

## The Next AR Contender: Intel?

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The Microsoft HoloLens might soon find a big name rival in the augmented reality (AR) battlegrounds-- the Wall Street Journal reports Intel is the next company to take on the headset field.



According to the WSJ, the Intel headset makes use of RealSense 3D camera technology, and as such can be seen as a Chipzilla attempt to push the imaging technology to the mass market. In addition the company has also spent around \$500 million to buy 5 companies working on AR technology, and is also investing and teaming up with others.

In a comment to the WSJ RealSense chief Achin Bhowmik says "we have to build the entire experience ourselves before we can convince the ecosystem." He also suggests Intel might be building the headset as a hardware design other device makers can adopt (as opposed to releasing the final product itself), a strategy the company has already adopted with other projects.

Mind, RealSense has technically already found use in an AR headset-- the CES 2016 Intel media briefing had a demo of a futuristic hard hat complete with built-in camera and an AR display developed by DAQRI. Either way we might learn more of Intel's headset plans later this year at the Intel Developer Conference 2016.

Go [Intel Working on Augmented Reality Headset \(WSJ.com, subscription required\)](#)