

Asia Pacific 3D Telepresence Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The Asia Pacific 3D Telepresence Market is expected to grow at a CAGR of 19% over the forecast period (2022-2027). The growing adoption of advanced technologies, such as AR and MR, is expected to pave the path for a new collaborative platform called 3D telepresence.

Key Highlights

Audio and visual applications like Google Hangouts, Facetime, Skype, and other video conferencing platforms for office are co-existing today for use across enterprises to enable remote communication.

Although the quality of experience, with regard to audio and visual transmission, has significantly improved over the years, the 2D video technology has several inherent drawbacks, like loss of non-verbal cues, such as eye contact and gestures, which cannot be mitigated easily. Some of these issues are addressed by 3D telepresence, which provides rendering and streaming of 3D video data between two or more parties, and this boosts the adoption of 3D telepresence globally.

While there are smart conference rooms that are being developed by companies like Cisco (Spark system), which is a bundle of cameras, 4K screen speakers, and supporting devices, technology advancements are resulting in more life-like experiences by technologies like telepresence.

Companies like Cisco, Microsoft, Teliris, Huawei, Sony, among others, are the early entrants in the telepresence space. Since its inception, few challenges like interoperability between telepresence systems of different vendors and compatibility of the technology with networks offered by different telecom were achieved.

APAC 3D Telepresence Market Trends

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Enhanced User Experience expected to Drive the Growth

The tele-immersion technology, coupled with 3D technology, provides an increased level of presence of the remote users, whether it is bundled with virtual or augmented reality (AR). Aside from enhancing the user experience, in terms of communication, which is currently performed with 2D video conferencing, there is a potential use of this technology in several other areas that would reduce the need for travel.

Moreover, applications, such as in remote collaboration, where multi-disciplinary teams have to work closely with 3D data or models, like in design, manufacturing, medicine, physical sciences, architecture, astronomy, digital humanities, and education, among various other applications, are expected to drive the demand for these solutions.

According to the United Nations Department of Economic and Social Affairs and Gapminder, the life expectancy for Indonesia in 2021 was 71.96 years, a 0.25% increase from 2020. In countries like Indonesia, the life expectancy of people has increased, which is expected to increase the need for telepresence robots to assist elderly people.

Furthermore, Indonesia is rapidly becoming aware of the advantages of telepresence robots. Thailand is one of the region's fastest-growing markets for industrial robotics. Thailand currently has more than 60 enterprises producing robotic and automation gear. Robot adoption has increased in Vietnam. Furthermore, the expanding number of electronic and automotive production plants, as well as government incentives for automation, provide a great possibility for market expansion.

Video Conferencing will drive the market

The advent of higher-quality devices, lowering broadband prices, and the necessity for top executives to save costs associated with business travel have all contributed to the expansion of telepresence. Telepresence is quickly becoming the next must-have technology in the enterprise arsenal for an increasing number of firms in the Asia Pacific that already have video conferencing capabilities.

As the host partner city for the Union of International Associations (UIA), the Tokyo Convention & Visitors Bureau (TCVB) successfully completed the 9th UIA Associations Round Table Asia-Pacific 2021, which was hosted in Japan for the first time. The UIA's Round Table was also held in a hybrid format for the first time. On the 21st and 22nd of October, over 70 international and local participants from 29 countries connected using OnAIR, a dedicated virtual conferencing platform. At the Congress Square Nihonbashi, almost 40 local association executives and industry partners convened in person.

During the panel talks, a unique example of using new and interesting telepresence avatar robots was given, presenting a solution for managing hybrid multinational gatherings. The international speakers, who arrived as avatar robots from Australia, Germany, Hong Kong, and Switzerland, were ecstatic to be able to interact with onsite participants in a completely new way, thanks to iPresence.

For government use, Australia has a specific telepresence system. The National Telepresence System (NTS) is a secure, high-definition digital video conferencing system that provides users with high-quality spatial audio and video experience. The Ministerial Communications Network (MCN) hosts the NTS service, which allows for meetings with a security rating of SECRET. This system connects all state and territory governments, as well as the DFAT, Defence, and Home Affairs SECRET networks, as well as all Commonwealth Ministers and Departmental Secretaries. In Australia, there are 49 large room NTS facilities. Ministers, Assistant Ministers, Departmental Secretaries, and top government officers have 171 personal Telepresence equipment installed in their offices. The technology hosted over 10,600 meetings and facilitated an estimated 55,000 personal video conversations between October 2009 and December 2021. Using NTS to minimize the travel costs of lawmakers and public officials has saved the Commonwealth, state, and territory governments an estimated USD 187 million over the last eleven years. According to the Australian Government's Department of Finance.

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APAC 3D Telepresence Market Competitor Analysis

The Asia Pacific 3D Telepresence Market is highly fragmented due to the presence of a large number of players. Major players in the market include TelePresence Tech, Cisco Systems Inc., Microsoft Corporation, Teliris, Inc. (Dimension Data), Digital Video Enterprises Inc., Musion, Polycom Inc., and ZTE Corporation. Some key recent developments in the market are as follows:

In March 2021, SIGNA and FRINK Advanced Services, a Cisco partner, teamed up with Ava Robotics to create a digital, remote sales experience using Ava's telepresence robots. These Cisco Webex-powered telepresence robots were created to help clients and realtors perform contactless, remote home tours while maintaining seamless engagement with sales agents.

In November 2021, Australia is having plans to implement Telepresence Robots to Improve the Wellbeing of Adolescent Cancer Patients. Participants in a recent experiment using telepresence robot technology with chronically ill students reported feeling more connected and having a better mood after using a telepresence robot.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHT

- 4.1 Market Overview
- 4.2 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.2.1 Threat of New Entrants
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Bargaining Power of Suppliers
 - 4.2.4 Threat of Substitute Products
 - 4.2.5 Intensity of Competitive Rivalry

5 Assessment of the Impact of COVID-19 on the Industry

6 MARKET DYNAMICS

- 6.1 Market Drivers
 - 6.1.1 Enhanced User Experience
 - 6.1.2 Increasing Demand For Time-Saving Technologies In Organizations
- 6.2 Market Restraints
 - 6.2.1 High Costs And Limited Commercialization

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7 MARKET SEGMENTATION

7.1 Solution Type

7.1.1 Software

7.1.2 Hardware

7.2 Application

7.2.1 Education

7.2.2 Advertising

7.2.3 Conferencing

8 COMPETITIVE LANDSCAPE

8.1 Company Profiles

8.1.1 TelePresence Tech

8.1.2 Cisco Systems Inc.

8.1.3 Microsoft Corporation

8.1.4 Holoxica Limited

8.1.5 Valorem Reply

8.1.6 Teliris Inc. (Dimension Data)

8.1.7 Digital Video Enterprises Inc.

8.1.8 Musion 3D

8.1.9 Polycom Inc.

8.1.10 ZTE Corporation

8.1.11 MDH Hologram Ltd.

8.1.12 Primasonic Spectrum Private Ltd.

9 INVESTMENT ANALYSIS

10 MARKET OPPORTUNITIES AND FUTURE TRENDS

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