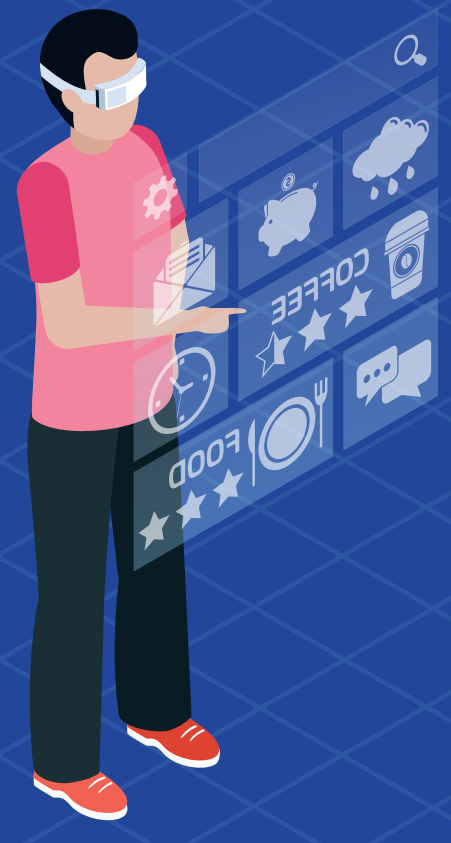


# Virtual reality Augmented reality



## VIRTUAL REALITY

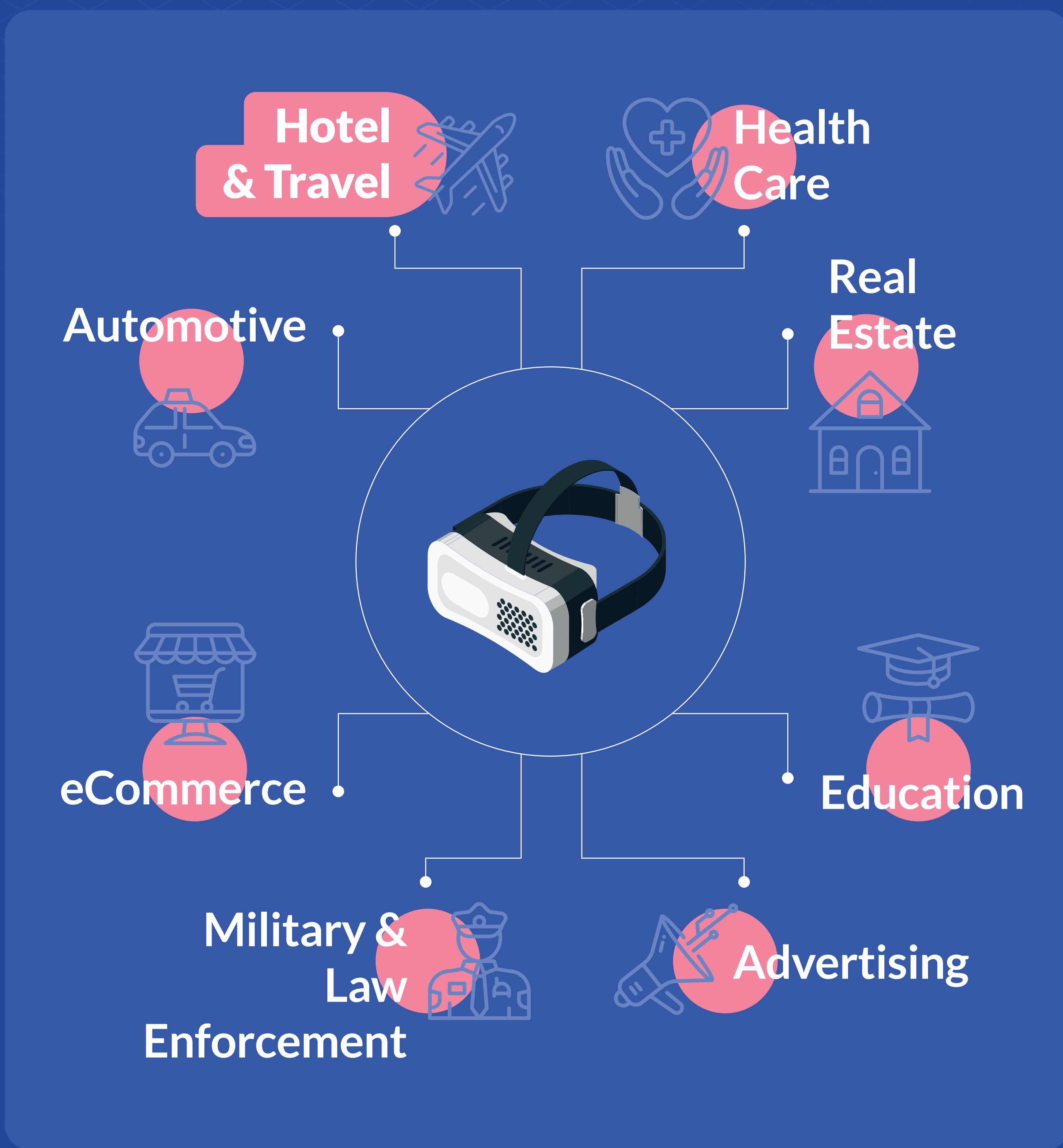
is all about immersing into a three dimensional world generated by a computer. An artificial environment that when activating the humans senses makes them believe it is a real environment.



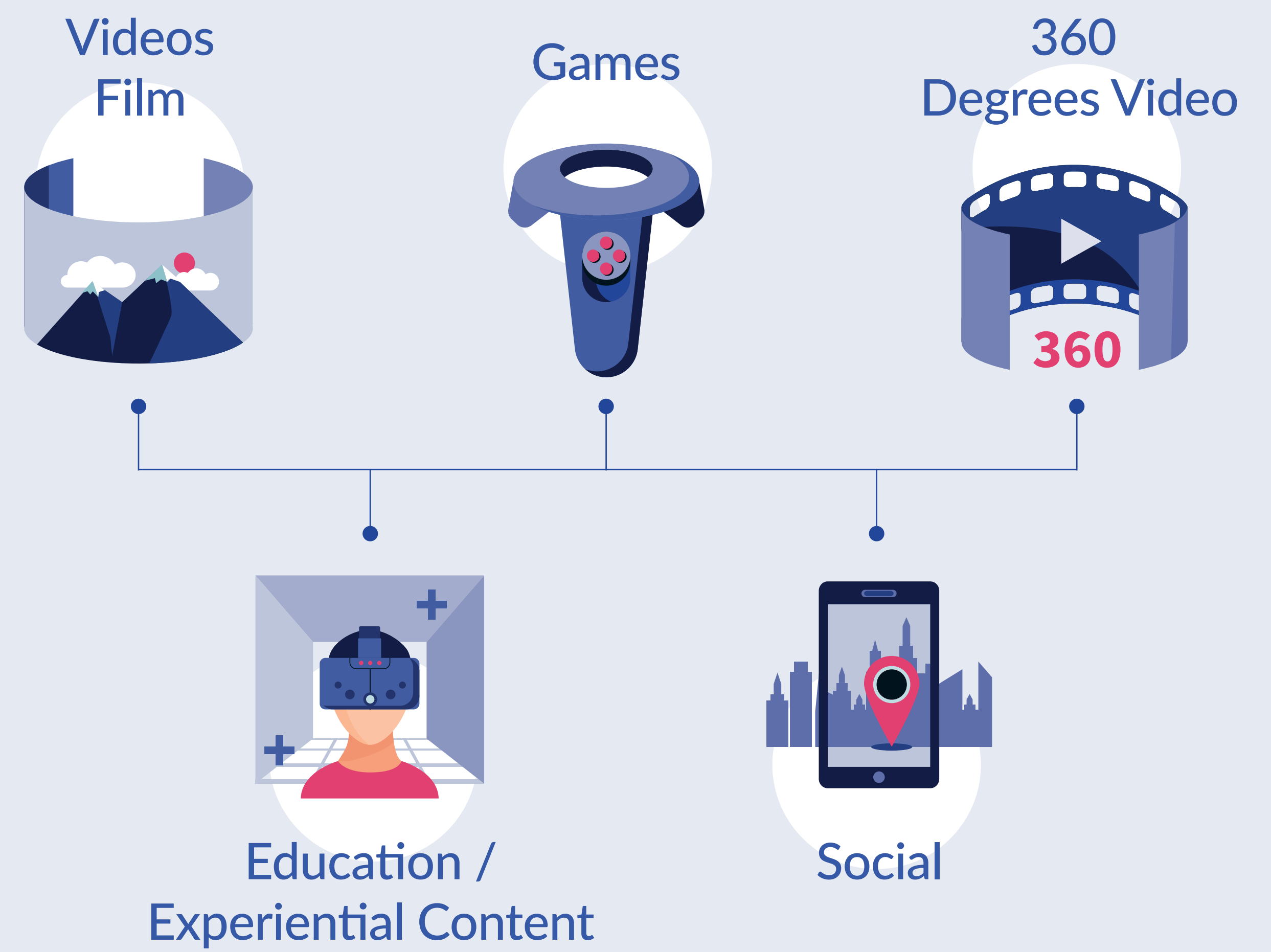
## AUGMENTED REALITY

is an interactive experience of a real-world environment where the objects that reside in the real world are enhanced by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory and haptic.

## MOST POPULAR BUSINESS USE CASES



## ADVANTAGES OR VIRTUAL & AUGMENTED REALITY



## CONTENT PRODUCTION IN VR & AR

- Gaming
- Health Care
- Film & TV
- Art & Music
- Education
- eCommerce

## HARDWARE AND DISTRIBUTION IN VR & AR

- Headset Producers
- Graphics Cards
- Online Marketplaces
- Input Devices
- Video Capture

## SOFTWARE PLATFORMS DELIVERY SERVICES SUPPORTING VIRTUAL & AUGMENTED REALITY

- Content Creation Platforms
- Capture/ Production & Delivery Software
- Video games Engine
- Analytics
- B2B & Enterprise Uses
- File Hosting Compression

## FUTURE PREDICTIONS

### 5G will be the Gateway

Unlimited experiences for VR/AR will increase in a mobile world... 5G could be the key that will drive innovation in virtual and augmented reality.

### Image Resolution

8K or higher resolution with powerful processors will make VR as close to real-life as possible.

### 120B Industry

In the next 10-12 years, VR will be worth close to \$120 billion and its tech will be engineered close to perfection. It will also be converged with other emerging technologies like AI and Nanotech to maximize innovation.