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Industrial Research

Augmented Reality (AR) in Warehousing and Logistics Market – Rising Importance of Augmented Reality and Technological Advancements In Logistics and Warehouse Operations

By Pragati Pathrotkar - December 18, 2018

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Augmented reality is defined as the expansion of physical reality by adding layers of computer-generated information to the real environment. Augmented reality solutions are employed to visually change the appearance of a broadcast studio. They combine real life with virtual elements and provide different perspectives of things. They can change a limited area into an unlimited space or transform a green screen with anything a user can imagine.

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Augmented reality solutions provide a system of mixed encoded cameras including handheld cameras, pedestal/hard cameras, and even steady cameras for production. Players in the logistics & warehouse industry are implementing augmented reality solutions in order to enhance operations that are carried out regularly; for example, inventory management, warehouse management, and employee management. Performance of logistics elements can be improved by using augmented reality (AR) technologies.

Object pickup time can be decreased in human-operated warehouses. Meanwhile, augmented reality is at an early stage of adoption in logistics. However, the rate of adoption is likely to increase in the near future. AR can give logistics providers quick access to anticipatory information from anywhere at any time. This is vital for the prospective and exact planning and operation of tasks such as delivery and load optimization and for providing higher levels of customer service.

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Major factors driving the augmented reality (AR) in warehousing and logistics market is rising importance of augmented reality and technological advancements in logistics and warehouse operations. Rise in the demand for advanced digital transformation is projected to fuel the demand for augmented reality solutions in the global broadcast industry in the near future.

Rise in the demand for live rendering, realistic live shadows, and realistic live reflections is expected to boost the demand for augmented reality solutions worldwide in the next few years. Furthermore, the logistics industry in developed as well as developing countries is witnessing extensive research and development activities. On the other hand, the importance of

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logistics is growing due to increasing relevance of emerging markets and globalization of supply chains.

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