

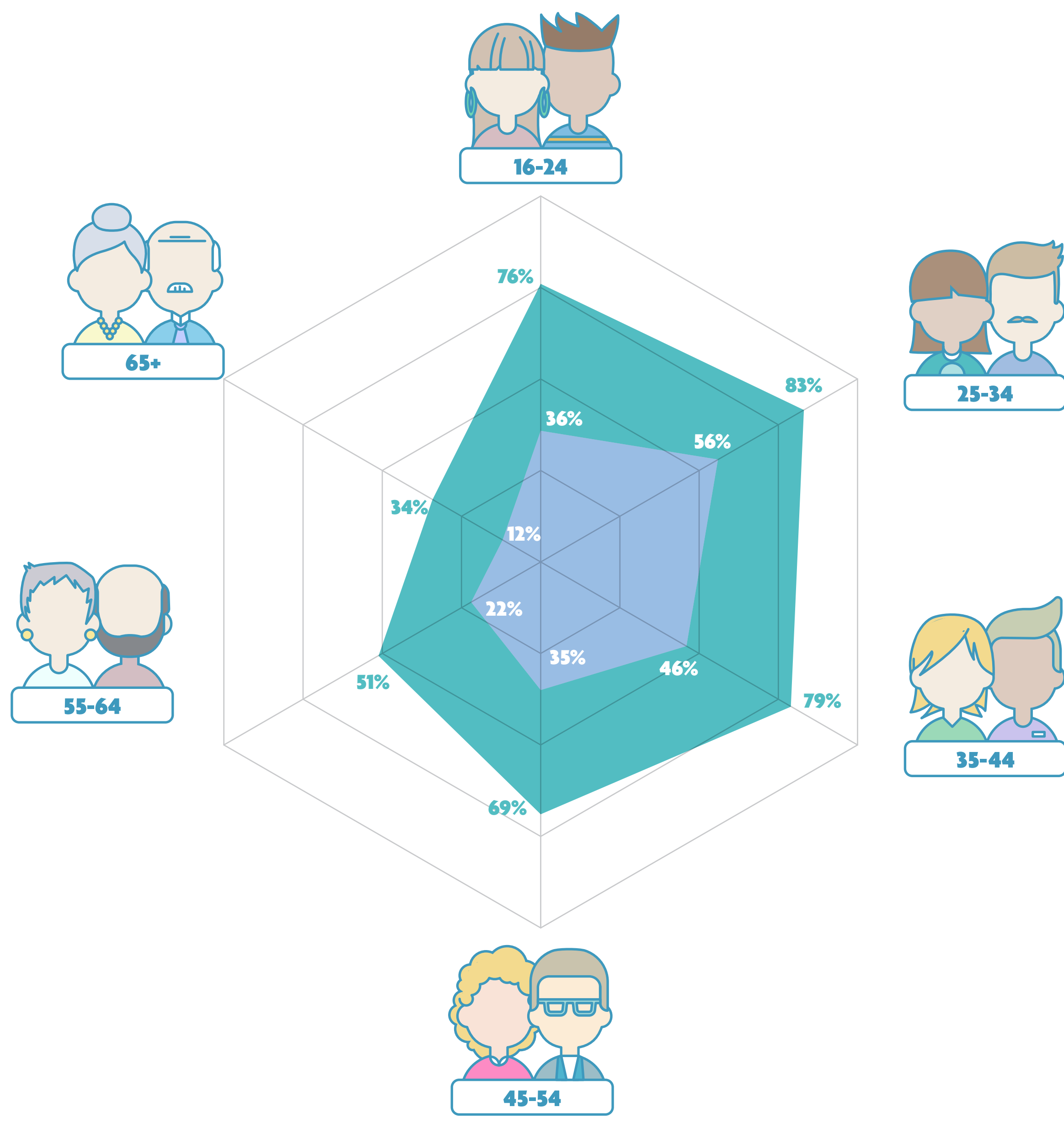
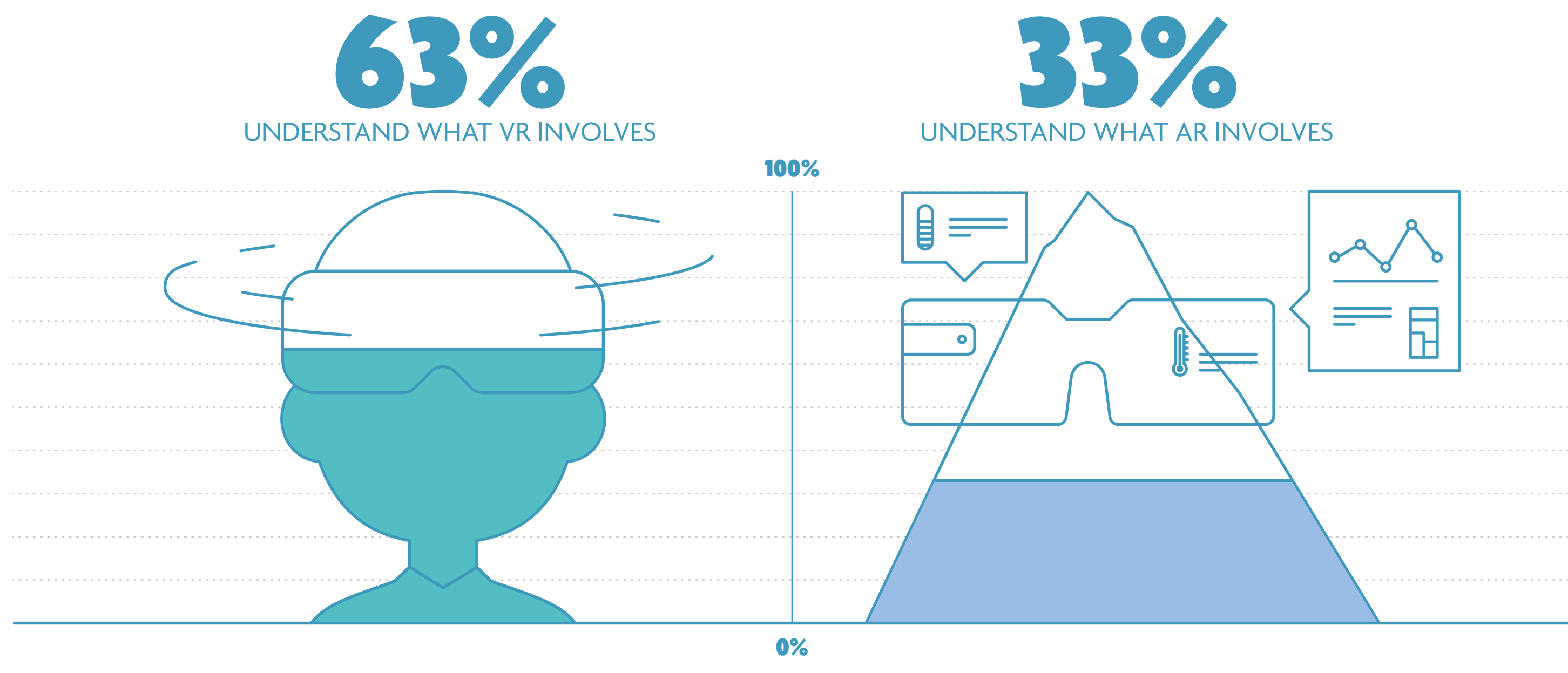


# VIRTUAL REALITY & AUGMENTED REALITY

Major differences in knowledge and applications

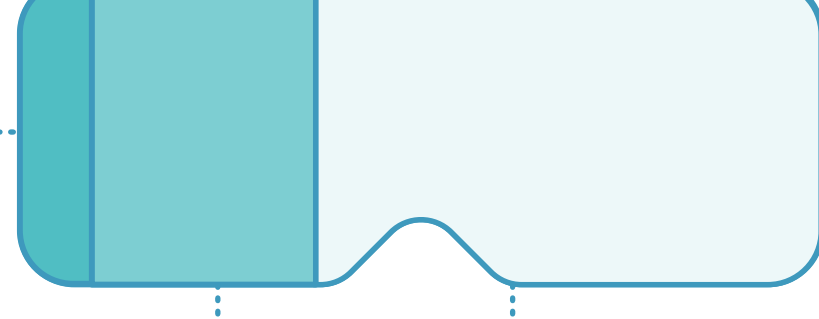
## KNOWLEDGE OF VIRTUAL REALITY (VR) AND AUGMENTED REALITY (AR)

VR already a broadly known concept, AR a good deal less well known in every age group



### OWNS VR

**9%** OWN VR GLASSES

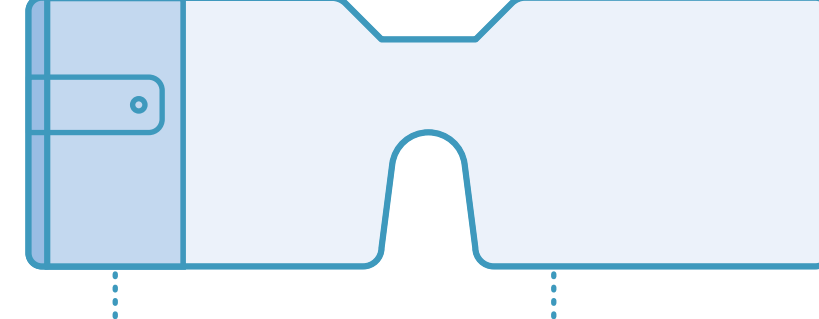


**28%** NO VR GLASSES, BUT HAVE TRIED THEM

**63%** NO VR GLASSES AND HAVE NEVER TRIED THEM

### OWNS AR

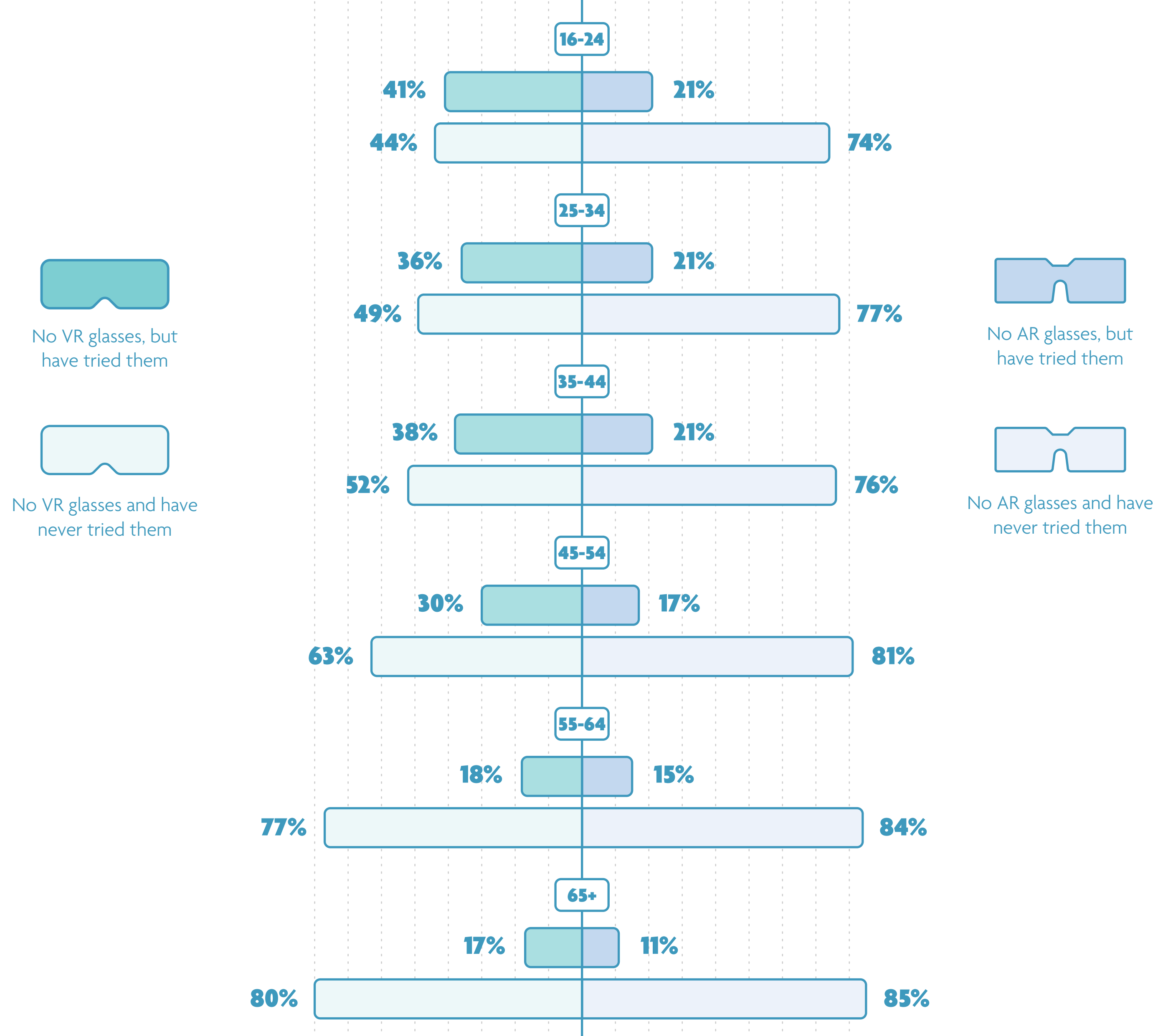
**3%** OWN AR GLASSES



**17%** NO AR GLASSES, BUT HAVE TRIED THEM

**63%** NO AR GLASSES AND HAVE NEVER TRIED THEM

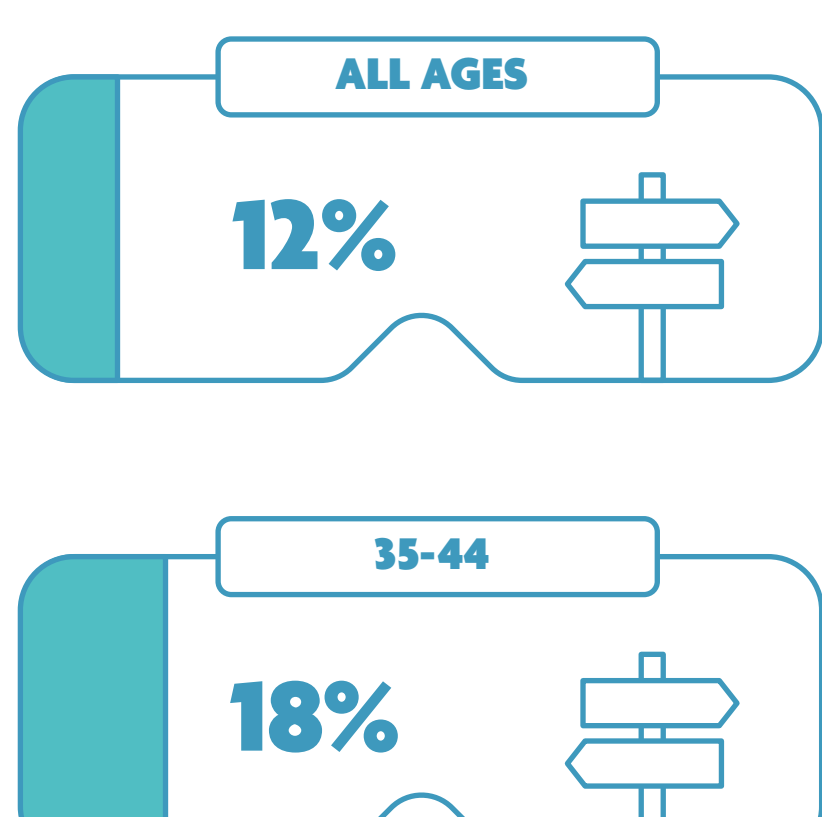
Split by age group



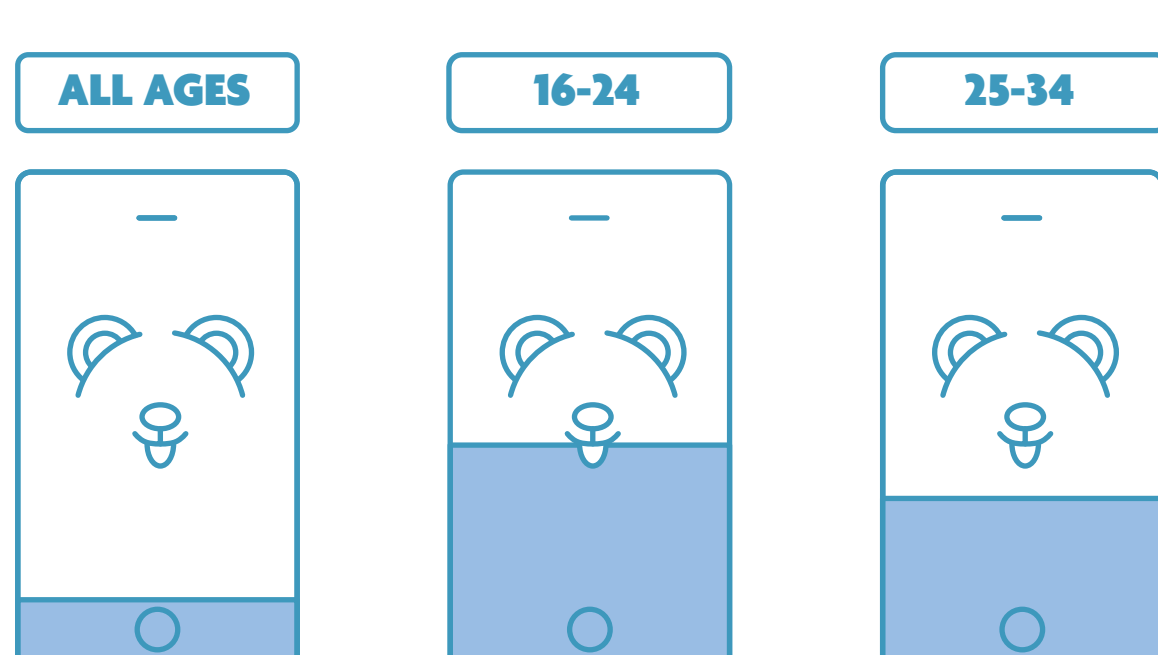
## APPLICATIONS

Which VR or AR applications have you already used?

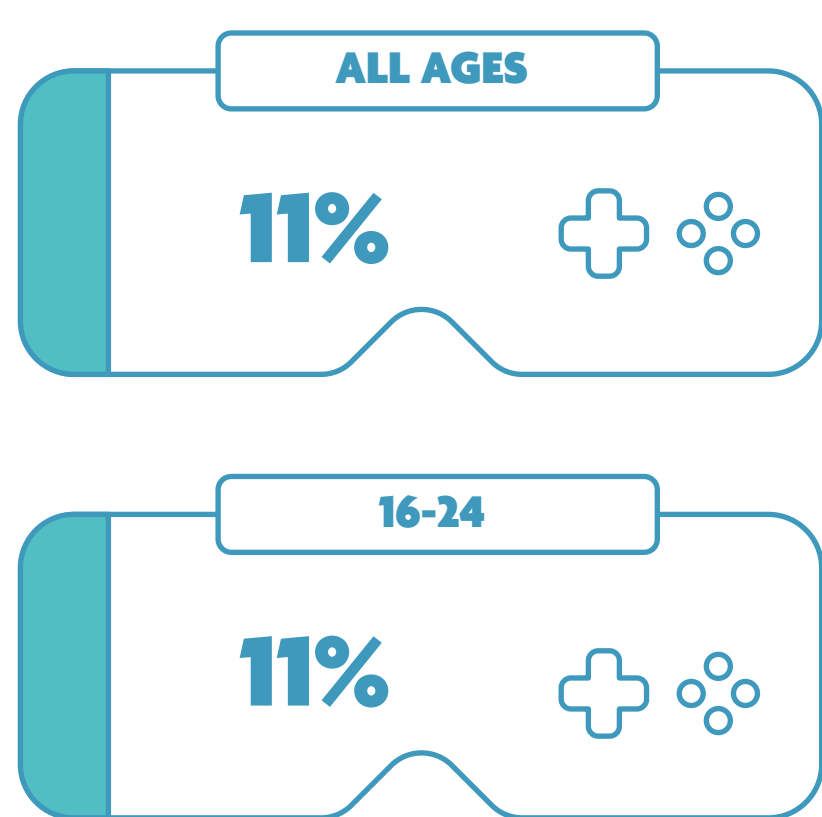
### VR TOURS



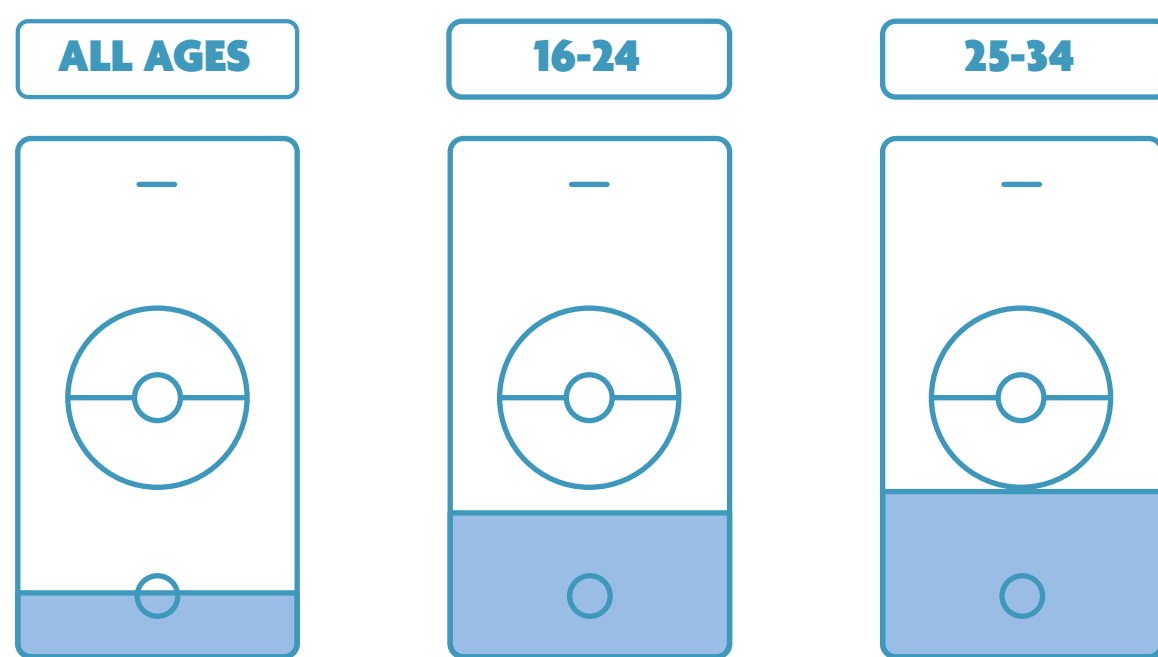
### AR INTERACTIVE FACE FILTERS



### VR GAMES



### AR GAME APPS



## MOST INTERESTING APPLICATIONS

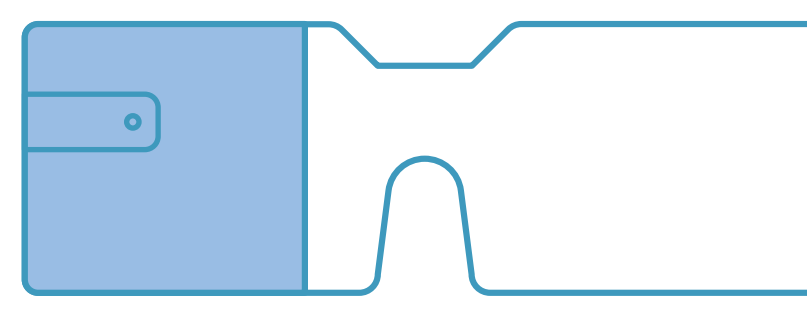
VR is linked most with entertainment,  
AR more of a professional and educational use



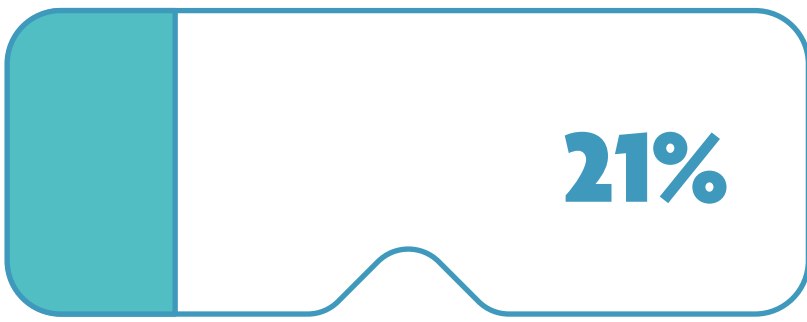
GAMING



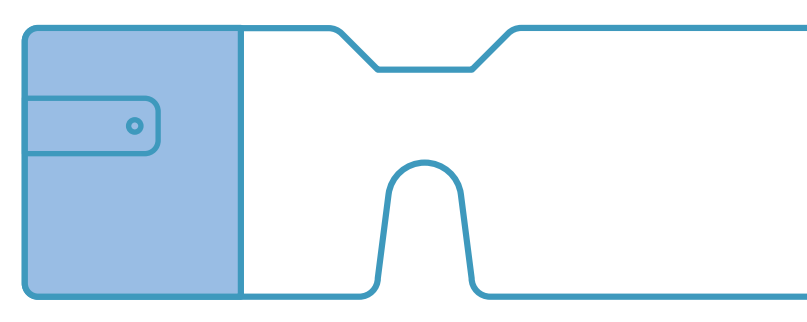
MEDICAL



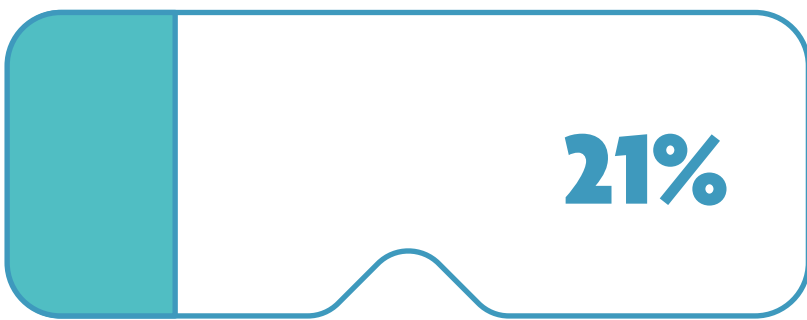
TRAVEL



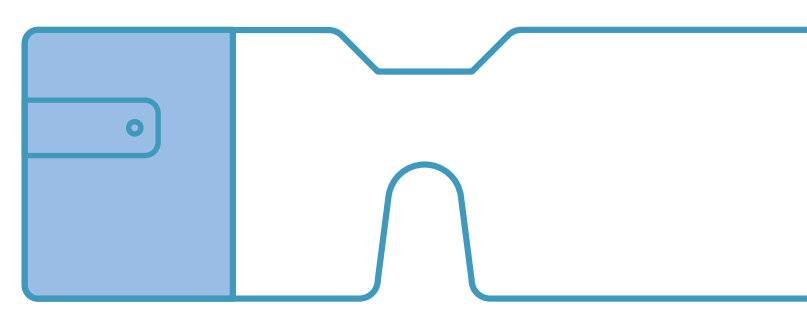
TRAINING AND EDUCATION



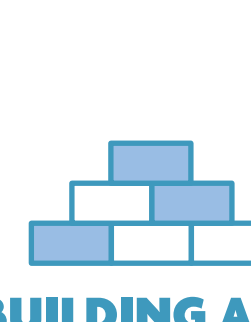
VIDEO ENTERTAINMENT



NAVIGATION



LIVE EVENTS



BUILDING AND ARCHITECTURE

