

*Virtual Reality is a very exciting industry and here we look at an overview of the current market as well as what to expect in the future.*

## Virtual Reality Market

### Virtual Reality

*“Virtual Reality (VR) is the use of computer technology to create a simulated environment.”*

### Difference Between VR and Augmented and Mixed Realities:

Virtual Reality is different from augmented and mixed realities in that Augmented Reality refers to technology that super-imposes a computer-generated image on a user’s view of the real world and Mixed Reality refers to the merging of real and virtual worlds to produce new environments where physical and digital objects co-exist and interact in real time.

### Biggest players:



### Headsets:

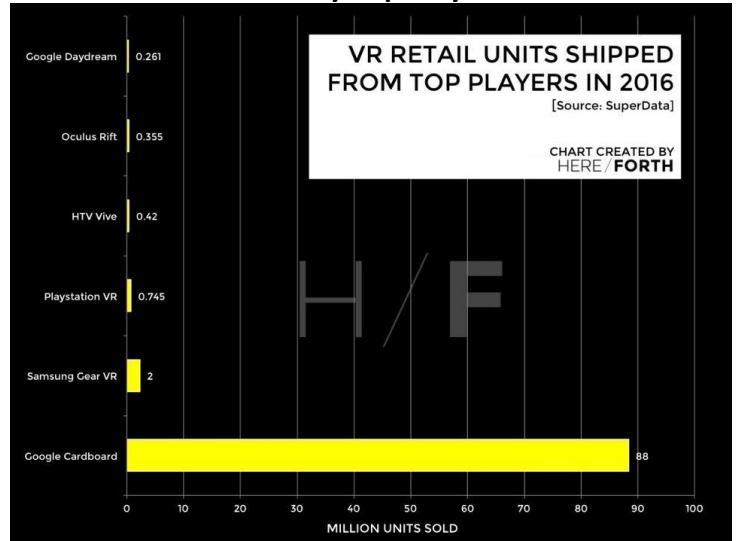


<http://virtua.us/>

### VR Market:

- 2016 Revenue was equal to \$2.7 billion
- VR industry is expected to be \$7.17 billion in 2017 (Greenlight Insights)
- Industry is expected to reach \$75 billion by 2021 (Greenlight Insights)
- The Top VR Markets are the United States, Japan, Korea, Russia, India, and Germany

### VR Units Sold by Top Players in 2016



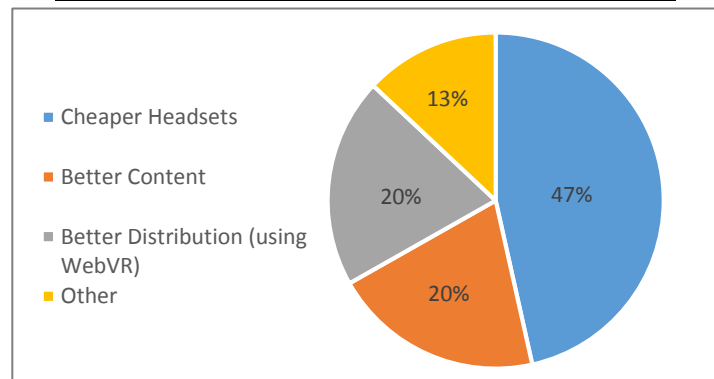
### VR Applications:

- Military
- Education
- Healthcare
- Entertainment
- Engineering
- Business
- Fashion
- Sports
- Media
- Scientific Visualization
- Telecommunications
- Construction
- Film

### Future of Virtual Reality

- Improved Technology
  - The technology for VR needs to be improved in the coming years as the industry continues to grow
- Cheaper Headsets
  - The cost of VR headsets needs to decrease in order for Virtual Reality to reach a larger customer base
- More Accessibility
  - Virtual Reality will become more accessible through lower costs as well as increased scale through WebVR
- Easier to Use
  - The current headsets have too many wired components that make the system difficult to use. The future success of VR relies on the system becoming more comfortable to use

### What does VR need to achieve mass adoption?



## **Sources**

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