

## **APAC 3D Telepresence - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

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### **Report description:**

The APAC 3D Telepresence Market size is estimated at USD 1 billion in 2024, and is expected to reach USD 2.67 billion by 2029, growing at a CAGR of 18.82% during the forecast period (2024-2029).

The Asia Pacific region, known for its rapid technological advancements and large population, has been a significant market for various emerging technologies, including 3D telepresence. The need for enhanced remote communication and collaboration in various sectors has driven the demand for 3D telepresence solutions.

#### **Key Highlights**

- The level of infrastructure development, including high-speed internet connectivity and advanced communication networks, plays a crucial role in enabling the adoption of 3D telepresence solutions. Countries with robust telecommunications networks are likely to see higher adoption rates.
- 3D telepresence offers a more immersive and lifelike experience than traditional video conferencing. The Asia Pacific region is known for its booming entertainment and gaming industries. Enhanced user experience in 3D telepresence could lead to innovative applications in these fields, such as virtual concerts, live events, and multiplayer gaming experiences.
- The increasing demand for time-saving technologies is a significant driver for the growth of the Asia Pacific 3D telepresence market. 3D telepresence offers a more immersive and engaging communication experience than traditional methods. In addition to time savings, organizations can also realize cost savings by reducing travel expenses and associated costs related to physical meetings and events.
- High costs and limited commercialization are significant factors that can restrain the growth of the Asia Pacific 3D telepresence market. Developing, implementing, and maintaining 3D telepresence solutions can involve substantial costs. This includes investments in specialized hardware such as 3D displays, high-definition cameras, advanced audio equipment, and network

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infrastructure capable of handling the data requirements.

-With COVID-19 lockdowns, travel restrictions, and the shift to remote work and online collaboration, there was a heightened demand for effective remote communication tools. 3D telepresence, with its immersive and lifelike interaction capabilities, could have gained attention as a solution to bridge the gap between in-person meetings and traditional video conferencing.

## APAC 3D Telepresence Market Trends

### Conferencing Application Segment is Expected to Hold Significant Market Share

- Conferencing applications are a significant aspect of the Asia Pacific 3D telepresence market. These applications leverage 3D telepresence technology to enable remote participants to interact and collaborate in a more immersive and lifelike manner.
  - Conferencing applications in the 3D telepresence market allow businesses to conduct virtual meetings that closely simulate face-to-face interactions. According to Amex GBT, 16% of business meetings are virtually planned in the Asia Pacific region. The applications can enhance engagement, facilitate better communication, and improve team collaboration across different geographic locations.
  - Conferencing applications can create virtual trade shows and exhibitions where participants can showcase products, interact with potential customers, and engage in networking activities. This has become particularly relevant during travel restrictions and social distancing, allowing industries to continue connecting and showcasing their offerings.
  - Government officials and diplomats can use 3D telepresence conferencing applications for diplomatic discussions, international collaborations, and virtual summits, reducing the need for physical travel and facilitating cross-border communication.
- Conferencing applications in the Asia Pacific 3D telepresence market have the potential to transform how organizations and individuals communicate, collaborate, and engage with each other.

### China is Expected to Hold Significant Market Share

- China is a manufacturing hub and can produce hardware components required for 3D telepresence systems, including displays, cameras, and audio equipment. This could lead to opportunities for cost-effective production and supply of these components.
- China has a history of rapid technological innovation and has invested heavily in research and development. This innovation ecosystem can drive advancements in 3D telepresence technology and contribute to developing homegrown solutions.
- China's businesses have a strong interest in efficient and immersive communication solutions. 3D telepresence could enhance communication and collaboration among remote teams and partners.
- The presence of a large number of business events and trade fairs drives the adoption of 3D telepresence technology in China. According to 10 Times, China had the largest number of conferences, business meetings, and trade shows planned between May 2022 and April 2023, with approximately 2,217 events listed on an event platform.
- Chinese government's support for technological advancements and innovation through initiatives like the "Made in China 2025" plan could influence the development and adoption of 3D telepresence solutions.

## APAC 3D Telepresence Industry Overview

The Asia Pacific 3D telepresence market is highly fragmented, with the presence of major players like TelePresence Tech, Cisco Systems Inc., Microsoft Corporation, Holoxica Limited, and Valorem Reply. Players in the market are adopting strategies such as partnerships and acquisitions to enhance their product offerings and gain sustainable competitive advantage.

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In February 2023 - Telefonica exhibited its 3D holographic telepresence system, based on Fiber, 5G, and Edge Computing technologies, at the Mobile World Congress (MWC). The company's booth features a volumetric capture room where visitors can instantly see how to become a 3D avatar and be "teleported" in real-time to augmented reality (AR) and virtual reality (VR) environments with various scenarios, with the results displayed on tablets and screens at the end.

Additional Benefits:

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

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