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AI - AR Glasses State of the Art in Enterprise

Category: Market
Research



Problems this Research Would Address

- Unclear where AI and AR glasses add real value to Enterprises
 - Enterprises see many new “smart glasses” but lack a clear view of what they can do better than phones, tablets, or “traditional” AR headsets.
 - There is no shared language or structure to compare different glasses and match them to real work.
- Confusion about what counts as “AI and AR glasses”
 - New devices blur the line between consumer and enterprise products.
 - Buyers do not have a simple way to classify devices by form factor, capabilities, and readiness for industrial use.
- Limited guidance on high-value use cases
 - Most examples are marketing stories, not grounded in enterprise reality.
 - Teams struggle to identify the few use cases where AI and AR glasses can scale beyond pilots.

Problems this Research Would Address

- Security, privacy, and policy concerns
 - Glasses that can always see and hear raise strong concerns in factories, offices, and public spaces.
 - There is little practical guidance on how to design policies, governance, and controls for these devices.
- Fragmented vendor landscape
 - Many new glasses-type products appear, but information is inconsistent and focused on features, not enterprise fit.
 - AREA members lack a neutral, structured way to compare devices and avoid lock-in.
- Difficulty building strong internal business cases
 - Without clear benchmarks, patterns, and examples, it is hard to justify investment or move from experiments to deployment.
 - Different departments (IT, operations, security, HR) do not always talk to each other.

Whose problem would be addressed?

- **Enterprise leaders and decision makers**

- Operations, manufacturing, logistics, and field service leaders exploring new tools for productivity, quality, and safety.
- CIOs, CTOs, and IT/OT leaders responsible for choosing and supporting devices.
- Digital transformation and innovation teams evaluating where to place limited resources.

- **AR solution providers and system integrators**

- Vendors who need clearer, shared expectations from enterprise customers.
- Partners who want to design repeatable, glasses-based solutions instead of one-off pilots.

- **Frontline and knowledge workers**

- Technicians, inspectors, drivers, warehouse staff, and engineers who will wear the glasses.
- Their needs around comfort, usability, trust, and acceptance are often under-documented & understood.

- **AREA members**

- Members who need common references, language, and tools when they talk about AI and AR glasses.
- Stakeholders who want AREA to shape best practices for this emerging device category.

How would this research be conducted?

- Define the category
 - Scan products and concepts.
 - Develop a **practical taxonomy** for enterprise AI and AR glasses: form factors, core functions, AI capabilities.
 - Validate with AREA members.
- Discover and prioritize use cases
 - Interview and survey members on current and planned uses.
 - Group and prioritize use cases (e.g., remote support, guided work, inspections, training, logistics).
 - Document context, constraints, and success measures for top use cases.

How would this research be conducted?

- Assess technical and operational needs
 - Identify required device capabilities and AI functions for each use case.
 - Create simple reference patterns for integration.
- Analyse security, privacy, and workforce impact
 - Identify major concerns with member input.
 - Synthesize good practices for data, access, policy, and change management.
- Map the device and vendor landscape
 - Build a structured overview of relevant glasses-type devices.
 - Focus on neutral, fact-based comparisons.
- Co-create tools with members
 - Run workshops to test taxonomy, use cases, and refine evaluation criteria
 - Integrate feedback for practical relevance

Project Deliverables

- Main research report: “AI and AR Glasses for the Enterprise”
 - Clear definitions and taxonomy for AI and AR glasses in enterprise.
 - Prioritized use case catalogue with descriptions, requirements, and example value drivers.
 - Technical and operational patterns for integrating glasses into enterprise environments.
 - Security, privacy, and workforce impact analysis.
- Executive summary for senior leaders
 - 5–7 pages focused on business outcomes, risks, and recommended next steps.
 - A simple decision guide: when to consider AI and AR glasses, and what to ask vendors.
 - Member only exclusive webinar.

Project Deliverables

- AI and AR Glasses Evaluation Toolkit
 - Checklists and scorecards to:
 - Match use cases to device and AI requirements.
 - Compare glasses across the taxonomy and key attributes.
 - Assess security, privacy, and workforce impacts.
 - Templates for pilot planning: goals, metrics, and simple ROI framing.
- Enterprise AI and AR Glasses Landscape
 - A structured, updateable catalogue of relevant devices for AREA members.
 - At-a-glance comparison tables aligned to the evaluation toolkit.
- Communication and adoption package
 - Slide deck and diagrams AREA can use in webinars, member briefings, and industry events.
 - Short, use-case-focused one-pagers members can share inside their organizations.

Benefits to AREA Members

- **Clear direction** - Shared, neutral view of what AI and AR glasses are, what they do, and where they fit.
- **Faster internal alignment** - Common language and toolkit for IT, operations, security, and HR to plan together.
- **Better investments and pilots** - Quickly spot the strongest use cases and avoid weak, one-off pilots.
- **Lower risk** - Concrete guidance on security, privacy, and workforce impact builds trust.
- **Strategic advantage** - Puts AREA members ahead as AI and AR glasses mature, and strengthens AREA as the trusted voice on enterprise AR.