

**Augmented Reality Navigation Market by HMD, HUD, AR Navigation Software;
Real-time Location Data Management, Routing and Navigation, Asset Tracking,
Reverse Geocoding; Built-in Mobile Sensors, Visual Positioning System, AR Cloud -
Global Forecast to 2029**

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Report description:

The augmented reality (AR) navigation market is expected to reach USD 6.33 billion by 2029 from USD 1.17 billion in 2024, at a CAGR of 40.3% during the 2024-2029 period.

"Automotive end-user is projected to have the largest market share during the forecast period."

The integration of AR technology with advanced vehicles provides a transformative enhancement to the driving experience. The growing demand for advanced driver assistance systems (ADAS) and advanced navigation is becoming an important feature to provide drivers with real-time location and hand-free guidance with the help of head-up displays (HUD) that enhance safety and convenience. The increasing demand for autonomous and connected vehicles drives the market as augmented reality navigation integrates into these advanced systems, which leads to enhanced solutions and reduced distractions.

Augmented reality HUD is one of the biggest applications of AR navigation in automotive. AR HUD projects virtual images, direction signs, and text to the user and also provides location updates and spontaneous interaction with physical/real-life objects as an extension of the real world; this helps to boost the driver's awareness.

Additionally, the rising demand for premium, high-tech featured vehicles leads to increased investment in luxury and high-end models where augmented reality navigation contributes as a significant selling point. Augmented reality navigation helps users to navigate complex areas and avoid modern traffic. Strategic partnerships between technology and automotive manufactures such as Microsoft partners with Volkswagen and other partnerships are boosting the development and adoption of AR systems.

As global automotive markets expand, specifically in emerging economies, as the demand for advanced in-car technologies like

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augmented reality navigation is expected to accelerate.

"Routing & navigation application of augmented reality navigation market expected to have the largest market share and grow at the highest CAGR during the forecast period"

High dependency on smartphones and vehicle-mounted systems to navigate with intuitive and accurate navigation solutions is increasing. This facilitates route planning and safety through minimized distractions and improved situational awareness not only in vehicles but also while walking or cycling. The growing complexities in urban areas, together with increased travel and commuting have raised the demand for more advanced routing solutions capable of dynamic traffic conditions through clear and easy-to-follow guidance.

Routing & navigation is widely used in indoor areas and building such as retail & shopping malls, airports, museums, educational institutions and many other places. Multiple companies such as Navigine, SITUM TECHNOLOGIES and many others are primarily focusing on indoor navigation solutions which leads to rise in the market share of routing & navigation application segment. Navigine offers QR based indoor augmented reality navigation solution by scanning QR codes, AR map specific to that location get accessible and provide augmented reality routes within the premises to any point of interest.

"AR navigation apps, sub-segment of software in augmented reality (AR) navigation is expected to have the largest market share in the forecast period"

Google Maps by Google LLC, Apple Maps by Apple Inc., Sygic GPS Navigation by Sygic, and many other players are offering AR navigation apps to enhance user navigation experience. Location-based augmented reality apps are geo-based and position-based AR solutions that help to identify the location. AR navigation app uses smartphone GPS and camera to implement an augmented reality-powered GPS navigation system; this helps users to be guided by visual paths on the smartphone camera preview. AR navigation apps also rely on digital compasses, motion tracking, or indoor positioning systems (for indoor augmented reality navigation). AR navigation apps help users to reach their destination with fewer instructions and avoid getting lost. Users can easily discover places, read reviews of the places, share information, and so on.

The break-up of the profile of primary participants in the augmented reality navigation market-

-□By Company Type: Tier 1 - 30%, Tier 2 - 50%, Tier 3 - 20%

-□By Designation Type: C Level - 45%, Director Level - 35%, Others - 20%

-□By Region Type: North America - 45%, Europe -35 %, Asia Pacific- 12%, RoW - 8%,

The major players in the augmented reality navigation market are Google LLC (US), Apple Inc. (US), Microsoft (US), Neusoft Corporation (China), WayRay AG (Switzerland), FURUNO ELECTRIC CO., LTD. (Japan), ARway Corp. (CanadaUS), Wiser Marine Technologies Ltd. (Canada), Mapbox (US), Treedis (Israel), ViewAR GmbH (Austria), Artisense GmbH (Germany), IndoorAtlas (Finland), Hyper (London), SITUM TECHNOLOGIES (Spain), Insider Navigation Inc (Austria), Wemap SAS (France), Resonai Inc. (Israel), Oriient New Media Ltd (Israel), Navigine (US), 22Miles (US), Sygic (Bratislava), Veo (Poland), HERE (Netherlands), and Esri (US).

Research Coverage

The report segments the augmented reality navigation market and forecasts its size based and region. The report also provides a comprehensive review of drivers, restraints, opportunities, and challenges influencing market growth. The report also covers qualitative aspects in addition to the quantitative aspects of the market.

Reasons to buy the report:

The report will help the market leaders/new entrants in this market with information on the closest approximate revenues for the overall augmented reality navigation market and related segments. This report will help stakeholders understand the competitive landscape and gain more insights to strengthen their position in the market and plan suitable go-to-market strategies. The report also helps stakeholders understand the objectives of the market and provides information on key market drivers, restraints, opportunities, and challenges.

The report provides insights on the following pointers:

-□Analysis of key drivers (incorporation of AI algorithms for accurate location tracking and real-time data updates is driving the augmented reality navigation market), restraints (high dependence on GPS and device sensors), opportunities (integration of 5G

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technology with augmented reality navigation), and challenges (less user acceptance and familiarity of augmented reality navigation)

-□Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the augmented reality navigation market

-□Market Development: Comprehensive information about lucrative markets - the report analyses the augmented reality navigation market across varied regions.

-□Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the augmented reality navigation market

-□Competitive Assessment: In-depth assessment of market shares, growth strategies, and product offerings of leading players like Google LLC (US), Apple Inc. (US), Microsoft (US), WayRay AG (Switzerland), and Neusoft Corporation (China).

Table of Contents:

1□INTRODUCTION□	21
1.1□STUDY OBJECTIVES□	21
1.2□MARKET DEFINITION□	21
1.3□STUDY SCOPE□	22
1.3.1□MARKETS COVERED AND REGIONAL SCOPE□	22
1.3.2□INCLUSIONS AND EXCLUSIONS□	23
1.3.3□YEARS CONSIDERED□	23
1.4□CURRENCY CONSIDERED□	24
1.5□UNIT CONSIDERED□	24
1.6□LIMITATIONS□	24
1.7□STAKEHOLDERS□	24
2□RESEARCH METHODOLOGY□	25
2.1□RESEARCH DATA□	25
2.1.1□SECONDARY DATA□	26
2.1.1.1□Key data from secondary sources□	26
2.1.1.2□Key secondary sources□	26
2.1.2□PRIMARY DATA□	27
2.1.2.1□Key data from primary sources□	27
2.1.2.2□Key participants in primary processes across AR navigation value chain□	28
2.1.2.3□Breakdown of primary interviews□	28
2.1.2.4□Key industry insights□	28
2.2□MARKET SIZE ESTIMATION□	29
2.2.1□BOTTOM-UP APPROACH□	32
2.2.1.1□Approach to derive market size using bottom-up analysis□	32
2.2.2□TOP-DOWN APPROACH□	33
2.2.2.1□Approach to derive market size using top-down analysis□	33
2.3□MARKET SHARE ESTIMATION□	34
2.4□DATA TRIANGULATION□	34
2.5□RISK ASSESSMENT□	35
2.6□RESEARCH ASSUMPTIONS AND LIMITATIONS□	36
2.6.1□ASSUMPTIONS□	36
2.6.2□LIMITATIONS□	37
3□EXECUTIVE SUMMARY□	38
?	

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4	PREMIUM INSIGHTS	43
4.1	ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN AR NAVIGATION MARKET	43
4.2	AR NAVIGATION MARKET, BY OFFERING	43
4.3	AR NAVIGATION MARKET, BY APPLICATION	44
4.4	AR NAVIGATION MARKET, BY END-USE INDUSTRY	44
4.5	AR NAVIGATION MARKET BY REGION	45
5	MARKET OVERVIEW	46
5.1	INTRODUCTION	46
5.2	AR NAVIGATION MARKET DYNAMICS	46
5.2.1	DRIVERS	47
5.2.1.1	Integration of AR in automotive systems	47
5.2.1.2	Development of AR headsets and glasses for hands-free navigation experience	47
5.2.1.3	Complex navigation in indoor locations	47
5.2.1.4	Incorporation with AI algorithms for accurate location tracking and real-time data updates	48
5.2.2	RESTRAINTS	49
5.2.2.1	High dependence on GPS and device sensors for accuracy	49
5.2.2.2	Obstacles in seamless transition between indoor and outdoor AR navigation	49
5.2.3	OPPORTUNITIES	50
5.2.3.1	Integration of 5G technology with augmented reality navigation	50
5.2.3.2	Augmented reality surgical navigation	50
5.2.4	CHALLENGES	51
5.2.4.1	Limited familiarity and user acceptance	51
5.2.4.2	Protection against data breaches, system manipulation, and cloud vulnerabilities	51
5.3	VALUE CHAIN ANALYSIS	51
5.3.1	RESEARCH & DEVELOPMENT ENGINEERS	52
5.3.2	COMPONENT SUPPLIERS	52
5.3.3	SYSTEM INTEGRATORS	52
5.3.4	MARKETING AND SALES TEAMS	53
5.3.5	END USERS	53
5.4	TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS	53
5.5	ECOSYSTEM ANALYSIS	54
5.6	INVESTMENT AND FUNDING SCENARIO	55
5.7	TECHNOLOGY ANALYSIS	56
5.7.1	KEY TECHNOLOGIES	56
5.7.1.1	Global positioning system	56
5.7.1.2	Simultaneous localization and mapping	56
5.7.1.3	Bluetooth beacons	56
?		
5.7.2	COMPLEMENTARY TECHNOLOGIES	56
5.7.2.1	Cloud computing	56
5.7.2.2	Internet of things	57
5.7.2.3	3D mapping	57
5.7.2.4	Digital twin	57
5.7.3	ADJACENT TECHNOLOGIES	57
5.7.3.1	Marker-based tracking	57

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5.7.3.2	Real-time data processing	57
5.8	PATENT ANALYSIS	58
5.9	TRADE ANALYSIS	60
5.9.1	IMPORT SCENARIO (HS CODE 9014)	61
5.9.2	EXPORT SCENARIO (HS CODE 9014)	62
5.10	PORTER'S FIVE FORCES ANALYSIS	62
5.10.1	INTENSITY OF COMPETITIVE RIVALRY	64
5.10.2	BARGAINING POWER OF SUPPLIERS	64
5.10.3	BARGAINING POWER OF BUYERS	64
5.10.4	THREAT OF SUBSTITUTES	64
5.10.5	THREAT OF NEW ENTRANTS	64
5.11	KEY STAKEHOLDERS AND BUYING CRITERIA	65
5.11.1	KEY STAKEHOLDERS IN BUYING PROCESS	65
5.11.2	BUYING CRITERIA	65
5.12	PRICING ANALYSIS	66
5.12.1	AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY AR HMD	66
5.12.2	AVERAGE SELLING PRICE TREND OF AR HMDS, BY REGION	67
5.13	CASE STUDY ANALYSIS	68
5.13.1	TREEDIS ENHANCES NAVIGATION AT UNIVERSITY OF NATIONAL AND WORLD ECONOMY WITH AR WAYFINDING	68
5.13.2	ARWAY CORP. EXPANDS PRESENCE IN SAUDI ARABIA AND OMAN WITH NEW AR NAVIGATION DEALS	68
5.13.3	TELSTRA, GOOGLE, AND ACCENTURE UNVEIL 5G-POWERED AR WAYFINDING AT MARVEL STADIUM	68
5.14	TARIFF AND REGULATORY LANDSCAPE	69
5.14.1	TARIFF DATA	69
5.14.2	REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	69
5.15	KEY CONFERENCES AND EVENTS, 2024-2025	70
5.16	IMPACT OF GEN AI/AI ON AR NAVIGATION MARKET	71
5.16.1	INTRODUCTION	71
5.16.2	CASE STUDIES	72
5.16.2.1	Genesys International launches India's first AI-powered navigation map for automotive and mobility	72
5.16.2.2	Phiar Technologies and Qualcomm collaborate to enhance in-vehicle infotainment with advanced AR HUD navigation	73
5.16.3	ADJACENT ECOSYSTEM WORKING ON GEN AI	73
6	AR NAVIGATION MARKET, BY OFFERING	74
6.1	INTRODUCTION	75
6.2	DEVICES	76
6.2.1	HMD	78
6.2.1.1	Offer real-time navigation instructions to improve situational awareness	78
6.2.2	HUD	79
6.2.2.1	Enhanced safety of drivers to fuel segment growth	79
6.3	SOFTWARE	80
6.3.1	MAPPING & LOCALIZATION SOFTWARE	82
6.3.1.1	Growing interest in AR applications across various sectors to drive segment	82

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6.3.2	NAVIGATION APPS	83
6.3.2.1	Increasing urbanization to drive demand for advanced AR navigation apps	83
6.3.3	AR SDKS	83
6.3.3.1	Adoption of AR across smartphones, tablets, and AR glasses to boost segment	83
6.3.4	AR CLOUD	84
6.3.4.1	Enhanced data integration and real-time updates for improved user experience - key drivers	84
6.3.5	OTHERS	84
7	AR NAVIGATION MARKET, BY TYPE	85
7.1	INTRODUCTION	86
7.2	INDOOR NAVIGATION	87
7.3	OUTDOOR NAVIGATION	87
8	AR NAVIGATION MARKET, BY APPLICATION	89
8.1	INTRODUCTION	90
8.2	REAL-TIME LOCATION DATA MANAGEMENT	91
8.2.1	NEED FOR ACCURATE, REAL-TIME LOCATION TRACKING TO DRIVE DEMAND	91
8.3	ROUTING & NAVIGATION	92
8.3.1	RISE IN DEMAND FOR NAVIGATION IN COMPLEX INDOOR ENVIRONMENTS TO BOOST SEGMENT	92
8.4	ASSET TRACKING	92
8.4.1	STREAMLINED ASSET MANAGEMENT AND ENHANCED OVERALL OPERATIONAL EFFICIENCY TO BOOST SEGMENT	92
8.5	REVERSE GEOCODING	93
8.5.1	HIGH DEMAND FOR ACCURATE LOCATION-BASED SERVICES TO FUEL GROWTH	93
8.6	OTHER APPLICATIONS	93
9	AR NAVIGATION MARKET, BY END-USE INDUSTRY	94
9.1	INTRODUCTION	95
9.2	AUTOMOTIVE	96
9.2.1	ENHANCED DRIVING EXPERIENCE TO BOOST DEMAND	96
9.3	CONSUMER	99
9.3.1	ENHANCED EXPERIENCE WITH AR NAVIGATION IN DAILY LIFE TO BOOST SEGMENT	99
9.4	RETAIL & SHOPPING MALLS	102
9.4.1	IMPROVED NAVIGATION AND SHOPPING EXPERIENCE WITH ADVANCED MAPPING - KEY DRIVER	102
9.5	AIRPORTS & TRANSPORTATION	105
9.5.1	STREAMLINED TRAVEL EXPERIENCE TO DRIVE MARKET	105
9.6	HEALTHCARE	108
9.6.1	ENHANCED HOSPITAL NAVIGATION AND MEDICAL PROCEDURES - KEY DRIVERS	108
9.7	GOVERNMENT	111
9.7.1	INCREASED EFFICIENCY IN EMERGENCY RESPONSE AND MILITARY OPERATIONS TO DRIVE SEGMENT	111
9.8	OTHER END-USE INDUSTRIES	114
9.8.1	TRANSFORMATIVE IMPACT ACROSS SECTORS TO BOOST MARKET	114

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10	AR NAVIGATION MARKET, BY REGION	118
10.1	INTRODUCTION	119
10.2	NORTH AMERICA	120
10.2.1	MACROECONOMIC OUTLOOK FOR NORTH AMERICA	120
10.2.2	US	123
10.2.2.1	Rapid and continuous adoption of latest technology to drive market	123
10.2.3	CANADA	123
10.2.3.1	Technological growth and strategic moves by players to drive market	123
10.2.4	MEXICO	123
10.2.4.1	Rising adoption in urban and tourism sectors to boost market	123
10.3	EUROPE	124
10.3.1	MACROECONOMIC OUTLOOK FOR EUROPE	124
10.3.2	GERMANY	127
10.3.2.1	Advanced technological infrastructure to boost market	127
10.3.3	UK	127
10.3.3.1	Rising adoption in airports and retail to fuel growth	127
10.3.4	FRANCE	127
10.3.4.1	Enhanced tourism and urban mobility through AR navigation to drive market	127
10.3.5	REST OF EUROPE	128
10.4	ASIA PACIFIC	128
10.4.1	MACROECONOMIC OUTLOOK FOR ASIA PACIFIC	128
10.4.2	CHINA	131
10.4.2.1	Innovations in smart city initiatives and infrastructure development to drive market	131
10.4.3	JAPAN	131
10.4.3.1	Market driven by advanced technology and strategic partnerships	131
10.4.4	INDIA	132
10.4.4.1	Rising adoption driven by urbanization	132
10.4.5	SOUTH KOREA	132
10.4.5.1	Enhanced precise location tracking with 3D spatial maps - key driver	132
10.4.6	REST OF ASIA PACIFIC	132
10.5	ROW	133
10.5.1	MACROECONOMIC OUTLOOK FOR ROW	133
10.5.2	SOUTH AMERICA	135
10.5.2.1	Offers emerging opportunities for AR navigation market	135
10.5.3	AFRICA	135
10.5.3.1	Advanced solutions despite urbanization challenges - key driver	135
10.5.4	MIDDLE EAST	135
10.5.4.1	Innovative developments for enhanced user experience to drive market	135
10.5.4.2	GCC countries	136
10.5.4.3	Rest of Middle East	136
11	COMPETITIVE LANDSCAPE	137
11.1	OVERVIEW	137
11.2	KEY PLAYER STRATEGIES/RIGHT TO WIN, 2021-2024	137
11.3	MARKET SHARE ANALYSIS, 2023	139

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11.4	REVENUE ANALYSIS, 2021-2023	141
11.5	COMPANY VALUATION AND FINANCIAL METRICS	141
11.6	COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023	142
11.6.1	STARS	142
11.6.2	EMERGING LEADERS	142
11.6.3	PERVASIVE PLAYERS	143
11.6.4	PARTICIPANTS	143
11.6.5	COMPANY FOOTPRINT: KEY PLAYERS, 2023	144
11.6.5.1	Company footprint	144
11.6.5.2	Offering footprint	145
11.6.5.3	Type footprint	146
11.6.5.4	Application footprint	147
11.6.5.5	End-use industry footprint	148
11.6.5.6	Region footprint	149
?		
11.7	COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2023	150
11.7.1	PROGRESSIVE COMPANIES	150
11.7.2	RESPONSIVE COMPANIES	150
11.7.3	DYNAMIC COMPANIES	150
11.7.4	STARTING BLOCKS	150
11.7.5	COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2023	152
11.7.5.1	Detailed list of startups/SMEs	152
11.7.5.2	Competitive benchmarking of startups/SMEs	153
11.8	BRAND/PRODUCT COMPARISON	154
11.9	COMPETITIVE SCENARIO AND TRENDS	154
11.9.1	PRODUCT LAUNCHES	154
11.9.2	DEALS	155
11.9.3	OTHER DEVELOPMENTS	156
12	COMPANY PROFILES	157
12.1	INTRODUCTION	157
12.2	KEY PLAYERS	157
12.2.1	GOOGLE LLC	157
12.2.1.1	Business overview	157
12.2.1.2	Products/Solutions/Services offered	159
12.2.1.3	Recent developments	159
12.2.1.3.1	Deals	159
12.2.1.4	MnM view	160
12.2.1.4.1	Key strengths	160
12.2.1.4.2	Strategic choices	160
12.2.1.4.3	Weaknesses and competitive threats	160
12.2.2	APPLE INC.	161
12.2.2.1	Business overview	161
12.2.2.2	Products/Solutions/Services offered	162
12.2.2.3	Recent developments	163
12.2.2.3.1	Product Launches	163
12.2.2.3.2	Other developments	163
12.2.2.4	MnM view	163

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12.2.2.4.1	Key Strengths	163
12.2.2.4.2	Strategic choices	164
12.2.2.4.3	Weaknesses and competitive threats	164
12.2.3	FURUNO ELECTRIC CO., LTD.	165
12.2.3.1	Business overview	165
12.2.3.2	Products/Services/Solutions offered	166
12.2.3.3	Recent developments	167
?		
12.2.3.4	MnM view	167
12.2.3.4.1	Key Strengths	167
12.2.3.4.2	Strategic choices	167
12.2.3.4.3	Weaknesses and competitive threats	167
12.2.4	MICROSOFT	168
12.2.4.1	Business overview	168
12.2.4.2	Products/Services/Solutions offered	169
12.2.4.3	Recent developments	170
12.2.4.3.1	Deals	170
12.2.4.4	MnM view	170
12.2.4.4.1	Key strengths	170
12.2.4.4.2	Strategic choices	170
12.2.4.4.3	Weaknesses and competitive threats	170
12.2.5	WISER MARINE TECHNOLOGIES LTD.	171
12.2.5.1	Business overview	171
12.2.5.2	Products/Services/Solutions Offered	171
12.2.5.3	Recent developments	171
12.2.5.4	MnM view	171
12.2.5.4.1	Key Strengths	171
12.2.5.4.2	Strategic choices	172
12.2.5.4.3	Weaknesses and competitive threats	172
12.2.6	ARWAY CORP.	173
12.2.6.1	Business overview	173
12.2.6.2	Products/Solutions/Services offered	174
12.2.6.3	Recent developments	174
12.2.6.3.1	Deals	174
12.2.6.4	MnM view	175
12.2.6.4.1	Key strengths	175
12.2.6.4.2	Strategic choices	175
12.2.6.4.3	Weaknesses and competitive threats	175
12.2.7	MAPBOX	176
12.2.7.1	Business overview	176
12.2.7.2	Products/Solutions/Services offered	176
12.2.7.3	Recent developments	176
12.2.8	TREEDIS	177
12.2.8.1	Business overview	177
12.2.8.2	Products/Solutions/Services offered	177
12.2.8.3	Recent developments	177
?		

12.2.9	WAYRAY AG	178
12.2.9.1	Business overview	178
12.2.9.2	Products/Solutions/Services offered	178
12.2.9.3	Recent developments	178
12.2.9.3.1	Product Launches	178
12.2.10	VIEWAR GMBH	179
12.2.10.1	Business overview	179
12.2.10.2	Products/Solutions/Services offered	179
12.2.10.3	Recent developments	179
12.3	OTHER PLAYERS	180
12.3.1	NEUSOFT CORPORATION	180
12.3.2	ARTISENSE GMBH (KUDAN GERMANY GMBH)	181
12.3.3	INDOORATLAS	181
12.3.4	HYPER	182
12.3.5	SITUM TECHNOLOGIES	182
12.3.6	INSIDER NAVIGATION INC.	183
12.3.7	WEMAP SAS	183
12.3.8	RESONAI INC.	184
12.3.9	ORIENT NEW MEDIA LTD.	184
12.3.10	NAVIGINE	185
12.3.11	22MILES	185
12.3.12	SYGIC	186
12.3.13	VEO	186
12.3.14	HERE	187
12.3.15	ESRI	187
13	APPENDIX	188
13.1	INSIGHTS FROM INDUSTRY EXPERTS	188
13.2	DISCUSSION GUIDE	188
13.3	KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL	192
13.4	CUSTOMIZATION OPTIONS	194
13.5	RELATED REPORTS	194
13.6	AUTHOR DETAILS	195

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