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SMART GLASSES SALES TO SURPASS SMART PHONES SALES WITHIN TEN YEARS ACCORDING TO REPORT FROM AUGMENTEDREALITY.ORG

NEW YORK, January 27, 2015 – Reports of the demise of Smart Glasses are greatly exaggerated, according to a new report released today by the non-profit organization, AugmentedReality.org.

According to the report, Smart Glasses sales will reach 1 billion shipments near 2020, and surpass shipments of mobile phones within ten years. The report also provides:

- Insights into the recent news from Google suspending sales of Glass – what does it really mean?
- Forecasts for Smart Glasses market adoption and current progress;
- A look at the difference between Augmented Reality and Virtual Reality, Smart Glasses, Head Mounted Displays etc.;
- The competitive landscape of the Smart Glasses market, the key vendors and their strategies;
- An examination of the Smart Glasses value chain including computing platforms, displays, sensors, cameras, input devices, etc.;
- Analysis of the Smart Glasses OS War;
- An overview of the vertical industries leading Smart Glasses adoption such as manufacturing, healthcare and retail.

“The Smart Glasses segment is at the core of the next big computing wave which is about to explode; whether you are an investor, a hardware manufacturer, a startup, or a software developer you have a 12 months window to establish a strategy or risk missing the opportunity,” explained Ori Inbar, author of the report. “The ability of Smart Glasses to deliver contextual information in a hands-free experience is already making these devices indispensable for enterprises, and will become inevitable for consumers within a few years.”

The report is now available for purchase at www.SmartGlassesReport.com.

Journalists can request a complimentary copy of the report through the contact information above.

To experience the report’s insights in action, visit Augmented World Expo (produced by AugmentedReality.Org), the event USA Today called “The CES of the Future.” Now entering its sixth year, AWE 2015 will be held June 8-10, 2015 in Santa Clara, CA.

AUGMENTEDREALITY.ORG

To learn more about Augmented World Expo 2015 and to register, please visit as www.AWE2015.com.

More about Augmented World Expo

Augmented World Expo, now in its sixth year, is the world's largest international event for augmented reality, wearable computing, gesture devices, and the Internet of Things. Last year show took place May 27th through May 29th at the Santa Clara Convention Center. AWE 2014 boasted over 200 exhibits from elite brands like Epson, Qualcomm and Intel to pioneering startup such as Daqri, Arqetype, Ngrain, and many more. Attendees also experienced a FashionWare show produced by Living in Digital Times, the Auggie Awards, a wearable tech Hackathon, the Glass Class: Designing Wearable Interfaces by Mark Billingham and 100 additional talks, including keynotes from Robert Scoble, Tim Chang and Hiroshi Ishii.

To stay up to date about AWE and others news in the Augmented World sign up to our newsletter at: <http://eepurl.com/HGFtH>

Please follow Augmented World Expo on twitter at @ARealityEvent and #AWE2015.

More about Augmentedreality.org

AugmentedReality.org is a 501 (c) non-profit organization with institutional supporters and individual members from across the world. It unites hundreds of companies, and thousands of entrepreneurs, engineers and designers – committed to advancing Augmented Reality – an emerging technology that digitizes interaction with the physical world.

Members tap into valuable members-only resources: major discounts to industry events, networking opportunities with industry leaders, up-to-date educational programs and technical training, unparalleled market research, exposure in extensive promotional programs, and representation in the voice of the industry.

AR.ORG also owns and produces Augmented World Expo (AWE) – the world's largest international event for augmented reality, wearable computing, gesture devices, and the Internet of Things. All profits from AWE are reinvested into AR.ORG's industry services.

Augmentedreality.org and Augmented World Expo are led by its co-founders, Executive Director Ori Inbar and Chief Content Officer Tish Shute.