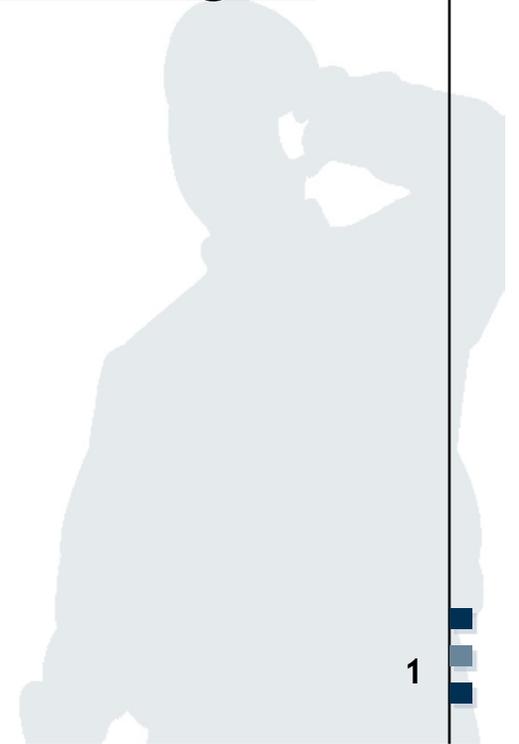


# Link to the Questionnaire

**<https://m-chair.survey.uni-frankfurt.de/index.php/834826?lang=en>**



## ***Exercise 1***

THE "POKÉMON GO" HYPE:  
HOW AUGMENTED REALITY (AR) IS  
ABLE TO SHAPE THE DIGITAL FUTURE

**Mobile Business I (WS 2016/17)**

David Harborth

Deutsche Telekom Chair of Mobile Business & Multilateral Security  
Johann Wolfgang Goethe University Frankfurt a. M.



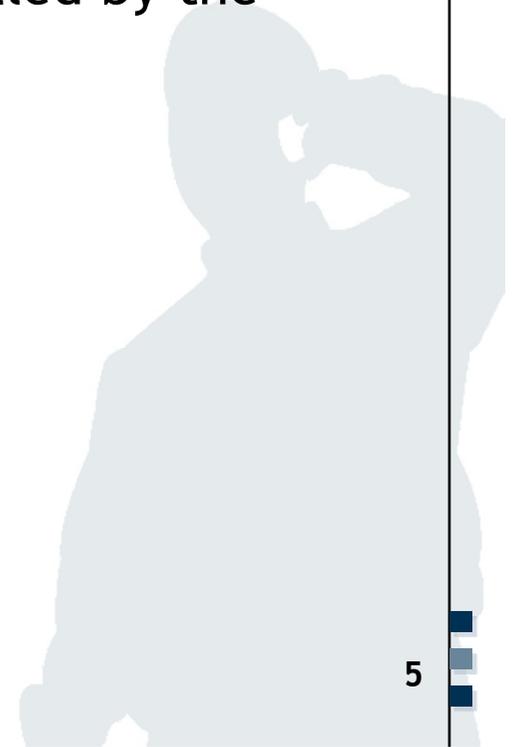
- Introduction
- AR Pitch
- Wrap-up

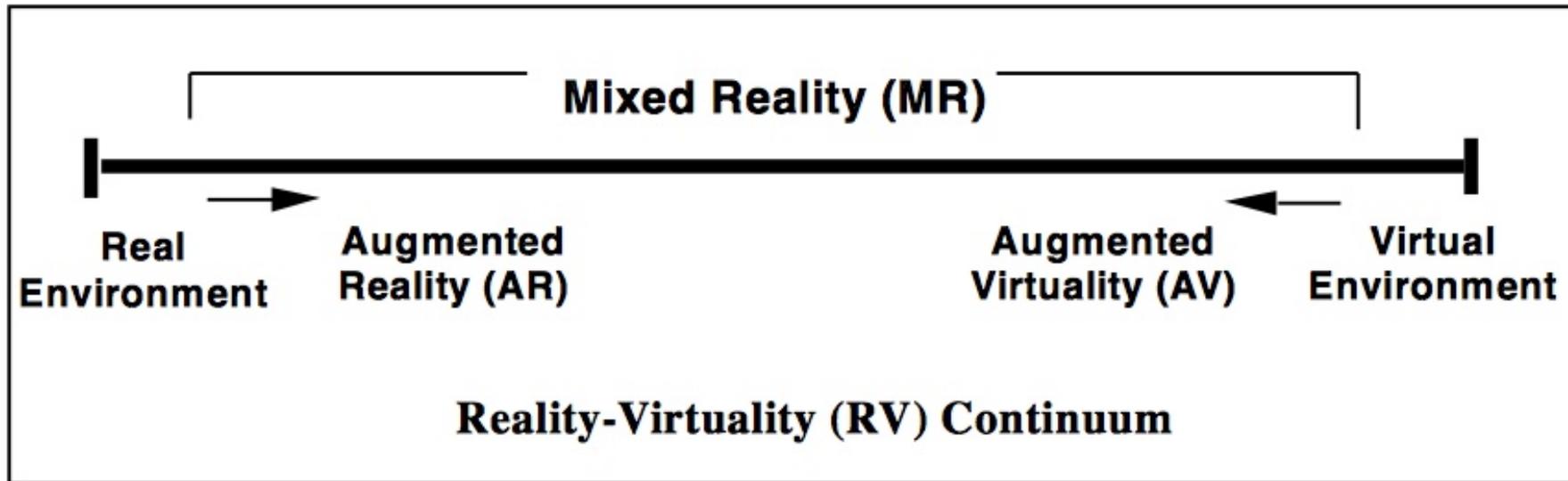
# Should we care about this topic?



Source: <http://abcnews.go.com/GMA/video/exclusive-apple-ceo-tim-cook-prefers-augmented-reality-42068573>

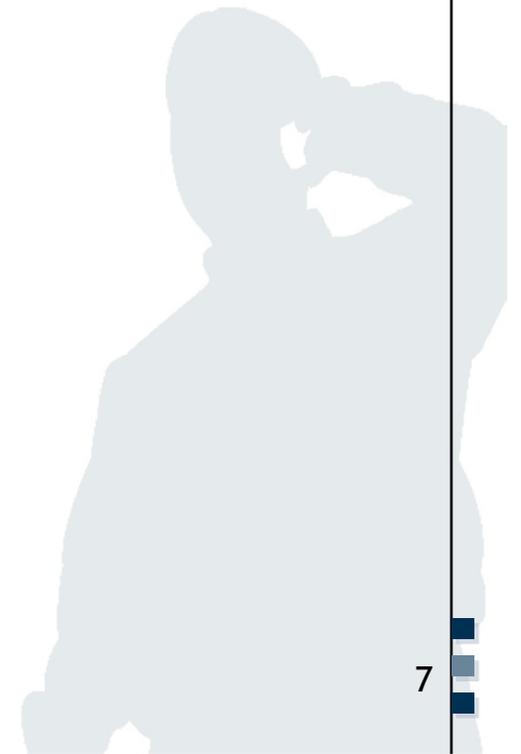
- AR overlays digital information (e.g. virtual computer-generated objects or audio) onto the physical world in real time; user maintains her senses of the real world
- Important difference to virtual reality (VR): VR immerses users in a totally immersive environment; visual senses controlled by the system





Source: P. Milgram, H. Takemura, A. Utsumi and F. Kishino: "Augmented reality: A class of displays on the reality-virtuality continuum," Proc. SPIE Conf. Telemanipulator and Telepresence Technologies, vol.2351-34, pp.282-292, 1994.

- Introduction
- AR Pitch
- Wrap-up

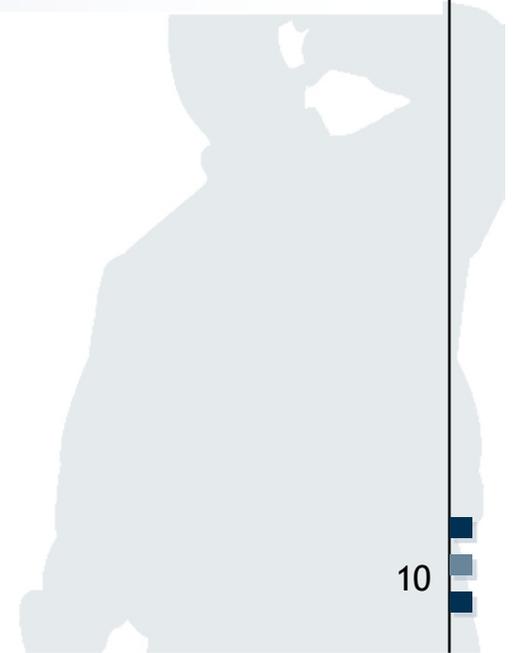


- Form teams (~ 5 groups)
- Imagine you are an innovative application developer team and want to pitch your AR business idea to potential investors



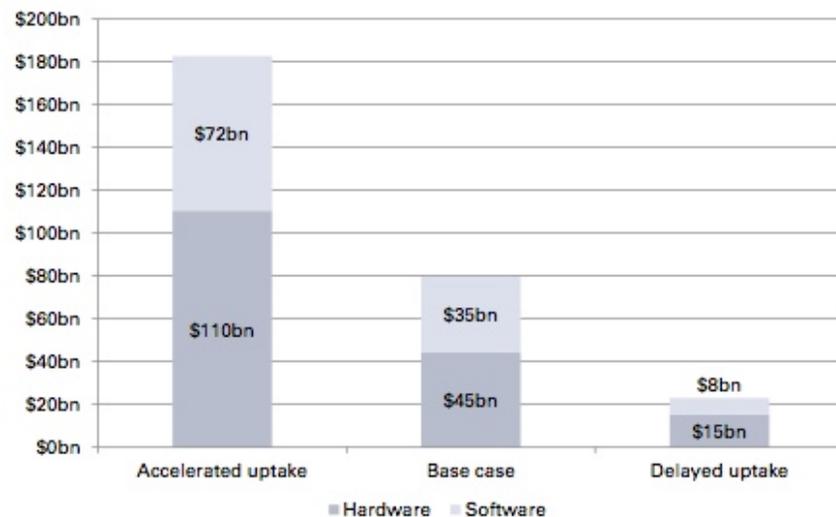
- Think about
  - a sector (e.g. healthcare)
  - a business model
    - value proposition: why YOUR product? USP? Express the value of the product in one sentence
    - value creation architecture: how do you create the product?
    - revenue model: how do you make money? Pricing model?
  - possible problems that hinder the technology adoption (e.g. privacy concerns) and propose solutions
  
- You have 20 minutes to discuss it in a group
  
- You have 2 minutes for your pitch
  
- Let's then discuss your results in 4 minutes and decide whether you would get an investment 😊

- Introduction
- AR Pitch
- **Wrap-up**



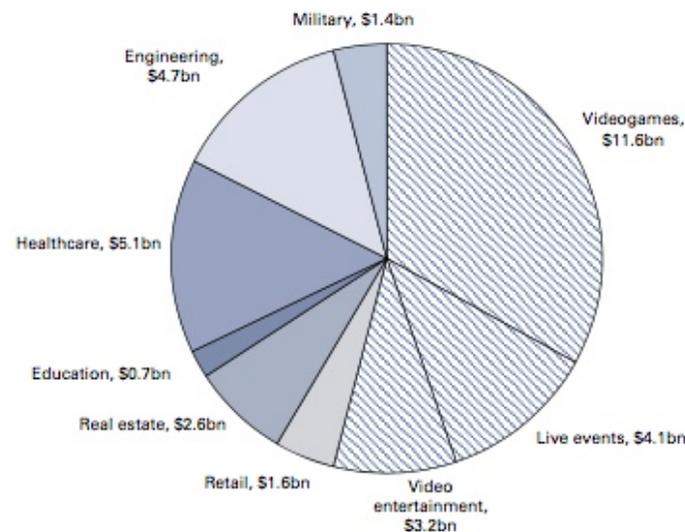
- Although predictions of technology adoption are oftentimes exaggerated they can provide a hint about how “hot” a topic is

**Exhibit 3: Our combined 2025 VR/AR hardware and software scenarios**



Source: Goldman Sachs Global Investment Research.

**Exhibit 4: Our 2025 base case VR/AR software assumptions by use case**



Source: Goldman Sachs Global Investment Research.

Source: <http://www.goldmansachs.com/our-thinking/pages/technology-driving-innovation-folder/virtual-and-augmented-reality/report.pdf>