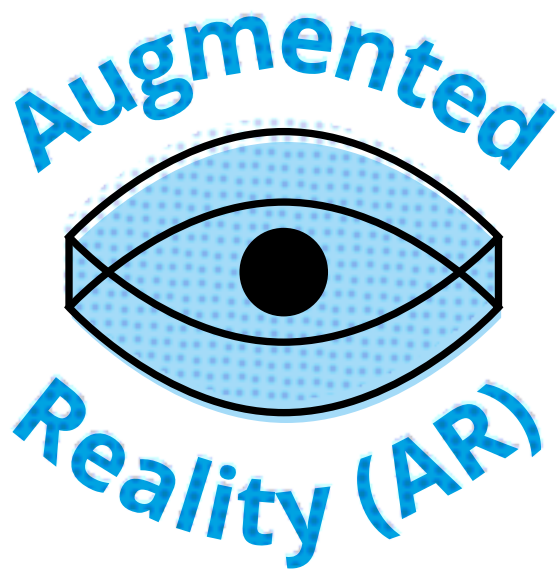


Augmented reality: on the cusp of reality

Deloitte Global predicts that in 2018

OVER ONE BILLION

smartphone users
will create content
once with...



300 million
monthly creators

**Tens of
millions**
weekly creators

Direct revenues
by 2020

\$1bn

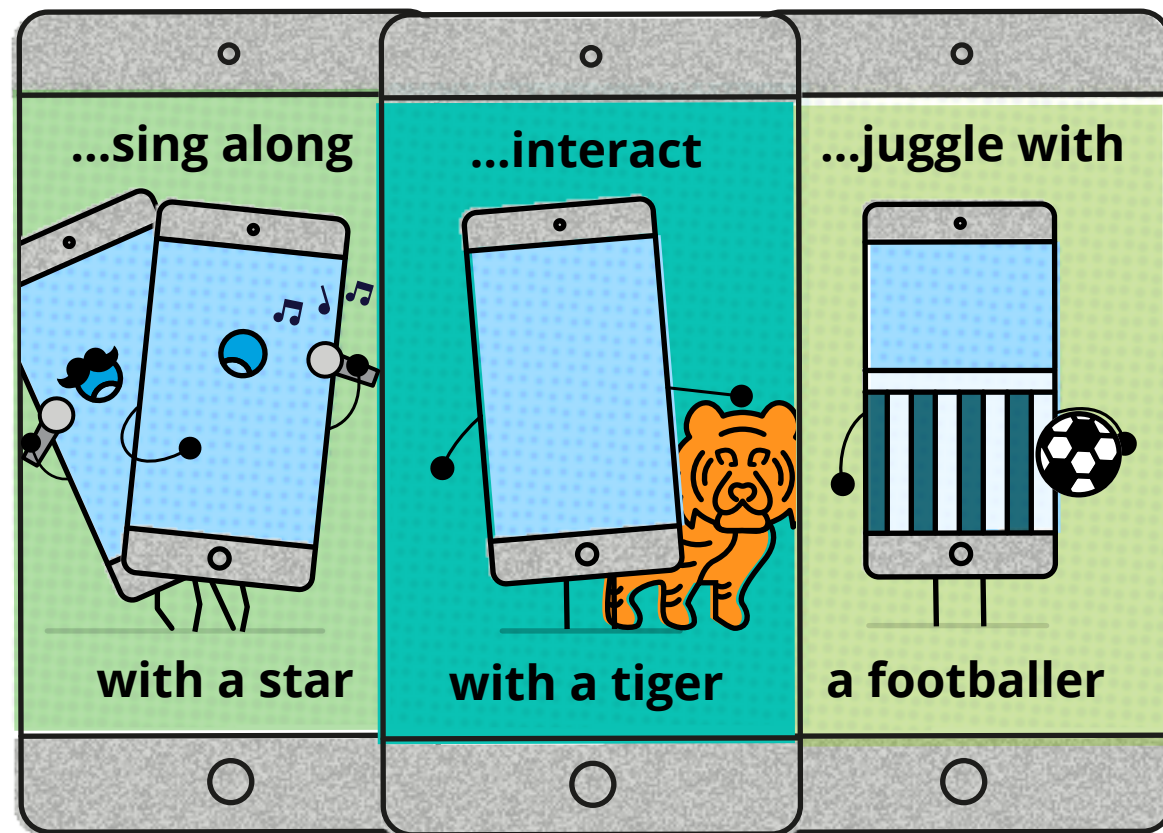
x10
revenue of 2018



**AR IS
NOT NEW** but has an
improved photo
realistic quality

Pre 2018
only used for
face filter
selfies

Now you can...



Deloitte.

#DeloittePredicts

www.deloitte.com/predictions

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