

'Pokémon GO': What Happens From Here?

“*Pokémon GO* has taken the world by storm by implementing technologies in a way people want to use, using content to provide a real use case,” he says.

“Nintendo succeeded due to the strong market penetration of Pokémon. However the content that companies such as Sony and Microsoft can bring to augmented reality vastly outweighs what Nintendo has.

“Companies will challenge Nintendo for its initial market position as they enter the AR market. They have the capability to create a more sustainable ecosystem than Nintendo.

“The key challenge for Nintendo is to develop a strategy to ensure that someone else doesn’t reap all the rewards from travelling easier down the path they have just beaten.”

Nintendo’s history suggests it could struggle to hold its lead

Pokémon GO’s rapid take-up shows that the challenge for AR and VR will not be the growth of this technology, which is already reaching significant levels of market penetration.

The real challenge, says Bagrov, will be multiple industries implementing this technology effectively.

“While Nintendo have grabbed this market and reaped the rewards in market capitalization I doubt they will hold their commanding position.

“To be blunt they need to have the guts, the leadership and the capability to do so; and there is no guarantee they do.

“The history of Nintendo as a company is grabbing first mover advantage, but being overtaken by competitors who take late-mover advantage, learning from Nintendo’s experiences and making it better.”

Original article –

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