

数字と事実で振り返る 2019年のVR/AR



やすについて



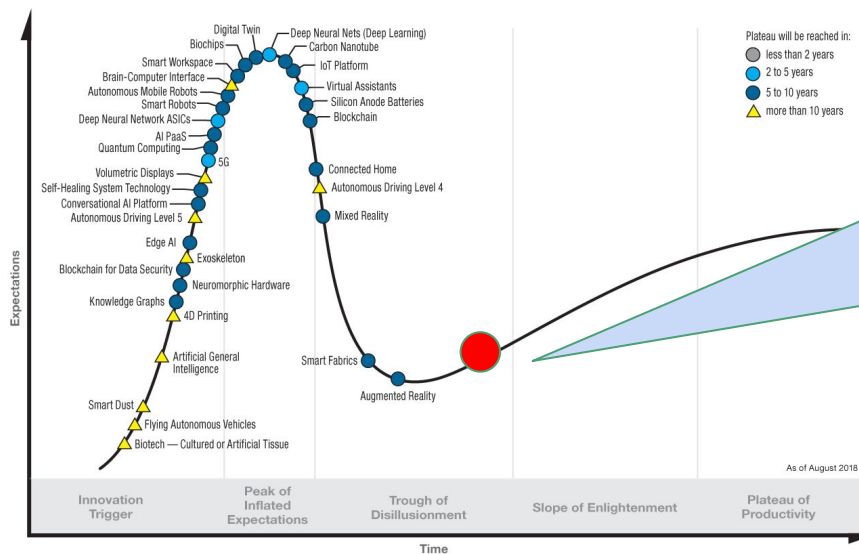
- シリコンバレーIT投資家
- 趣味: テニス、温泉、旅行、釣り
- 週末プログラマー(Python x Django)
- ゲーム大好き : PUBG(M416 x ダブルバレル)



@Yasushi_1985

2019年の総評

Hype Cycle for Emerging Technologies, 2018

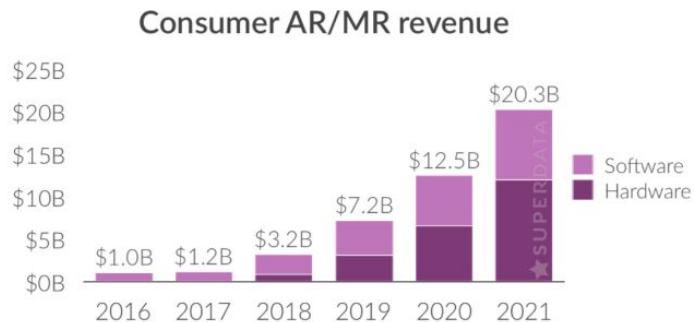
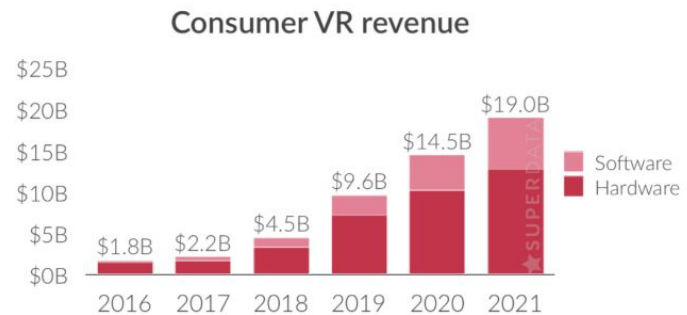
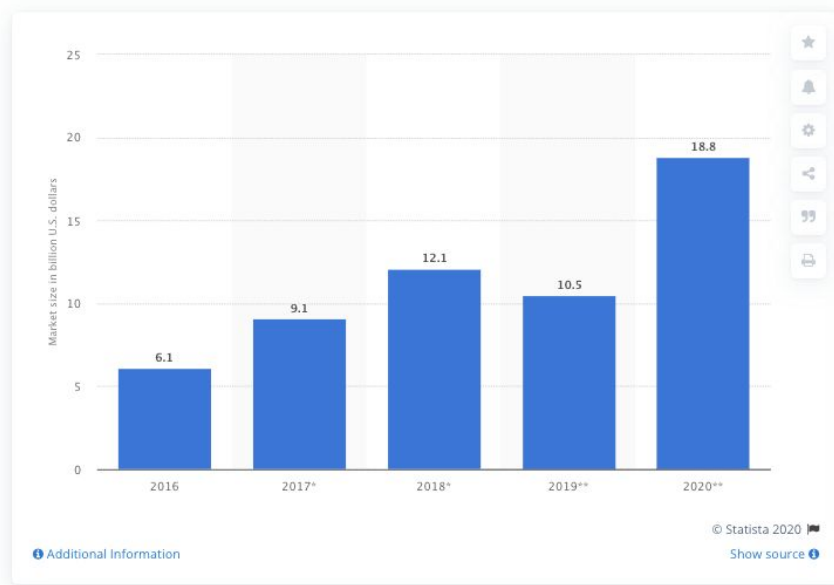


ハイプカーブの底を抜けたが、マーケットの成長はまだ

Source: Gartner

マーケットサイズはどれくらい？

データにもよるがソフト・ハード合計で 1000億円～1500億円ほどとまだまだ小さい



Source: 左: Statista(2019), 右: SuperData(2018)

マーケットサイズ比較(グローバル)

Eスポーツ



1050億円 / 2019

* スポンサー・放映権・グッズなど

VR/AR



1500億円 / 2019

スマートスピーカー



1500億円 / 2018

* ハード・ソフト合計

マッチング

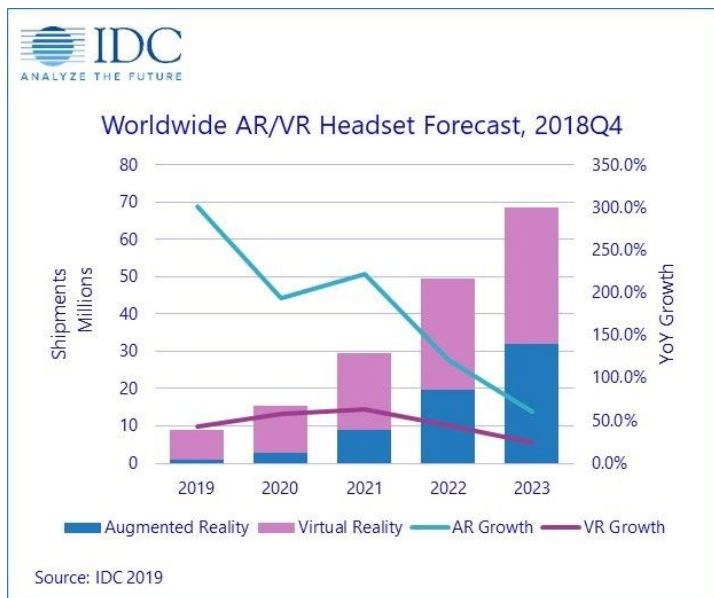


3150億円 / 2018

530億円 / 2019(日本)

出荷台数はどれくらい？

諸説あり。IDCのQuest販売前の予測によれば 1000万台。Questは第三四半期で18万台販売



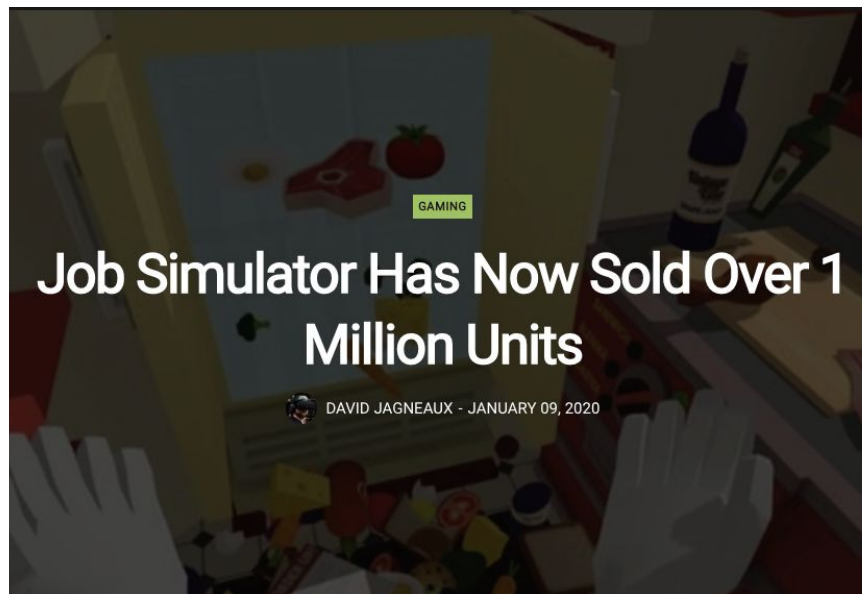
Source: (左)IDC 2019、(右) Venturebeat(SuperData)

AR/VR

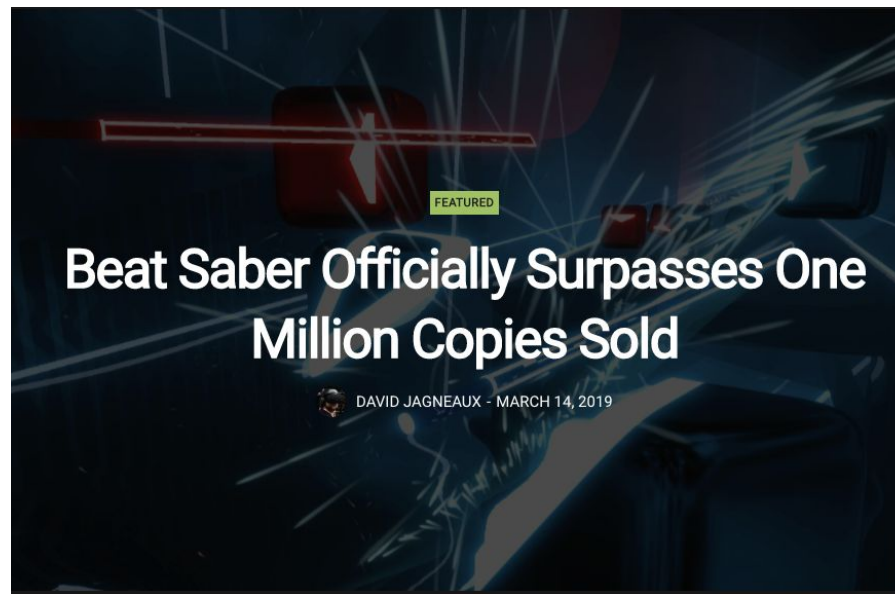
SuperData: Facebook sold 180,000 Oculus Quests in Q3 2019



JOB SimulatorとBeat Saberが100万DL販売達成！



Acquired By 



Acquired By 

主要企業の動き

コンシューマー向け覇者

facebook

- ❑ 5月 : Oculus Questの発売
- ❑ 9月 : AR Glass開発中と発表
- ❑ 11月 : Beat Saber買収。

Facebook buys VR studio behind Beat Saber

Source: TechCrunch

Lucas Matney @lucasmtny / 1:15 pm PST • November 26, 2019

We are building AR glasses



エンタープライズ向け覇者



- ❑ 2018年11月:軍向けに530億円ほどの販売
- ❑ 4月:軍向けのテスト進行中
- ❑ 11月:HoloLens出荷開始

Microsoft's HoloLens 2 starts shipping

Frederic Lardinois @fredericl / 5:00 am PST • November 7, 2019

MICROSOFT \ POLICY \ US & WORLD

Microsoft secures \$480 million HoloLens contract from US Army

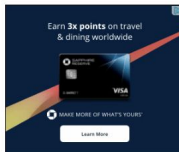
The military branch could purchase up to 100,000 of the devices

By Makena Kelly | @kellymakena | Nov 28, 2018, 6:10pm EST

f t SHARE



Photo by Mjran Pavic / The Verge



GOOD DEALS



MICROSOFT \ US & WORLD \ TECH

Here's the US Army version of HoloLens that Microsoft employees were protesting

A journalist got to try the military version of the headset

By Sean Hollister | @StarFire2258 | Apr 6, 2019, 3:59pm EDT

f t SHARE



Image: US Army

Source: 上段:TechCrunch、下段:theverge.com

ARソフト 覇者



NIANTIC

- ❑ 11月:10億円のファンド発表
- ❑ 11月:AR開発プラットフォーム発表
- ❑ 2019年:PokemonGOの売上過去最大983億円

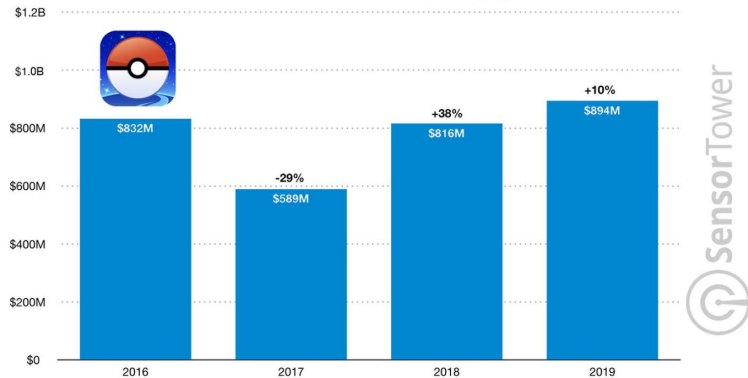
November 6, 2019

Creating the Future of AR Experiences on the Niantic Real World Platform

Augmented Reality is going to reshape the entertainment experiences of tomorrow, altering how we engage with the digital and real worlds. At Niantic, we're building towards this immersive future by transforming how people interact with the world, and each other.

We view AR as a sea of opportunity and we can't navigate these waters alone. We know developers are key to creating the new kinds of experiences that get people to explore and connect with the real world. Collaborating hand-in-hand with WB Games to create Harry Potter: Wizards Unite was just the first step in opening up the Niantic Real World Platform to more creative development minds.

Pokémon GO Worldwide User Spending by Year



Source: Sensor Tower Store Intelligence

SensorTower Data That Drives App Growth

sensortower.com

Source: 左:Niantic Blog、右:SensorTower

チップ覇者

Qualcomm

- ❏ 12月:XR専用チップ Snapdragon XR2発表
- ❏ 12月:Nianticとグラス共同開発発表

Qualcomm announces Snapdragon XR2, the world's first 5G XR platform

JEREMY HORWITZ @HORWITZ DECEMBER 5, 2019 11:00 AM



Most Read

Niantic is working with Qualcomm on augmented reality glasses

Greg Kumparak @grg / 2:25 pm PST • December 5, 2019

Comment



Qualcomm
snapdragon
XR2 5G platform



Source: 左:VentureBeat、右:TechCrunch

スタートアップトレンド(ちょこっと)

40 VR/AR startups raised \$5M+ in 2019.

VR x SNSはRecRoomとVRChatの二強へ

Against Gravity raises \$24m for VR development



June 2019

VRCHAT PARTNERS WITH HTC AND MAKERS FUND TO CLOSE \$10M SERIES C

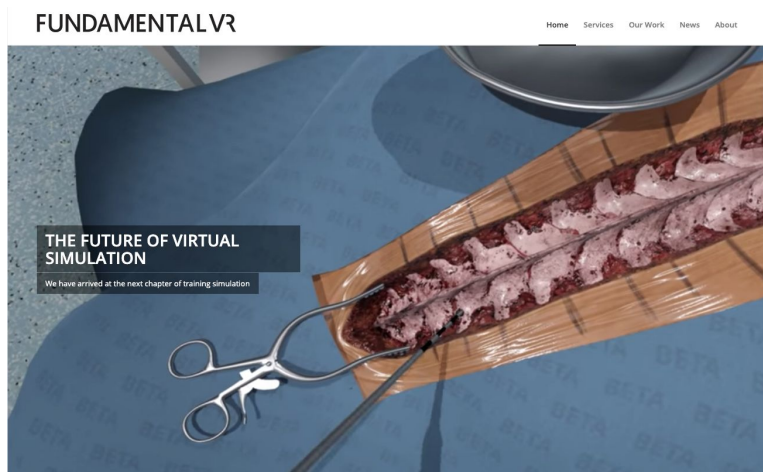


Aug 2019

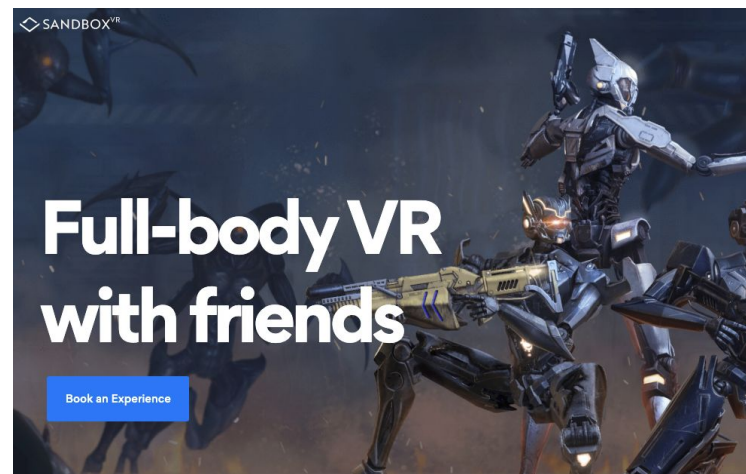
トレーニング x VRは医療などより専門領域へ

アーケードVRのSandbox VRが75億円の巨額調達

FundamentalVR raises \$5.6 million for virtual reality medical training



Oct 2019



Jan 2019

ARは産業向けのインストラクションやデザインソフトウェアが好調な資金調達が続く

Scope AR Closes \$9.7 Million Series A Funding



SOLUTIONS INDUSTRIES RESOURCES ABOUT CONTACT

**Make anyone
an instant expert.**

Work instructions and remote assistance
on a single AR knowledge platform.

SCHEDULE A DEMO



March 2019

LUIS BOLLINGER 01 DECEMBER 2019

Holo-Light receives €4M Series A financing



Home Solutions Technology Company News Contact

**Driving the digital
transformation
with AR**

Our technology enables
the flawless realization and
handling of AR Use Cases
along the entire value chain.



Dec 2019

終わり！フォロー&応援よろしくお願いします

A banner for 'yasuBlog' featuring a large American flag waving against a blue sky with light clouds. The text 'yasuBlog' is written in large blue characters, with 'シリコンバレーIT最新ニュース' (Silicon Valley IT Latest News) in smaller blue characters below it. Contact information is listed on the right side.

yasuBlog
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