



# METAARI

Advanced Learning Technology Research

# The 2017-2022 U.S. Digital Cognitive Fitness Market

*Revenues Will More than Double by 2022*

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## About Metaari

*Metaari (formerly Ambient Insight) is an ethics-based quantitative market research firm that identifies revenue opportunities for advanced learning technology suppliers.*

*Metaari publishes quantitative syndicated reports that break out revenues by customer segment (demand-side analysis) and by product category (supply-side analysis). Our forecasts are based on our industry-leading learning technology taxonomy and our Evidence-based Research Methodology (ERM).*

*We track the learning technology markets in 122 countries. We have the most complete view of the international learning technology market in the industry. Metaari focusses solely on advanced learning technology research on products that utilize psychometrics, game mechanics, robotics, cognitive computing, artificial intelligence, virtual reality, and augmented reality.*

## About the Analyst

*Sam S. Adkins is the Chief Researcher at Metaari. Sam has been providing market research on the IT Training and eLearning industries for over twenty years and has been involved with electronic training technology for over thirty-five years. Sam is an expert at identifying revenue opportunities for global learning technology suppliers.*



Dubai, United Arab Emirates, 2013 (Photography by Tyson Greer)

*Sam was the co-founder and Chief Research Officer for Ambient Insight between 2004 and 2016 before rebranding the company to Metaari in early 2017. Sam was a business development manager for Microsoft's Training and Certification group. During his eight years at Microsoft, he managed the Advanced Knowledge Engineering team that built the world's first commercial online learning business (The Microsoft Online Learning Institute). Prior to that, he was a Senior Instructional Designer at United Airlines.*

*Before United Airlines, Sam was the manager of the Instructional Animation and Graphics Lab at AT&T's central computer-based training (CBT) facility for four years.*

*Sam Adkins and Tyson Greer founded Ambient Insight in 2004. Ambient Insight ceased operations in late 2016 and rebranded as a new company named Metaari that launched in January 2017.*

*"Ambient Insight has been in operation for twelve years and we have a well-respected brand and a very successful company," comments Adkins. "The global learning technology market has changed dramatically in the last few years and the new advanced learning products coming on the market essentially represent a 'brave new world' in education. We want to be an active part of this new world and launched our new company to focus on these incredible innovations."*



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