



# WHERE ARE THE BIGGEST ENTERPRISE USE CASES ARISING FOR VR/AR/MR?

VRX USA December 2017

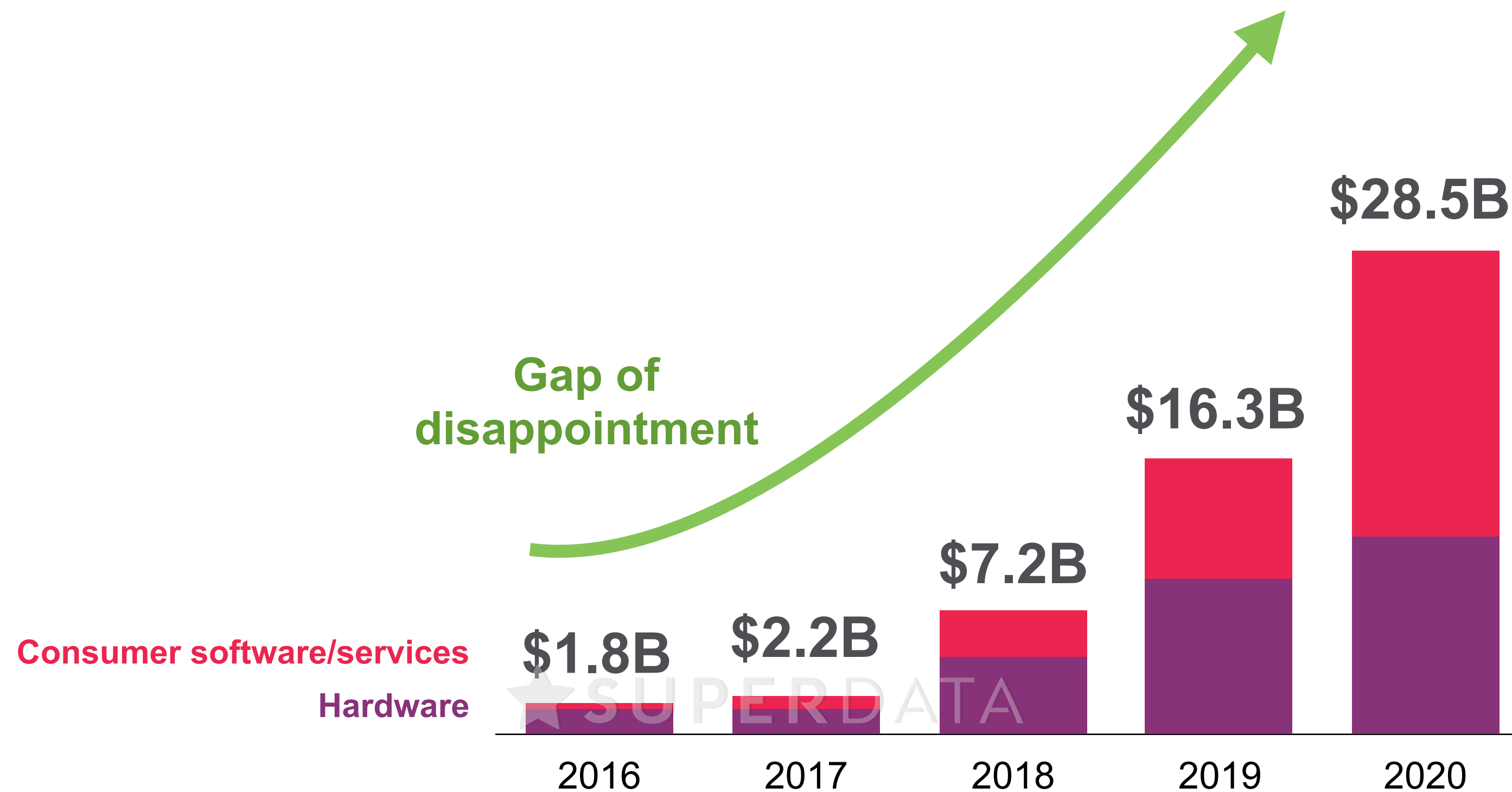
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# The Virtual Market

## Virtual Reality consumer revenue by segment: 2016-2020

Billions of USD, worldwide

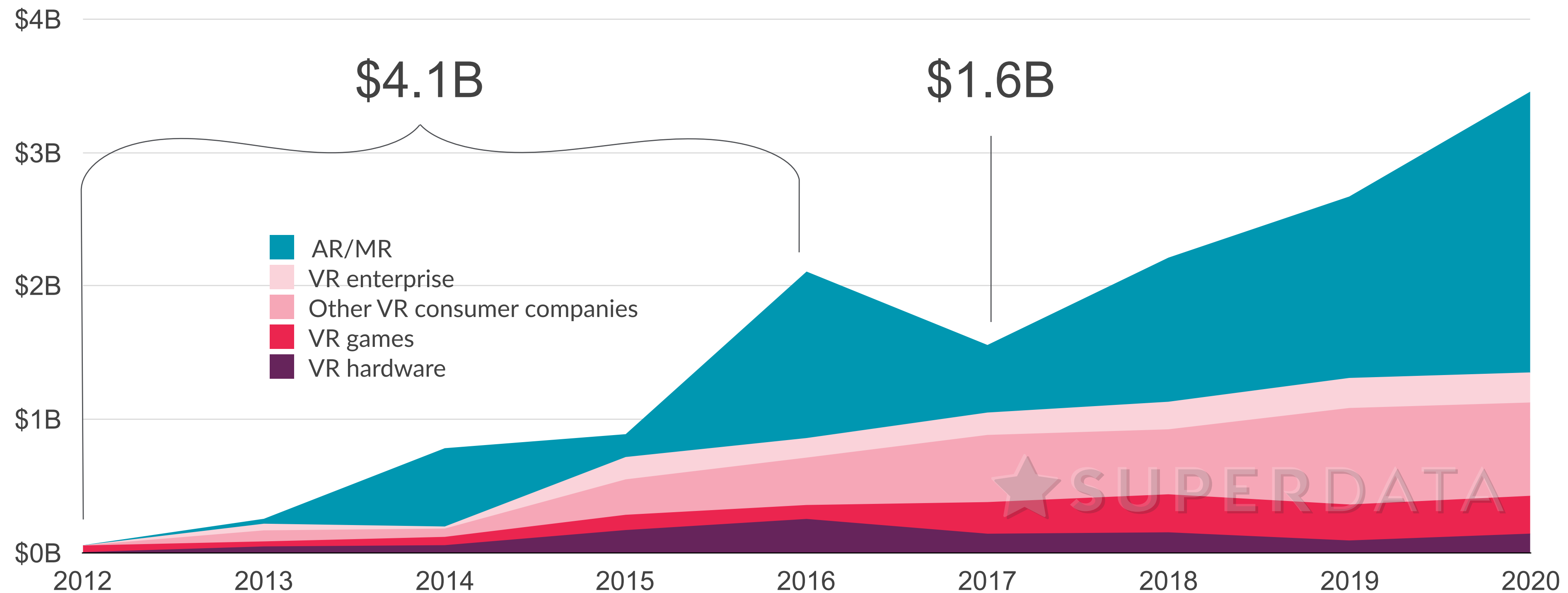


Total earnings will rise 24% from 2016 to 2017.

VR software revenue will reach \$17B by 2020, surpassing hardware earnings for the first time.

# The VR Market

## Investment in VR/AR/MR companies 2012-2020



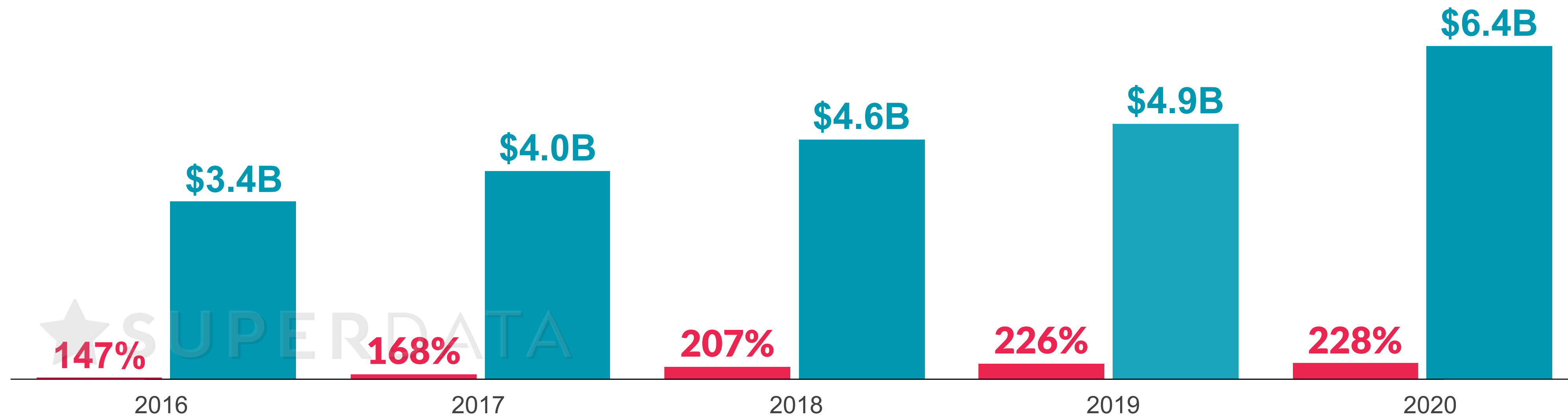
<sup>1</sup>Investment figures include the following investment types: Crowdfunding, seed, angel, Series A/B/C venture rounds or later, acquisitions (excluding Facebook's purchase of Oculus) and IPO.



# Enterprise VR

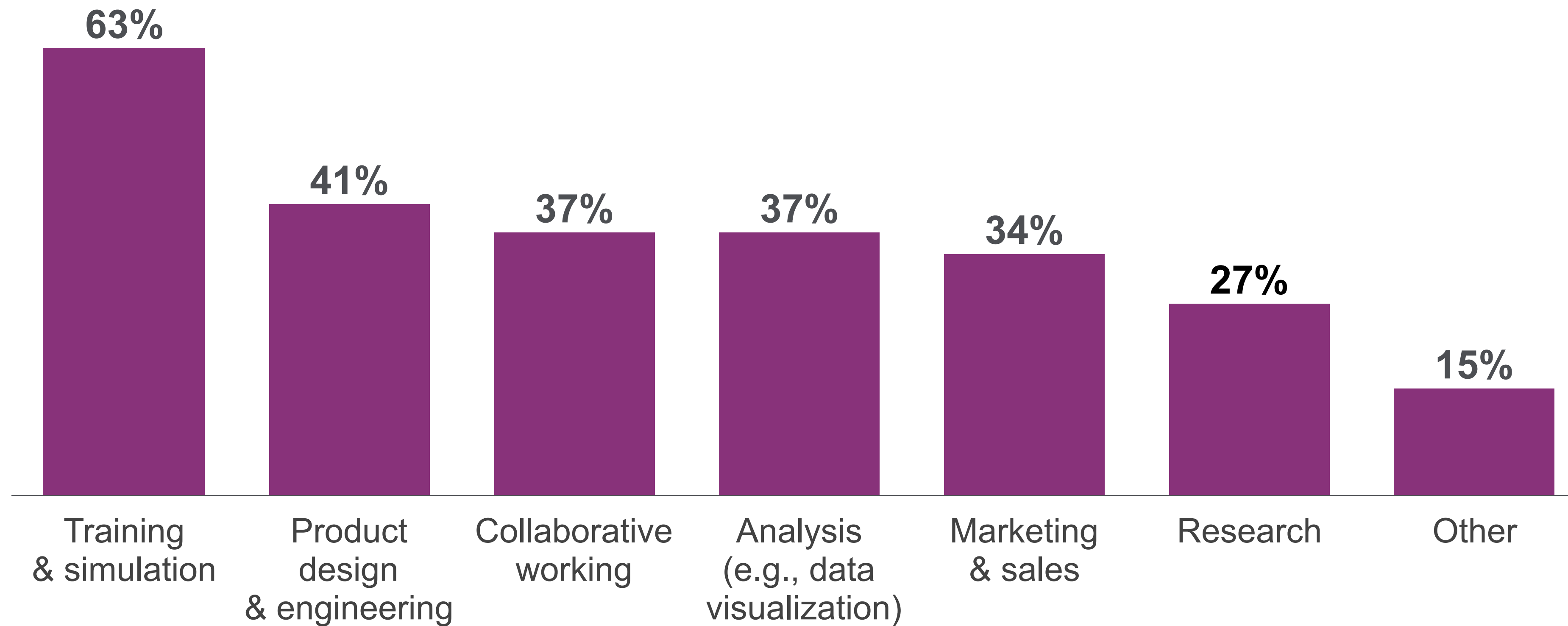
## Investment in VR/AR/MR companies Outside investment vs. R&D

Investment in creators  
Internal R&D



# Enterprise VR

How do enterprise end users use or plan to use VR?



VR Intelligence survey: In which of these areas do you use, or plan to use, VR in your business?

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# Enterprise VR

## Share of VR companies by sector Supply vs. Demand

**Supply: Content developers**  
**Demand: Companies looking for VR solutions**

