

THE REALITY OF VR & AR

Virtual Reality

VR

A closed & fully immersive experience that puts users inside virtual world

Augmented Reality

AR⁺

An open & partly immersive experience that puts virtual things into users real world

By 2020, **VR/AR** is projected to reach
\$150B
in revenue

Where is the Market ?

Education



e Commerce



Advertising



Real estate



Health Care



Automotive



Tourism



Military & Law



KEY DIFFERENCES

VIRTUAL REALITY

1
How it works

Immerse the wearer in a 360 degree and 3D environment

2
Benefits

Transport the wearer to another environment; low cost mobile VR with innovative accessories

3
Biggest Deal

Facebook paid \$2 billion for Oculus VR in 2014

AUGMENTED REALITY

Overlay 3D graphics on to the wearer's view of the real world environment

Wearer remains engaged in the real world and keeps hands free; glasses rather than headset

Magic Leap raised \$542 million from Google, Qualcomm and others in 2014