

AI and AR – Opportunities and Risks

An abstract geometric pattern consisting of numerous thin, light gray lines connecting small black dots of varying sizes. The dots are scattered across the white background, with some forming small, shaded triangular or polygonal shapes. The overall effect is a complex, interconnected network or web.

Category: Market
Research

Problems this Research Would Address

- It is challenging, while performing highly demanding professional roles, to find the best sources of information and to keep up with developments in the field of AI that may be or are relevant to AR
- Also, there are many claims that products or services are using or including AI in their offerings, but it's difficult (or impossible) to know how that impacts enterprise AR projects
- Finally, shortage of detailed knowledge is a handicap for everyone.
 - If an AI breakthrough is highly likely to benefit AR implementations, AR managers may have difficulty to translate or incorporate new AI capabilities into their projects, products or services.
 - It is also difficult to identify the suitable partners for projects.
 - There's not one solution or answer to these risks, but there can be recommendations to assist in assessment and prioritization of efforts

Whose problem would be addressed?

- Enterprise decision makers will be better able to make informed choices about use of limited resources for internal AR projects and deployments
- Providers of AR software or services will be able to have better/productive discussions with potential AI partners, based on current and up-to-date information, to prioritize feature developments and keep a roadmap for leveraging AI up to date and well matched with industry trends

How would this research be conducted?

1. Perform desk research to document how AI is currently or will soon impact enterprise AR. Case studies will be found or developed.
2. Perform analyses on research findings to identify trends, top categories of opportunity and risk, and document these in a report
3. Create a spreadsheet or database in which resources (any type) considered valuable for AR managers and providers can be filtered by tag or keyword for ongoing awareness/future research updates by members
4. Prepare written recommendations of approaches (e.g., Proof of Concept projects, events to attend, courses to follow) to increase and maintain knowledge about this important field

Project Deliverables

- Report of research findings describing current state of the art and future trends in clearly defined categories/segments of AR pipeline and ecosystem, including but not limited to latest research publications and centers, emerging companies/businesses, tech giants
- Tool for members to search/sort/filter by tag or keyword on-line resources identified during desk research and considered valuable for AR managers and providers for ongoing awareness/future research updates
- Document with recommendations for strategies to increase exposure to AI benefits in enterprise AR scenarios
- Executive summary of findings for public release and member exclusive webinar

Benefits to AREA Members

- Increased knowledge, awareness and insights into AI and AR developments, trends to watch and how AI is currently and will in the future increase efficiency and potential risks of enterprise AR projects, products and services
- To maintain their increased knowledge, awareness and insights, a tool capturing an index of on-line resources and experts identified in the research will be searchable, and serve as a foundation for further exploration
- A set of recommended approaches for how to safely experiment with and apply AI in lab or pilot project settings