

This was the intro to one of several investing reports created for the Extreme Opportunities premium service.

When Tony Stark steps into his *Iron Man* suit, he's immediately immersed in a beautiful array of data reports and weapon options, all in full 3D display. That's augmented reality. Likewise, the beautiful interactive map of *Avatar's* Pandora and the 3D computerized "screens" that Tom Cruise navigates with his hands in *Minority Report* are examples of augmented reality too.

Granted, we're still in much earlier stages of development, but Hollywood's imagination for this industry isn't that far-fetched. Augmented reality (AR) is positioned to become the new interface between humans and machines. It could potentially connect the digital and physical worlds so seamlessly, that it will be difficult to tell where one ends and the other begins.

And - Hollywood aside - it has some very real and very promising applications now!

Unlike its cousin, virtual reality, AR doesn't create entire new worlds; it simply enhances your existing reality with digital overlays. Remote assistance, for example, enables technicians to use a customer's smartphone and a peer-to-peer connection to assist with repairs and troubleshooting for a variety of electronics and appliances. In a similar fashion, 2D manuals become interactive 3D guides that employees can use to service machinery in-house.

There's also medical applications, educational opportunities, travel, weather forecasting, gaming (obviously!) and even shopping. IKEA's mobile app allows you to visualize how a piece of furniture will look in your house, by using your smartphone to overlay a digital representation of the component in your room of choice.

And that's just the tip of the iceberg!

Globally, the AR industry is projected to grow from \$15.3 billion in 2020 to \$77 billion in 2025, and those numbers could go up if/when more advanced chip and display technologies become available. That's BIG growth, to be sure.

The question is, where do you put your investment dollars?

As with all of our investing models, we created a ranking system to help us categorize and classify the different kinds of players in this industry. We started by looking at companies we'd want to invest in. Those with strong leadership and profitability for example, and companies that had a clear path to creating lasting value in the industry.

To categorize these companies, we're using the *Stalwarts*, *Shaping the World* and *Highfliers of the Future* categories that you're familiar with from your *Next-Gen* membership. And for this report, we're going to look at two from that middle tier - our *Shaping the World* stocks!

The first is Autodesk, a design software and services company that targets the architectural, engineering, construction, manufacturing, infrastructure and digital media markets. Autodesk is the brains behind AutoCAD, the popular design software (the CAD stands for "computer-aided design") that's been leading the way since the 1980's. The company is heavily invested in AR, VR and MR (mixed reality) products, and is known for offering software that's both easy-to-use and affordable.

Our second featured stock is Intuitive Surgical, a major player in robotic-assisted surgery, since launching its first *da Vinci* robotic surgical system in 1999. To date, more than 6 million procedures have been performed using its technology and the robotic-surgery market as a whole is expected to reach a value of \$8.2 billion by 2025.

We believe these stocks are solid leaders in the AR market and will make a great addition to the growth portfolio you're building..

Enjoy your report!