



INSIGHTS FOR LOCAL
MANUFACTURERS

**AUGMENTED REALITY
& VIRTUAL REALITY**

Augmented Reality is technology that superimposes information – such as sound, images, data, etc. – onto the real world around you. AR devices are everywhere, from Apps on your phone, like Pokémon GO, to AR Headsets like the Microsoft HoloLens and Google Glass. Virtual Reality is an immersive computer simulated environment which can be explored virtually by the user. “Stepping into” virtual reality replaces all the sounds and sights of the real world with that of the virtual.

AR/VR



**DID YOU
KNOW?**

The consumer hardware segment is the largest user of AR/VR technology at 15.6% of all use cases.