

Is XR for Real?

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Can Extended Reality (XR) sustain its growth post-pandemic?

Demand for extended reality (virtual reality, extended reality, assisted reality and mixed reality) spiked during the COVID pandemic as companies in just about every major industry sought new ways to serve customers in a virtual environment [2,3,5].

Now the question looms: Will the rapid growth continue when the world settles back to something closer to “normal?” Many research firm thinks so, predicting the worldwide XR market will grow 20X in five years to reach \$340B [1,2,4].

As retailers continue to roll out virtual changing rooms, consumers aims are significantly improve accuracy with its system. Meanwhile, companies are creating realistic looking agents that interact with users in an unprecident way (in terms of realism and flexibility).

Last summer Mercedes-Benz USA trained automotive technicians throughout the U.S. on how to use Microsoft’s HoloLens headsets for remote assistance. For consumers, U.K.-based Envisics is working to “revolutionize” the in-car experience with holographic technology.

There’s a tremendous amount of innovation happening in education, healthcare and education as well [6,7,8].

New York-based Medivis offers advanced medical imaging to the VA Palo Alto Medical Center; Ohio-based Surgical Theater develops tools to train Mayo Clinic doctors and walk patients through procedures before they happen; and XRHealth creates virtual reality clinics for Mass General Hospital.

The same goes for first responders. Louisiana-based General Informatics is developing AR tools for police departments; Colorado-based Health Scholars produces VR simulations to train paramedics and healthcare workers. Similarly, Mira uses AR headsets to give users an immersive view of industrial environments, like explosive grade chemical manufacturing, and military equipment maintenance.

Others are developing new tools for recruiting talent and hosting virtual concerts.

For those who haven’t had their fill of Alexa and Siri, “stealth” company Humane is said to be developing an XR-powered devices, such as, wearable cameras that add vision to virtual assistants.

Pandemic or no pandemic, it’s clear XR is here to stay.

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