

## ARTILLRY DATA BRIEFS

17,000 OCULUS GOs TO 1 MILLION WALMART EMPLOYEES

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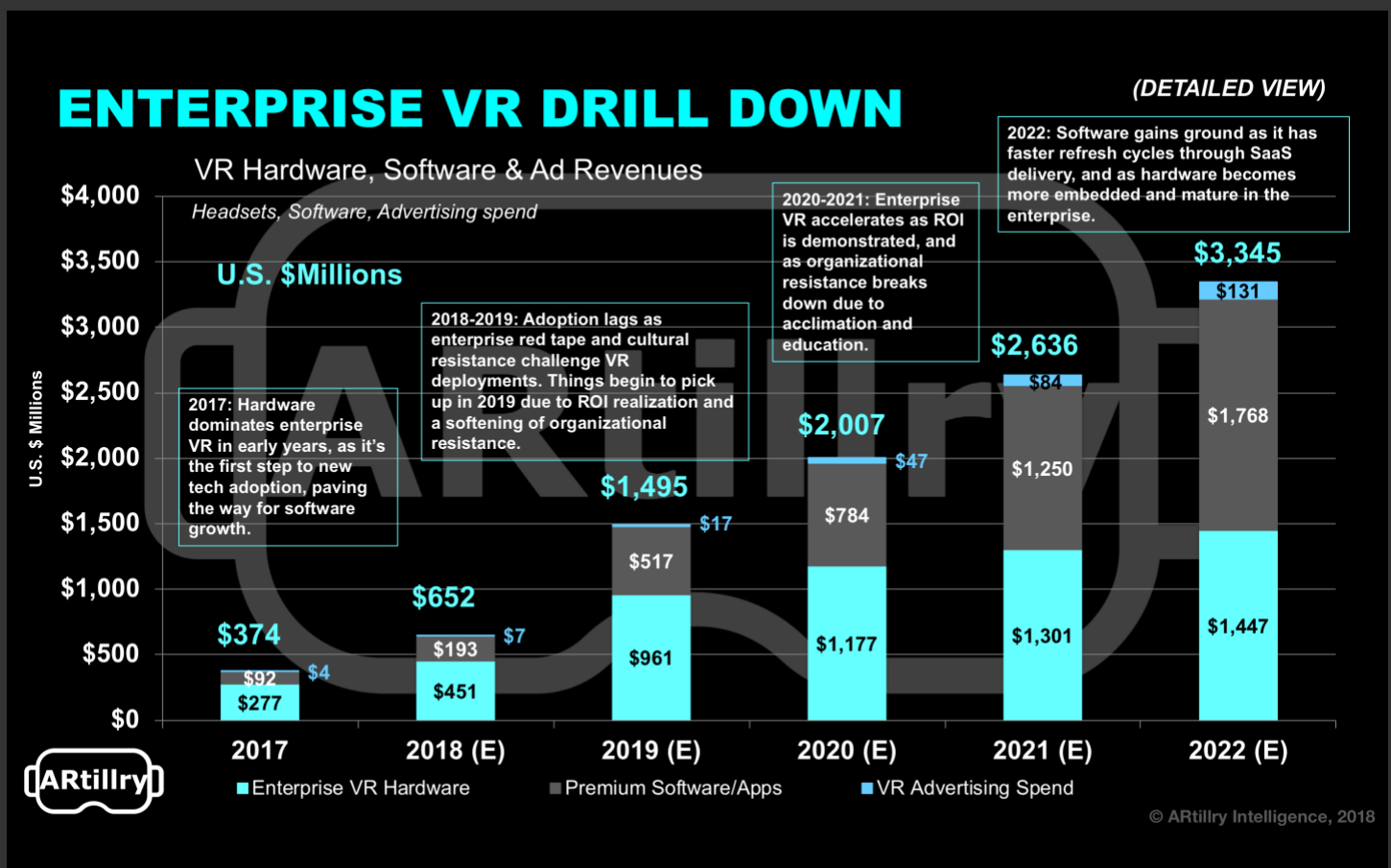


Walmart continues to be the poster child of VR in retail. As background, there are several flavors of XR in retail including AR-assisted shopping (consumer facing), and employee productivity and training (retailer-facing). Walmart is sinking its teeth into both.

But the latest move involves the latter. Walmart has beefed up its arsenal of headsets to 17,000 Oculus Gos, reaching 1 million employees. It will ship four to each Supercenter and two to each Neighborhood Market. It's not astronomical but is the latest in a steady uptick for enterprise VR.

Training simulations will include operating Walmart's new pickup towers. These giant kiosks let shoppers order items in advance and pick up in store, usually with the help of a store associate. Since they're not rolled out yet, advance virtual training helps employees hit the ground running.

This is just the latest in a series of Walmart moves to embrace VR for training. Beyond hardware purchases, it also continues to work with VR training company Strivr. Its software helps Walmart train employees for specific tasks in more immersive ways than dated orientation videos.



As a side note, Strivr is also a bit of a poster child when it comes to successful pivots sometimes seen in early/developing sectors. Incubated in Stanford's Virtual Human Interaction Lab with Jeremy Bailenson, Strivr focused on VR training in sports, working with Stanford's football team.



But after discovering that sports are a relatively limited total addressable market (finite number of teams), it has expanded to retail, QSR and other enterprise verticals. This adaptability and foresight is explicitly an attractive quality to investors in early-stage industries like VR.

Back to Walmart, its choice of Oculus Go is interesting. It certainly has a cost advantage, with a total hardware investment of \$3.5 million. But will the lack of full positional tracking (6DOF) provide an adequate training experience? Strivr's 3DOF demos and acclaimed UX suggest it could be.

Either way, what's needed next are proof points from early adopters like Walmart, so that a strong business case can be made by other retailers who aren't as adaptive, or on the fence. We expect those ROI metrics and case studies will roll out, and we'll be waiting eagerly to document them.



# About ARtillery Intelligence

ARtillery is a publication and intelligence firm that examines augmented reality and virtual reality, collectively known as XR. Through writings, data and multimedia, it provides deep and analytical views into the industry's biggest players and opportunities. It's about insights, not cheerleading.

Run by career analyst and journalist Mike Boland, coverage is grounded in a disciplined and journalistic approach. It also maintains a business angle: Though fun and games permeate VR and AR (especially the former) long-term cultural, technological and financial implications are primary.

Learn more at <https://artillery.co/about>





# About the Author

Mike Boland was one of Silicon Valley's first tech reporters of the Internet age, as a staff reporter for *Forbes* (print) starting in 2000. He has been an industry analyst covering mobile and social media since 2005, and is now Chief Analyst of *ARtillery Intelligence*, covering emerging tech.

Mike is a frequent speaker at industry conferences such as VRLA, ad:tech and LeadsCon. He has authored in-depth reports and market-sizing forecasts on the changing tech & media landscape. He contributes regularly to highly read online news sources such as *TechCrunch*, *Business Insider* and the *Huffington Post*.

A trusted source for tech journalists, his comments have appeared in A-list publications, including *The New Yorker*, *The Wall Street Journal* and *The New York Times*.

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Questions and requests for deeper analysis can be submitted at:

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