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



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.

and services?

How are you currently monetizing AR/VR/MR/XR products

Sale of products or subscriptions

Charge for additional features or in-app purchases within

apps that can be downloaded for free

Revenue from advertising within apps

GEOGRAPHIES AND HOT MARKETS

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

North America

21%

EU

ANNINNNN 13% **APAC**

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

North America

20% EU

APAC

WORKFORCE DEVELOPMENT

'/8% of respondents agreed with the

statement, "XR is highly applicable to workforce development at this time."

address challenges in health and safety training situations? ATTIVITY 53%

How do you believe AR/VR/MR/XR technologies can most effectively

Provide safe and repeatable site-specific environments

Apps and 3D animation help learners gain insights

Cost effective compared to standard trainings

What is the biggest obstacle to

CHALLENGES AND RISKS

26%

mass adoption of AR technologies?

24%

Content offerings 14%

User experience

reluctance to embrace AR/VR

Consumer and business

mass adoption of VR technologies?

What is the biggest obstacle to

19% **Content offerings**

User experience

20%

reluctance to embrace AR/VR

Consumer and business

47% **CONSUMER PRIVACY**



42%

technology organizations.

risks concerning immersive

top the charts for legal

Which of the following legal risks are of concern to your

Consumer privacy/data security

49% Product liability/health and safety issues

Difficulty in licensing technology and IP

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%

communication be designated as Advertising Materials.