

AR and 5G

In the Enterprise

- Category: Market Research

Current Situation

- 5G networks are being rolled out
- These low latency/high throughput networks are proposed for AR services at the edge (Edge and cloud computing)
 - Localization, positioning of users and assets
 - Computationally-complex tasks (off-loading from display)
 - Asset caching or storage (off-loading from display)
- Proponents of 5G suggest that introduction of these technologies will result in lower total cost of ownership, longer battery life, higher performance and more flexible AR-enabled solutions.

Problem this Research Would Address

- Unclear if/how network operators offering 5G services will develop (or could test) and measure the features that they are proposing
- No one really knows what's hype and how much is useful/ready for enterprise use
- If 5G is useful for enterprise customers, when and how to prepare

Possible Questions the Research Would Answer

- How will AR solutions using 5G differ from what is available today?
- What are the enterprise use cases for AR over 5G networks?
- Who are the technology providers leading the growth of this segment and what are they doing?
- What are the new technologies that enterprise IT departments may need to evaluate and manage in the future?
- What other technologies will enterprise IT need to use in conjunction with 5G and AR?

Whose problem would be addressed?

- *Providers of enterprise wearable AR platforms* would be able to more quickly/reliably
 - Partner with 5G service providers to develop enterprise AR solutions
 - Focus on segments and use cases where 5G is most likely to benefit enterprise customers
- *Enterprise AR managers* would be better prepared
 - To evaluate (or defer) vendors/technologies, discuss options and plan
 - Discuss their use cases and requirements with potential 5G service providers

How would this research be conducted?

1. Conduct research
 - a. Desk research
 - b. Interviews with subject matter experts
2. Develop framework (define services) and populate Enterprise 5G operator landscape (who is offering what services?)
3. Compile, based on primary and secondary research, examples and analyze patterns to develop current best practices (recommendations) and measurement methods for testing 5G services in enterprise
4. Prepare report

Deliverables of this Project

- A report compiling research findings and best practices/recommendations
- A opportunity and risk analysis of 5G product development/introduction
- Executive summary of findings for public release and a webinar

Benefits to AREA Members

- Increased (terminology, concepts, etc) understanding about 5G services (where, when and how to use 5G) in enterprise
- Ability to evaluate requirements and commercial offerings
- AR technology providers to begin partnering with 5G network operators
- Customers can begin to design their future enterprise infrastructure, products and services strategically