



وادي تسمو الرقمي  
TASMU DIGITAL VALLEY

## AUGMENTED AND VIRTUAL REALITY (AR/VR) IN TRANSPORTATION

AR enhances the user's current view of reality with digital information, while VR immerses the user in a simulated environment, obscuring reality

### OPPORTUNITY DEFINITION | AUGMENTED AND VIRTUAL REALITY (AR/VR) | DIGITAL TRAVEL GUIDE

Provide travelers access to a digital and contextualized travel guide delivered through a mobile application, an in-taxi screen, or a public transportation kiosk. The Digital Travel Guide is a city guide delivering location and preference-based points of interests, events, public transportation schedules, and offers.

#### TARGET MARKET

##### Target Market

Visitor to Qatar **1.8 million** (2018)

##### Target Users

- › Tourists
- › Business Visitors
- › Commuters
- › Residents
- › Special Needs Passengers



#### ADJACENT OPPORTUNITIES



- › Augmented Home Viewing
- › Single Transport Pass
- › On-Route Concierge

#### STAKEHOLDERS

- › Ministry of Transport & Communications (MOTC)
- › Qatar Tourism Authority
- › Private Sector



#### KEY PROBLEM STATEMENT | NEED

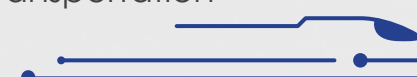
For users with limited connectivity on their mobile phones, the inability to have access to city guidance including public transportation schedules, navigation, events, and points of interests, can limit their mobility. Similarly, this information is scattered and inaccessible through one single source or channel.



#### OWNER AND SECTOR

**Owner** Ministry of Transport & Communications (MOTC)

**Sector** Transportation



#### PROCUREMENT CYCLE

##### Post Tendering Stage

The opportunity is in post tendering stage.



#### TIMESPAN



Total duration of 2-3 years including implementation and testing

#### BUDGET ACROSS AUGMENTED AND VIRTUAL (AR/VR) ECOSYSTEM

The Qatar market for AR/VR is projected to reach **USD\$49 million** by 2022, at a compound annual growth rate (CAGR) of 36% from 2019 to 2022.

