

PERKINS COIE AND XR ASSOCIATION

2019 Augmented and Virtual Reality Survey Report

200

AR/VR startup founders, technology company executives, investors and consultants—more than half of whom hold C-level or VP titles—weighed in on the optimism for immersive technologies and the barriers to adoption that remain.

PERVASIVENESS OF IMMERSIVE TECHNOLOGY



NEARLY 9 in 10

respondents indicated that by the year 2025, immersive technologies will be as ubiquitous as mobile devices.

Top 5

industries to which XR is most applicable at this time

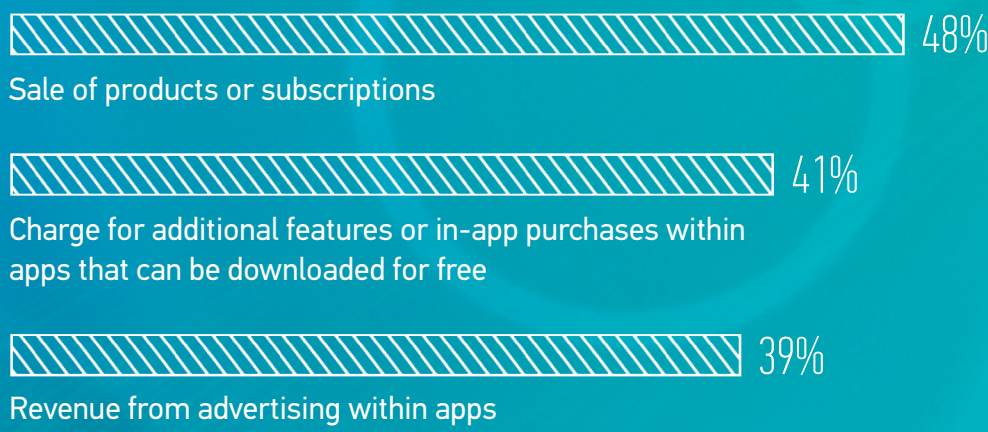
- GAMING
- HEALTHCARE AND MEDICAL DEVICES
- EDUCATION
- MANUFACTURING AND AUTOMOTIVE
- MOVIES AND TELEVISION

INVESTMENTS AND MONETIZING TECHNOLOGY

70%

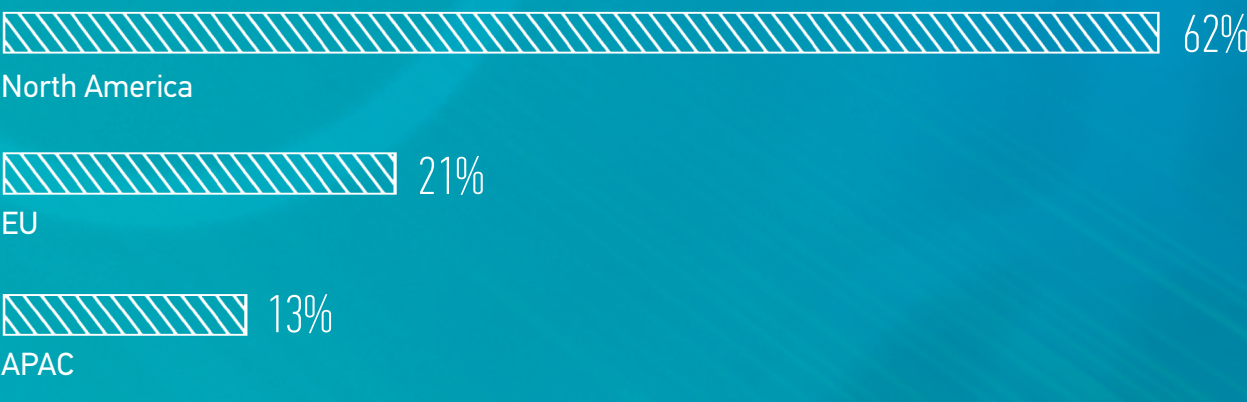
of respondents anticipate that the AR market will surpass the VR market in revenue.

How are you currently monetizing AR/VR/MR/XR products and services?

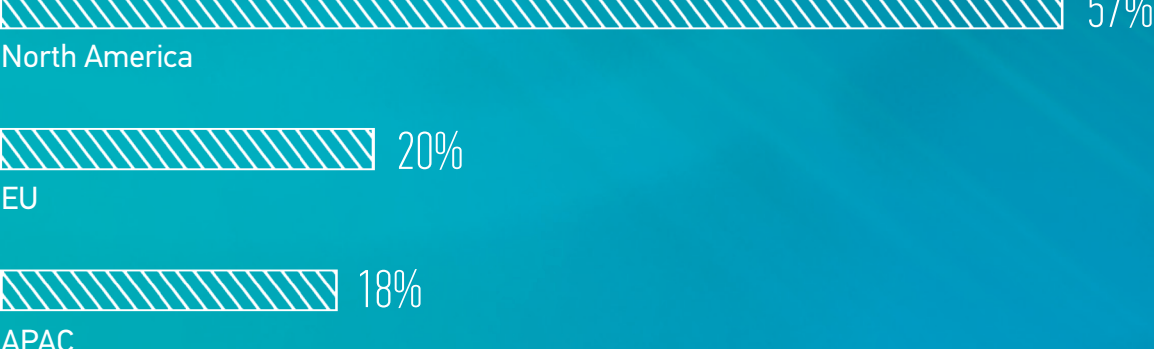


GEOGRAPHIES AND HOT MARKETS

Which regions will offer the most promising investment opportunities for AR/VR/MR/XR technologies?



Which region do you expect to witness the fastest growth in the next 5 years?



WORKFORCE DEVELOPMENT

78%

of respondents agreed with the statement, "XR is highly applicable to workforce development at this time."

How do you believe AR/VR/MR/XR technologies can most effectively address challenges in health and safety training situations?



CHALLENGES AND RISKS

What is the biggest obstacle to mass adoption of AR technologies?



What is the biggest obstacle to mass adoption of VR technologies?



47%

CONSUMER PRIVACY

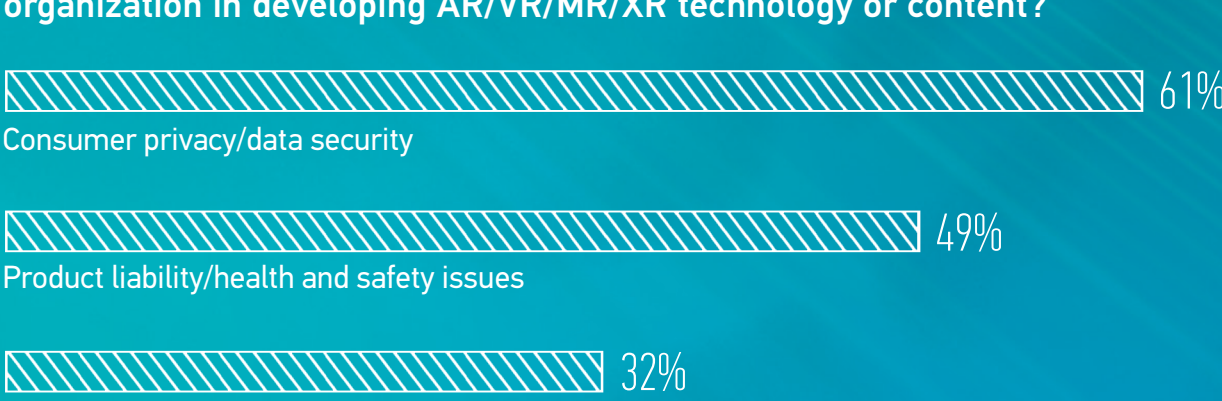


42%

DATA SECURITY

top the charts for legal risks concerning immersive technology organizations.

Which of the following legal risks are of concern to your organization in developing AR/VR/MR/XR technology or content?



VIEW THE FULL REPORT:
PerkinsCoie.com/2019ARVRSurvey

* Some charts include a sub-section of survey data and do not add up to 100%