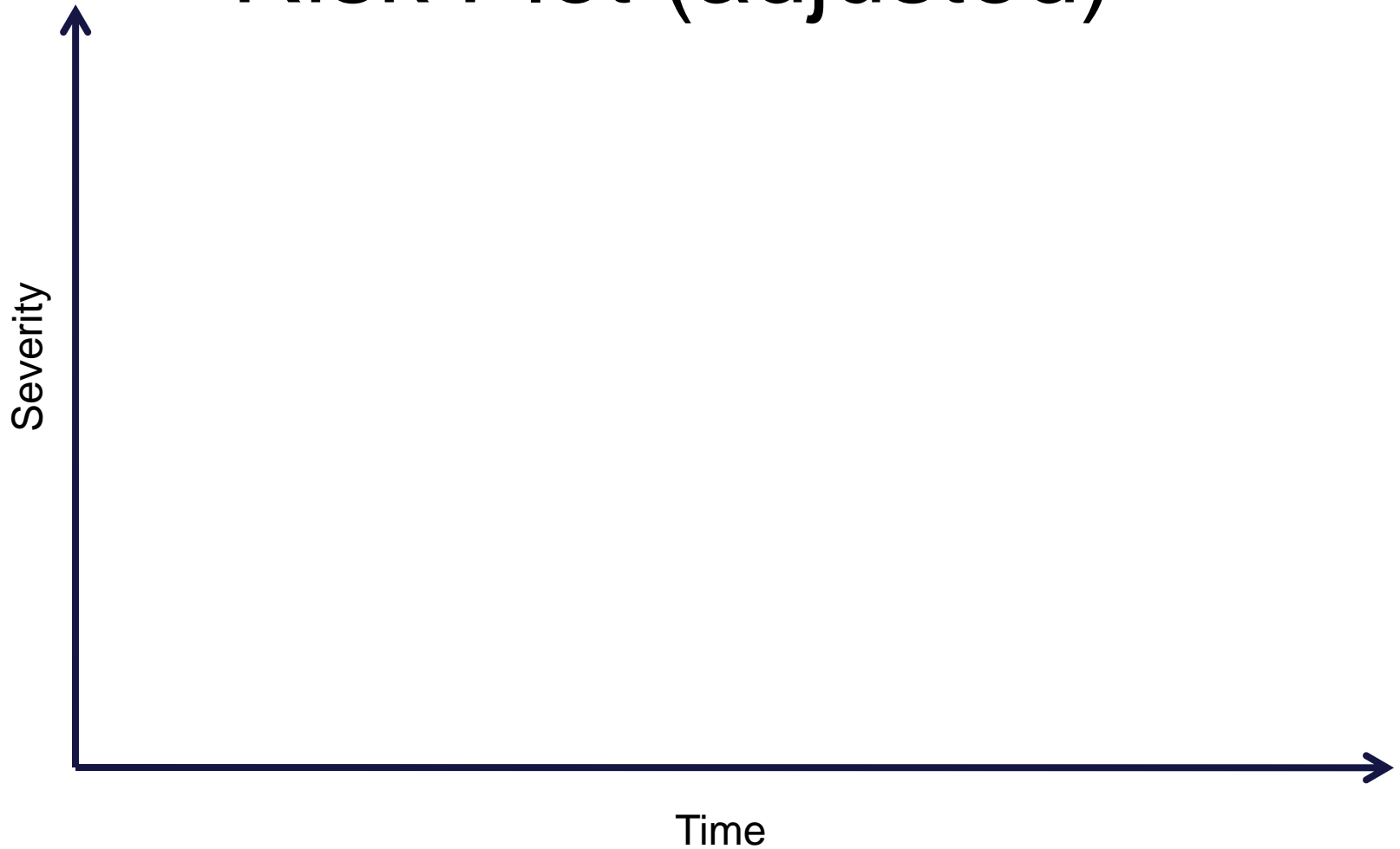
Risk Categories



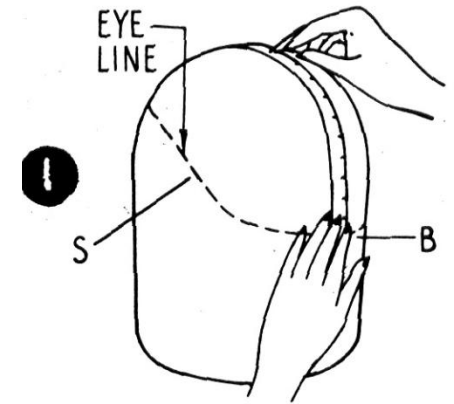
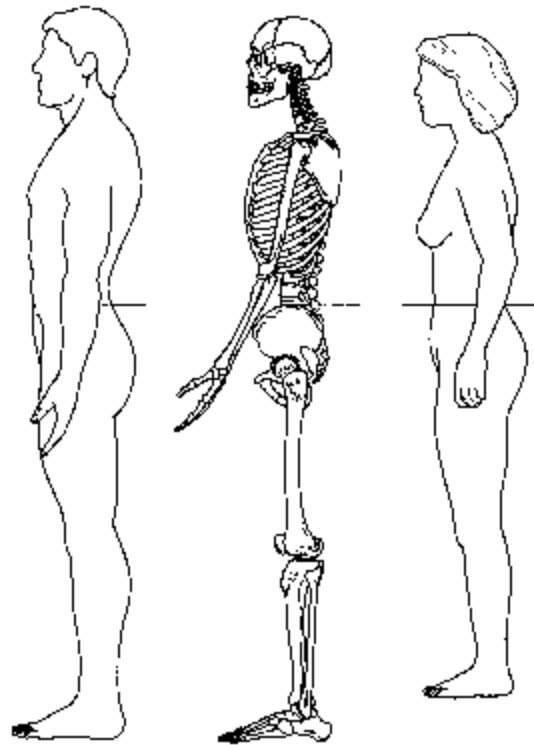
Technology Risk Plot (alpha)

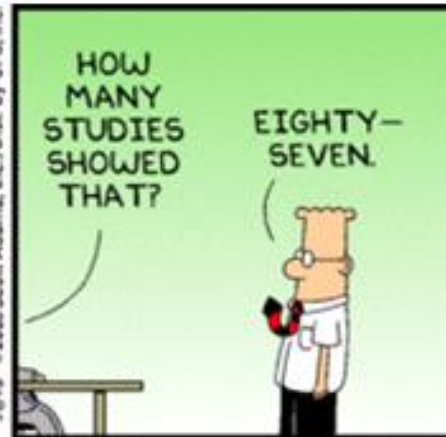
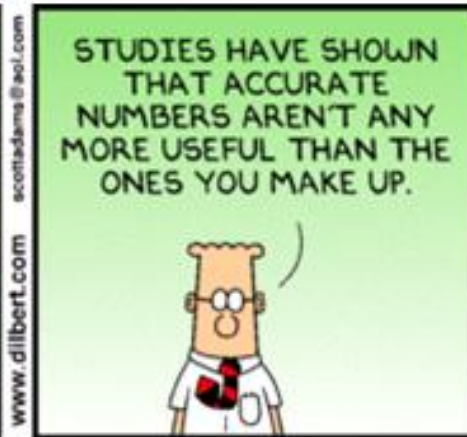
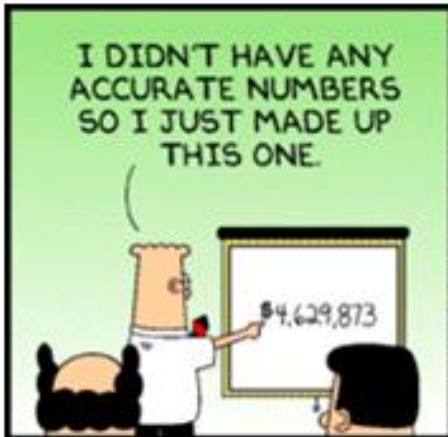


Risk Plot (adjusted)



What and how will we measure?





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

Moving forward

- Feb 17, 2010 milestone
- Let's not forget the work we do here today

AR DevCamps (Zurich March 1, 2010)

www.ardevcamp.org

AR Conference April 21

www.arconf.com

AR and Virtual Interactivity Workshop April 27 www.www2010.org

AR Event June 2-3

augmentedrealityevent.com

Mobile AR Summit
See you at ISMAR2010
October 13-16 in Seoul



Mobile Augmented Reality

Reality
Improved

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