

# WHAT IS XR?

Extended reality or XR, a relatively new development in most circles, is an emerging umbrella term given to all computer-generated environments that either merge the physical and virtual worlds or create an entirely immersive experience for the user

## 26%

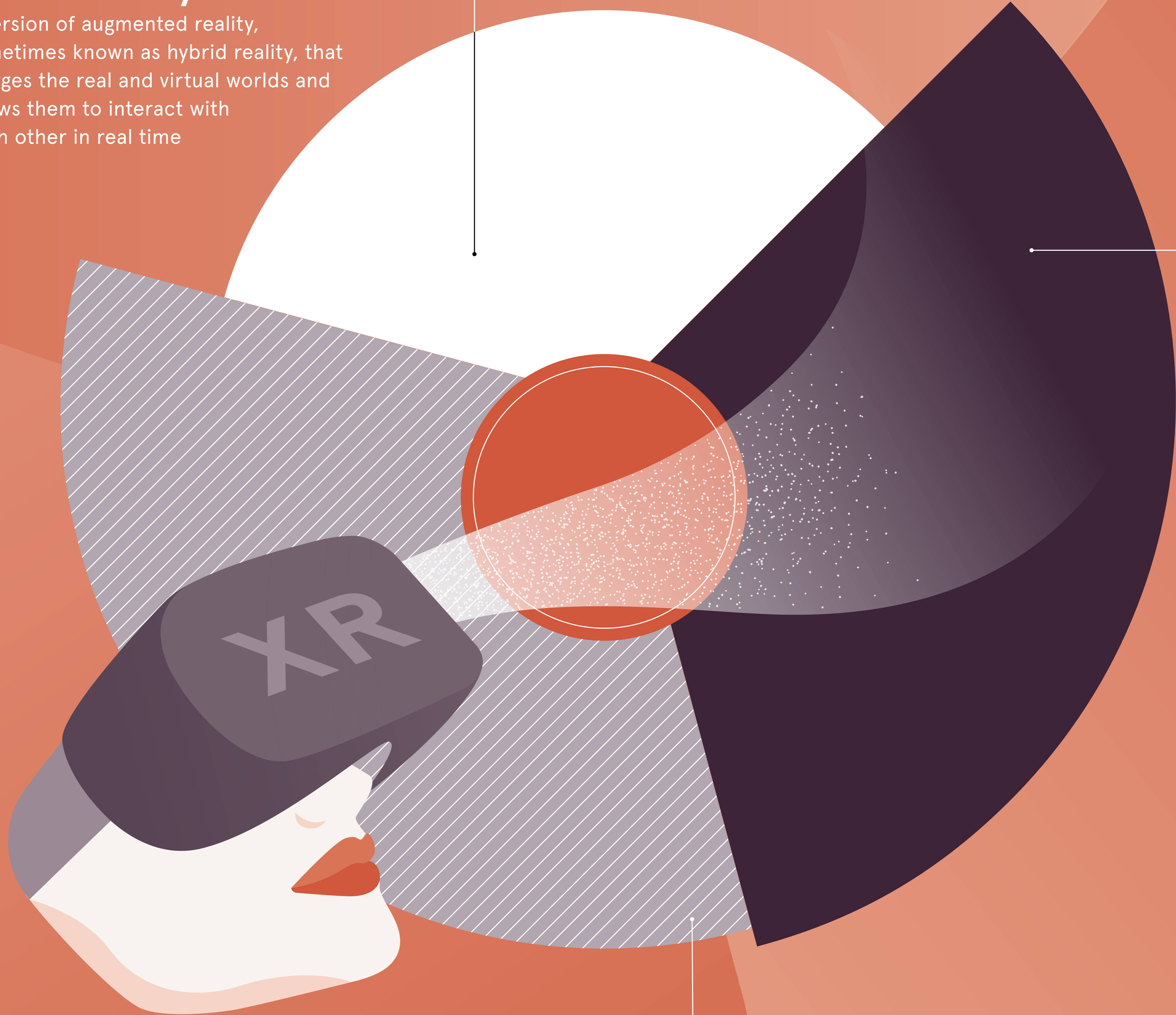
### Mixed reality

A version of augmented reality, sometimes known as hybrid reality, that merges the real and virtual worlds and allows them to interact with each other in real time

## 38%

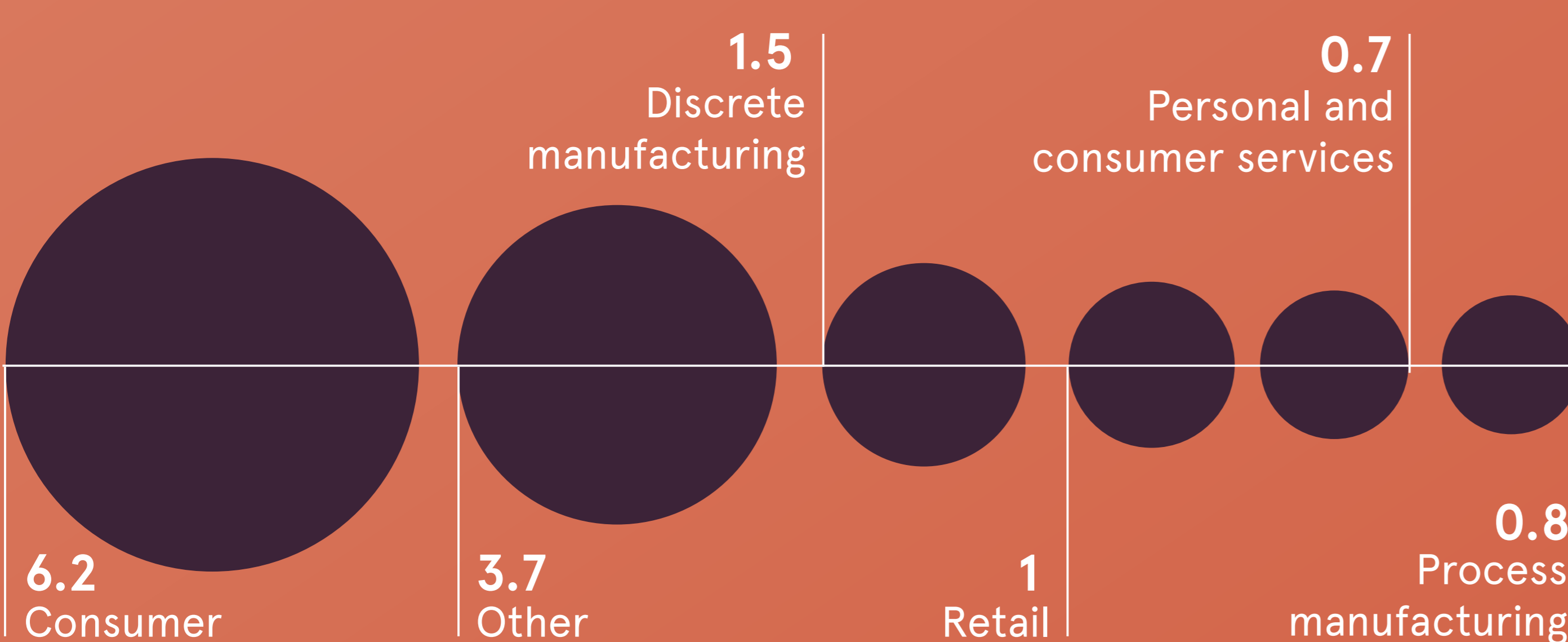
### Virtual reality

Immersive headset experience presenting a computer-simulated, 360-degree-view reality in a virtual world



## AR/VR spending worldwide in 2017

Market share by industry (\$bn)



IDC 2017

## 36%

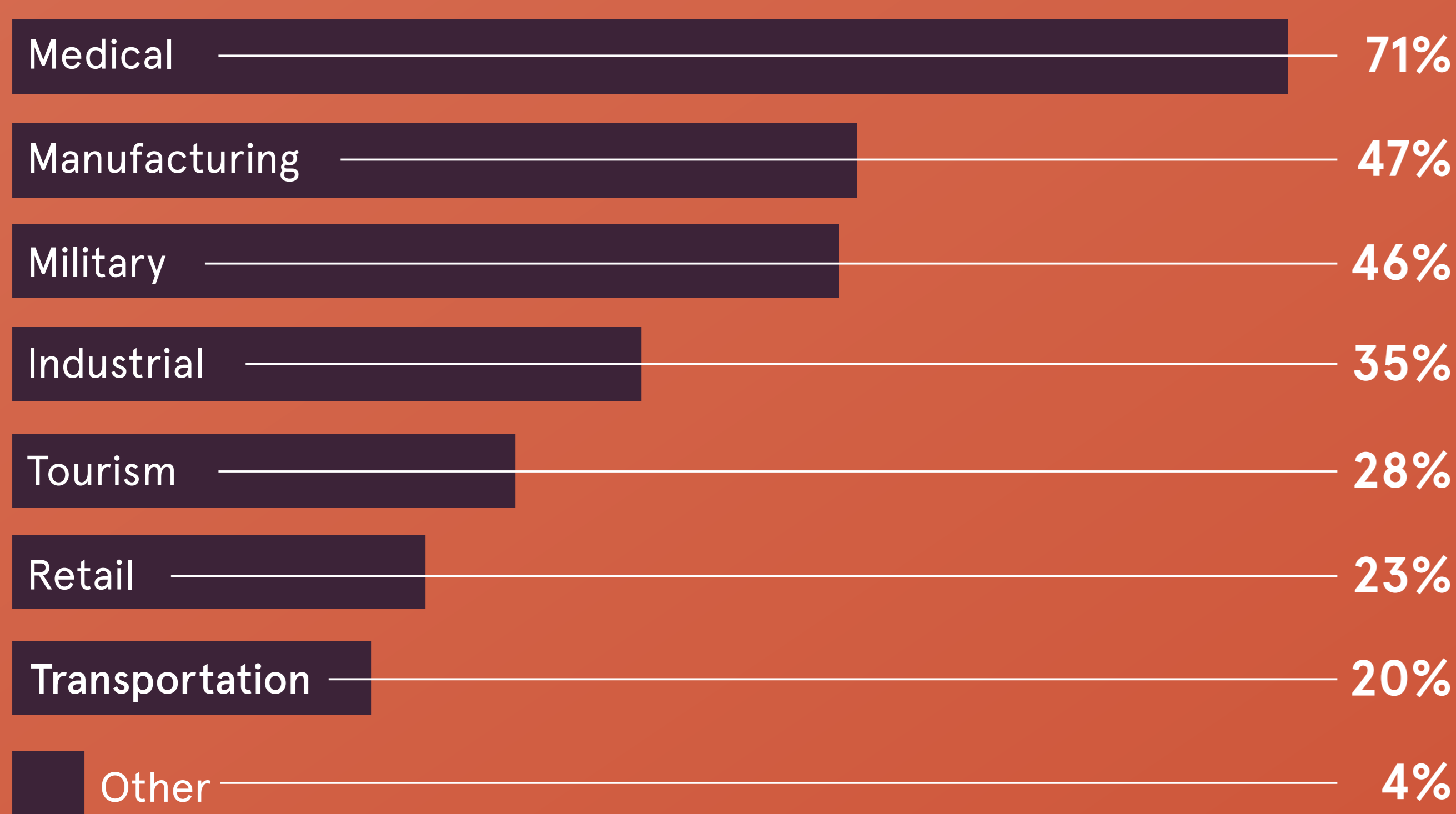
### Augmented reality

Computer-generated graphics overlaid on the physical world, typically used with mobiles and tablets through the camera

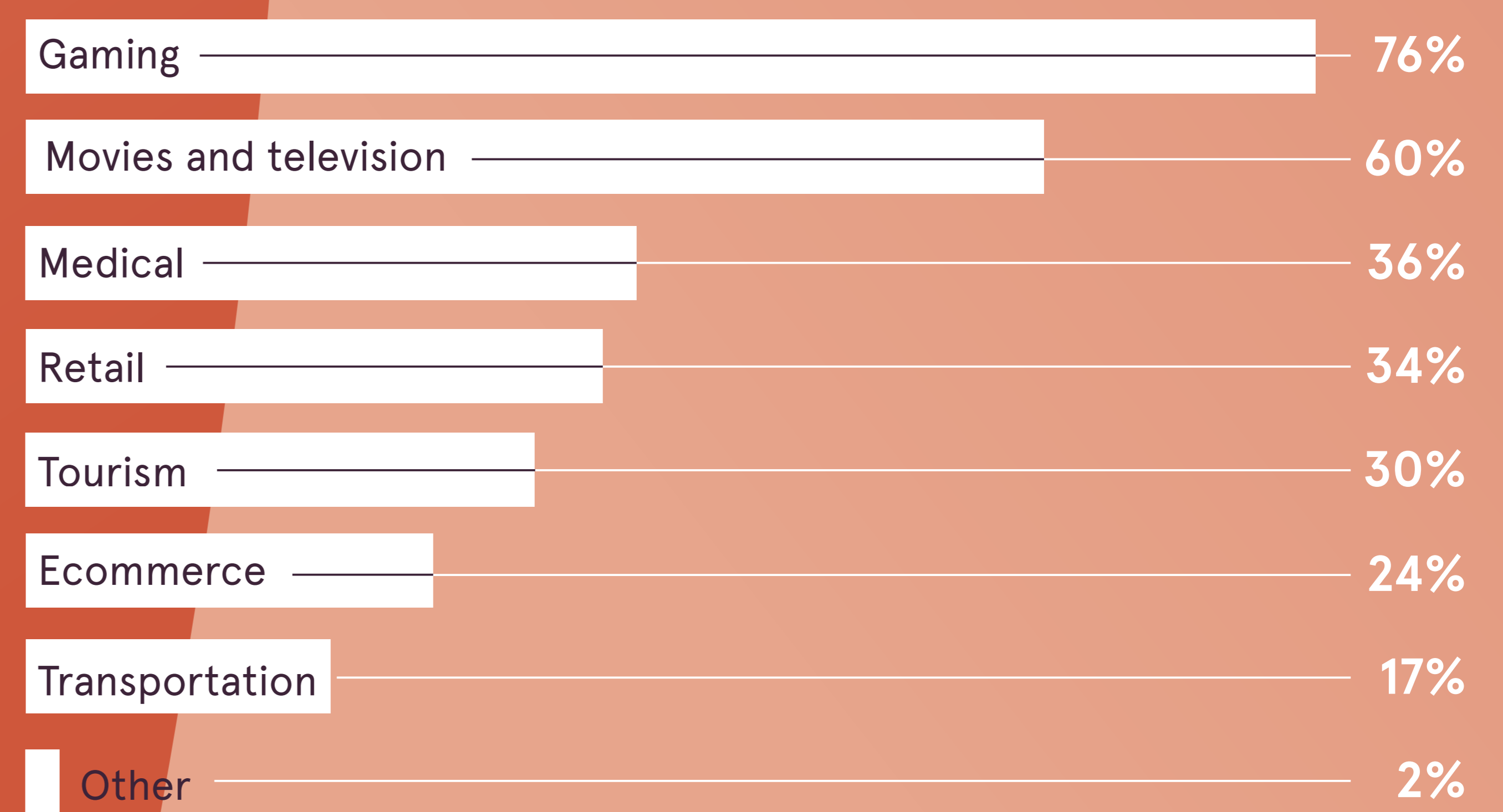
## Top industry use-cases for business XR and consumer XR

Percentage of XR product company stakeholders who believe the following will be impacted by XR technologies

### Business



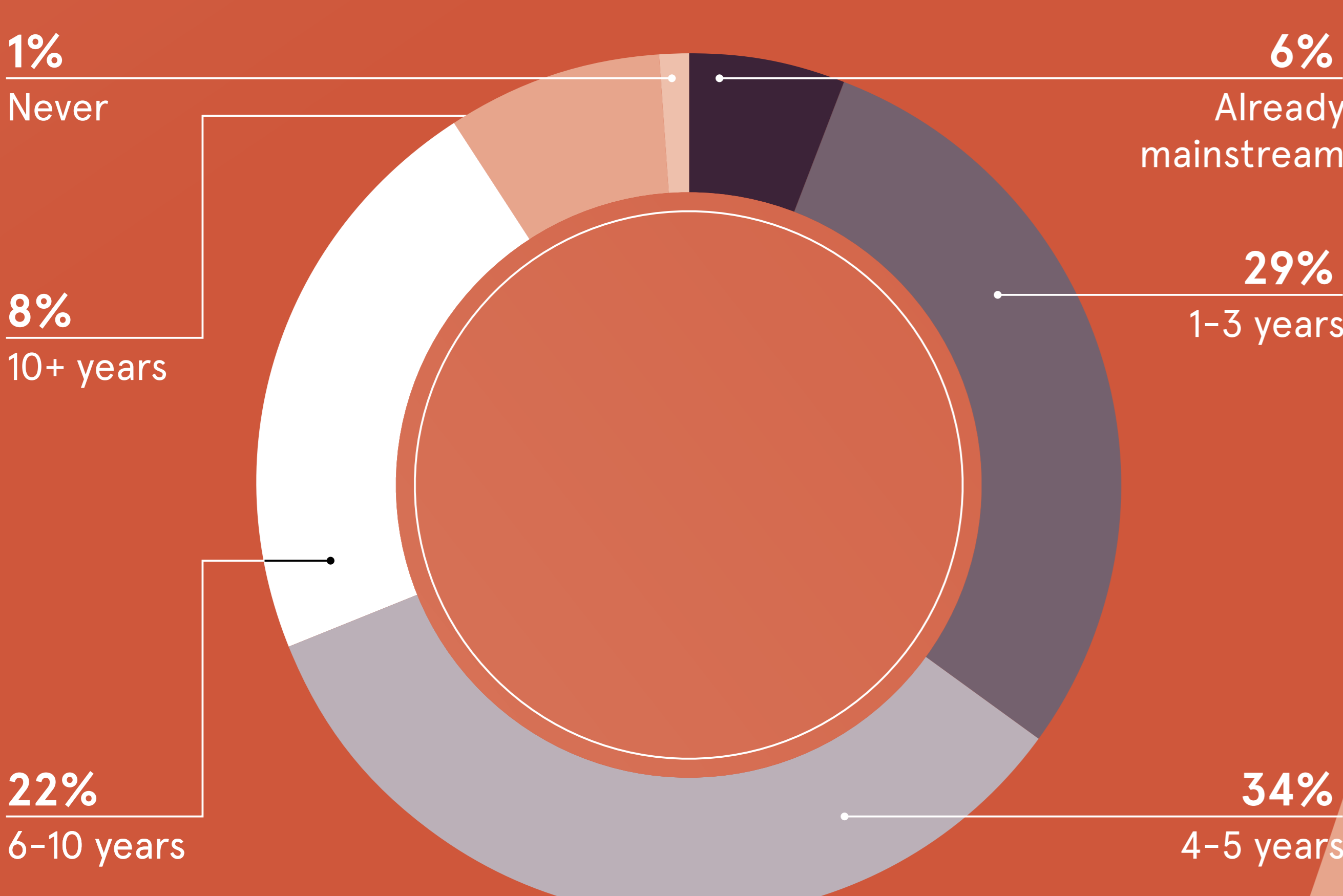
### Consumer



Jabil 2018

## When XR is expected to become mainstream

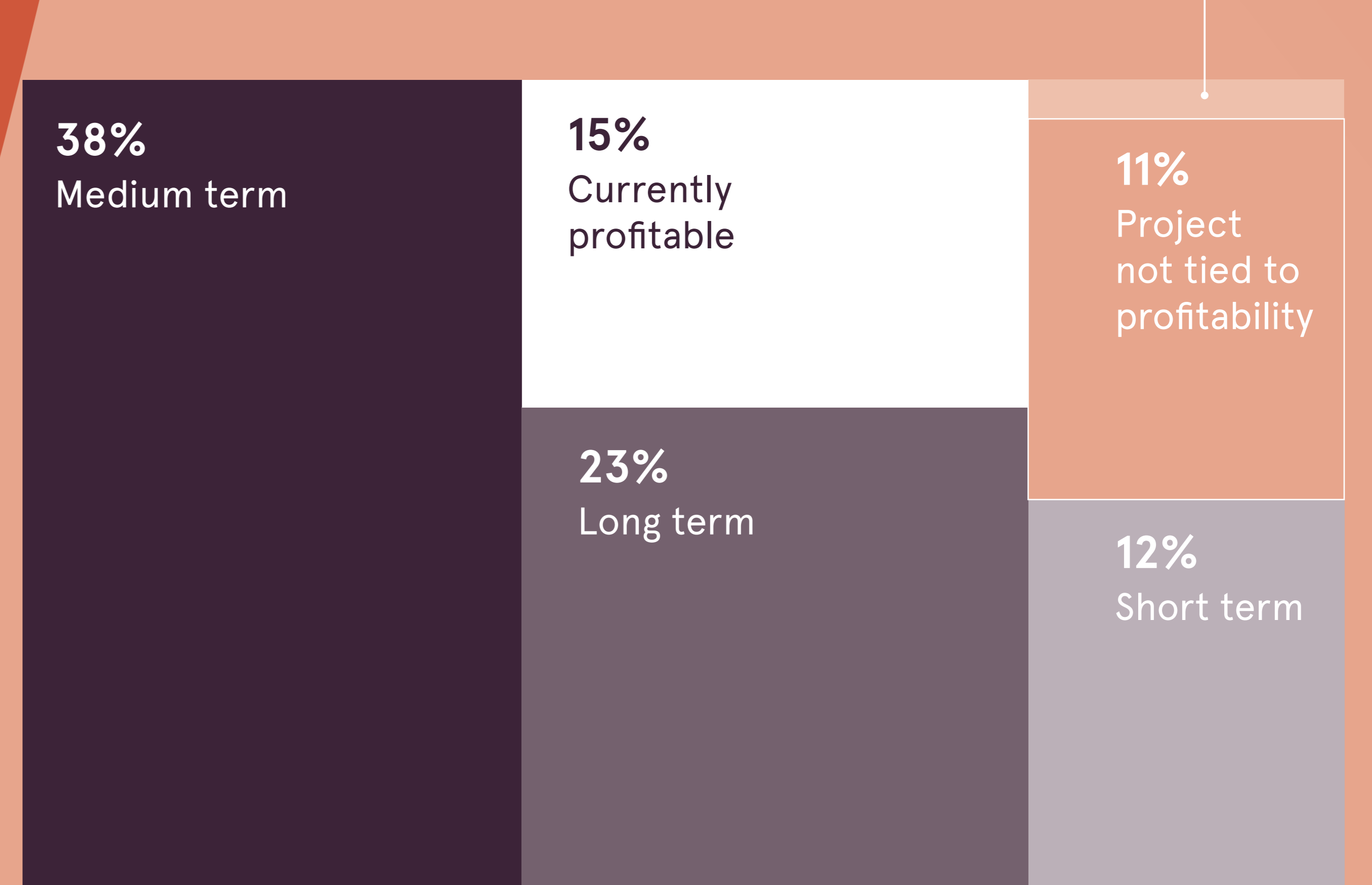
Percentage of XR product company stakeholders who predict the following timeframes



Jabil 2018

## When XR will generate a profit

XR developers were asked when they thought AR, VR and MR would turn a profit for themselves and/or their clients



XRDC 2018