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Industry News

February 14, 2006

Acacia Study Shows Greater Demand for 3D Visualization

The Acacia Research Group has released the results of a survey showing that worldwide spending on all aspects of 3D visualization and simulation are on the rise. The sub-industry is expected to reach sales of \$22.1 billion in 2006 and rise to \$31.5 billion by 2011, in all areas including hardware, software, and services.



The breakdown of 3D simulation spending by industry in 2006 sees defense and government investing \$13.5 billion, design and engineering \$3.6 billion, industry and business \$2.7 billion, and medical and scientific industries spending \$2.3 billion. Some examples of this have been seen recently with the recent announcement of [CSO SimTek's work](#) with the RAF and USMC as far as military use goes.

"We expect to see impressive expansion in all segments," said Acacia senior analyst Christine Arrington, "Defense and governmental spending is a major driver but commercial interests -- from oil and gas to pharmaceuticals -- are going to be investing in visualization and simulation technologies as well."

Currently, North America accounts for the majority of spending with 55%, with second place going to Asia. The largest aspect of the 3D simulation industry is hardware, with 54% of the market, but that number is expected to fall to 49% by 2011 as the demand for software and services increases.

"We see expanding opportunities for off-the-shelf product providers within this market, especially tool and middleware vendors," said Arrington. "Organizations and service providers can't build everything themselves. They are in the market for technologies ranging from specialty solutions all the way down to immersive game engines and their concomitant toolsets."

POSTED: 12:54PM PST, 02/14/06 - Nich Maragos - [LINK](#)

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Industry News

Ebay To Suspend All Virtual Item Auctions [01.26.07] Online auction house eBay has officially claimed that it intends to remove listings for all virtual items, regardless of type or game title, clamping down on third-party sales of gold and accounts from many popular MMOs.



Lazard: Xbox 360 Price Cut 'Unlikely' In Early 2007 [01.26.07] Following [yesterday's announcement](#) by Microsoft that the company would cut its Xbox 360 hardware shipment guidance for the 2007 fiscal year, Lazard Capital

Markets' Colin Sebastian has commented that a price reduction for the console is "unlikely", at least in early 2007.

Q&A: Vicious Cycle Talks PSP Advantages, Unreal Engine Rivalry [01.26.07] Gamasutra's

interview with developer and engine-maker Vicious Cycle (*Robotech: Battlecry*, *Dead Head Fred*) reveals the company's PSP optimism (it's "a perfect platform for new IP development"), a new Wii game, and their opinions on rival engine Unreal Engine 3 - much more inside.



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