Diverse Potential of Augmented and Virtual Reality

What is the difference?

Augmented Reality (AR) overlays digital information on the physical world

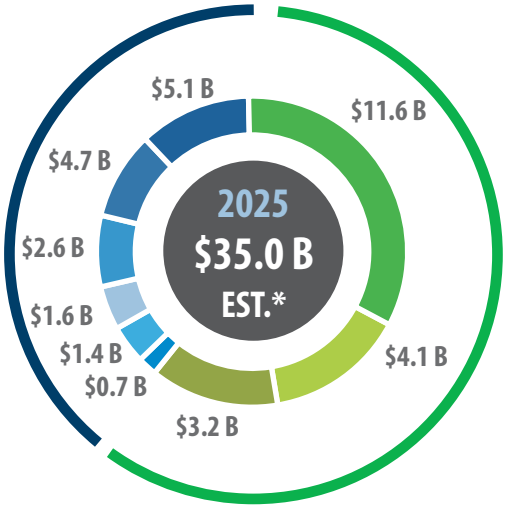
Virtual Reality (VR) entirely immerses the user in a virtual world

Hardware + Applications

Predicted Market Size

Forecast for content viewing devices such as head-mounted displays (HMDs) and glasses.

**Total Addressable Market Base Case Estimates*



Enterprise and Public Sector = $16.1B

- Healthcare
- Engineering
- Real Estate
- Retail
- Military
- Education

Consumer = $18.9 B

- Video Games
- Live Events
- Video Entertainment

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EQM TACTILE **AR/VR Virtual Technology Index**

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