



Augmented Reality for Enterprise Alliance

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Augmented Reality for Enterprise Alliance

Research Committee

27th March 2019

The research committee's purpose is to lead an **advocacy research program** to continually advance AR technologies to the benefit of the **AREA members** and the **wider AR ecosystem**.



- Encourage, promote and co-ordinate research on topics of interest to and based on proposals from AREA members
- Ensure the most appropriate research proposals advance. Manage AREA processes to ensure the best results are gained
- Disseminate the results of research, ensuring the needs of the members are met while continuing to benefit the wider AR ecosystem

Two Types of Research Projects

- AREA-Directed
 - Benefit of AREA members (and, in the measure possible, the community at large)
- Member-Directed
 - Benefit solely for Sponsor Members who choose to fund or co-fund a research project

Member-directed Projects

- AREA members determine topic(s) and contribute fee to be invested in the project
- AREA serves as research manager
 - Call for proposals
 - Coordinates and reviews responses
 - Contract is between research supplier and the AREA
- All IP belongs to members

AREA-directed Projects (1 of 2)

- All Sponsor, Contributor & Non-commercial/academic members may participate in idea submission
- All the above classes of membership vote to choose the project topic
- AREA member provides one research manager
 - Generates materials to be used in Call for Proposals
 - Coordinates and reviews CfP responses
 - Contract is between research supplier and the AREA
- Members can be research suppliers

AREA-directed Projects (2 of 2)

- Paid by the AREA Research Committee allocated budget : US\$15,000/project
- All results shared with all above classes of membership (members in good standing)
- AREA owns all IP

Project idea submissions

- Any member
- Standardized form
- Identifies research group to perform work
- Includes a manager

AREA issues RFP

- To research groups identified in proposal (and others)

Project awarded

- May be negotiations

June 21

July 11

July 20

Aug 14

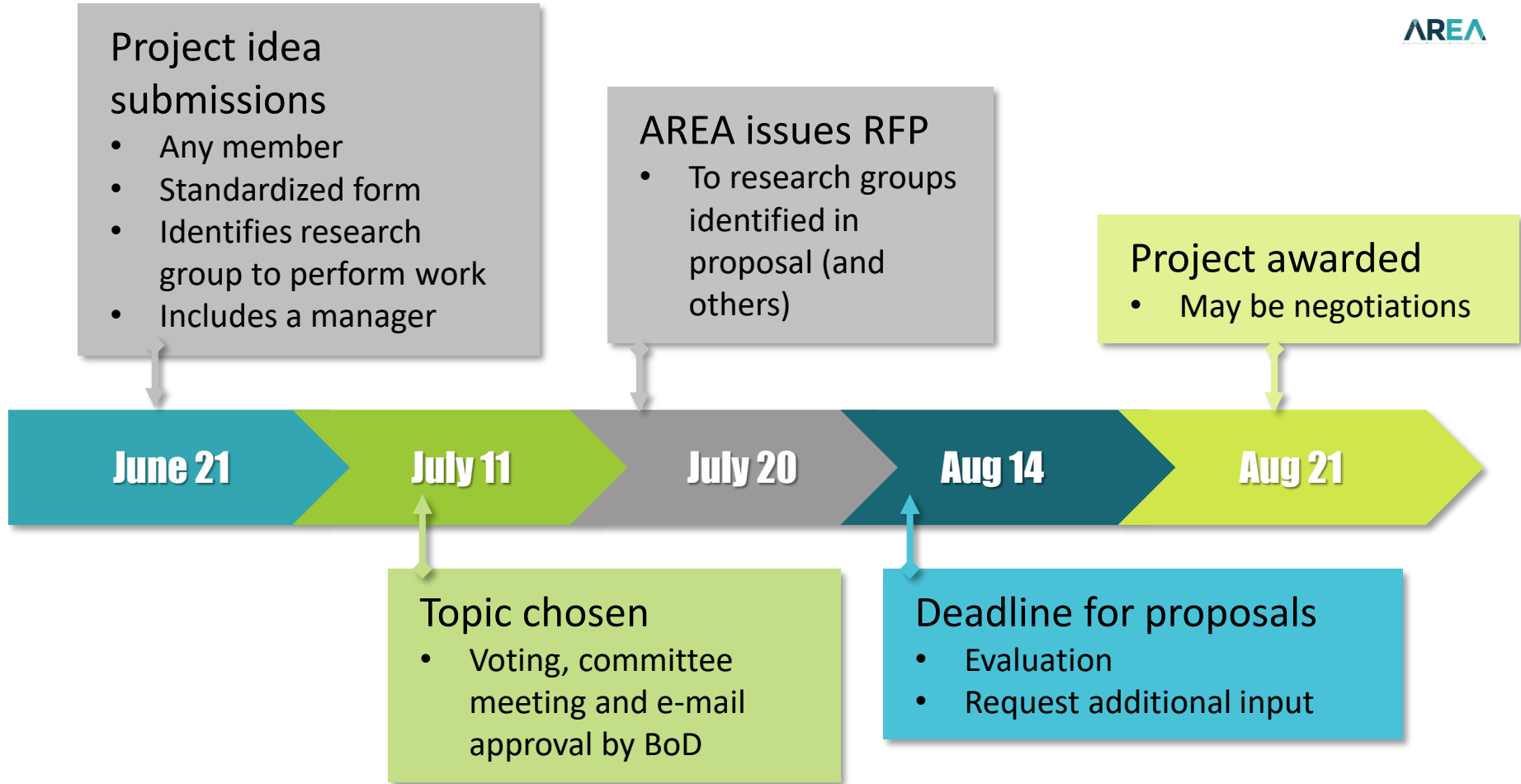
Aug 21

Topic chosen

- Voting, committee meeting and e-mail approval by BoD

Deadline for proposals

- Evaluation
- Request additional input



1st AREA-Directed Project

- Wearable Enterprise
Augmented Reality Security
Risks
 - Classification } Report A
 - Framework } Report A
 - Testing protocol (Report B)
- January to June 2017

2nd AREA-Directed Project

- Measuring AR Return on Investment (ROI)
- Deliverables
 - Report
 - Calculator
 - Case Study
- August to December 2017

3rd AREA-Directed Project

- Framework for assessing Human Factors and certifying/managing AR safety in the workplace
- Deliverables
 - Research report
 - Recommended steps for customization of safety policies
 - Case Study
- February to August 2018

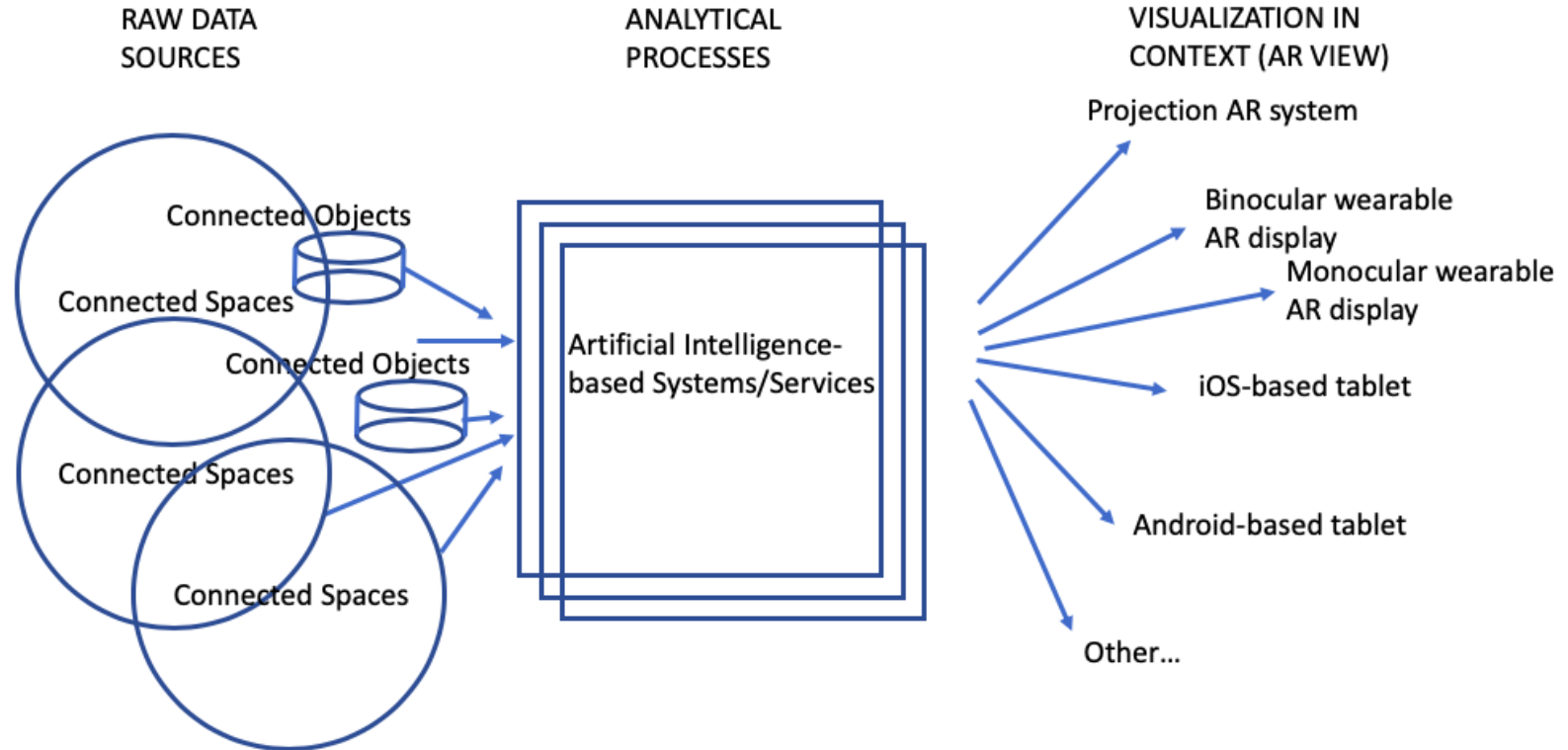
4th AREA-directed Research Project

- Identification of and Strategies for Overcoming Barriers to AR Adoption in Manufacturing Environments
- Deliverables
 - Comprehensive report
 - Framework tool (using Excel)
 - Case study
- October 2018 to February 2019

5th Research Project Topic

Best Practices
when Merging IoT,
AI and AR in the
Workplace

Merging IoT, AI and AR



Merging IoT, AI and AR

- Connected workplaces produce copious real time data
- Few people are qualified to discuss state of the art in all three of these fields (what is the state of the art?)
- Not all “raw” data is appropriate for AR viewing
- Not all users should get real time data
- What are the best practices/recommendations to (begin to) sort this out?

AREA Research Webinars

Invite academic researchers to share their current research projects with AREA members

- Purpose: expose AREA members to research happening in academic and corporate R&D centers
- Target audiences: AREA members
- Speakers: faculty and researchers from around the world
- Logistics
 - Scheduling
 - Rehearsals

New/Future Directions for AR Research

A research agenda is a framework for prioritizing obstacles that AREA members need addressed

Develop Research Recommendations Attributable to AREA Research Committee

- Most urgent enterprise AR obstacles to be addressed in
 - Technology
 - Business
 - User experience/human factors
 - Interoperability/standards
- Outreach/influence current and future *research* projects
 - Issue report quarterly or semi-annual
 - Promote directly to universities, government agencies
 - Post on AREA blog



Join the AREA Research Committee today!

You will be added to the mailing list
and receive calendar invitations