



# Head-Mounted Display Manufacturer Alternative Product Applications

## COMPANY INFO

A leading manufacturer of animal diagnosis equipment had developed a head-mounted display (HMD) to complement their core product-range. The HMD went to market almost a decade prior to the boom of Virtual and Augmented reality. The £12M company sought to better-understand the size and opportunities within the emerging innovative marketplace, ultimately to uncover alternative market applications for their existing HMD product.

## ASSIGNMENT & DELIVERABLES

Evaluate industry trends, identify alternative market applications for the existing HMD product, and quantify the monetary size of any new market opportunity.

1. Market Research Presentation

## PROCESS

After conducting a complete overview of the emerging industry, quantifying the size of the HMD market, and identifying the key players and their products, Callam proceeded to make contact with HMD product and component manufacturers to fully understand the direction the technology was heading. He identified four stages of technological maturity based on product specifications. He mapped the history of partnerships between manufacturers (e.g. Samsung), vendors (e.g. Oculus), and software-developers (e.g. Google) and produced a map to visualise future developments in the industry.

## OUTCOMES

Clarity on how the existing product differentiated from other products on the market. Identification of key partnerships to exploit an existing €4m, high-growth opportunity in the Drones-market.