

HELLO FUTURE

AR/VR: New dimensions of connection



Tomorrow's tech will exist to be unseen

We see a future where we live eyes up—where technology fades into the background, enabling us to be more present with those near and far.

SECTION 1

Look up and see the future

Imagine a world where you can be present in every moment you want, unrestricted by distance.

Technology has long helped us feel a sense of presence, but its capabilities are currently limited. In the future, AR and VR will take connection to new heights, allowing the world to come together authentically and

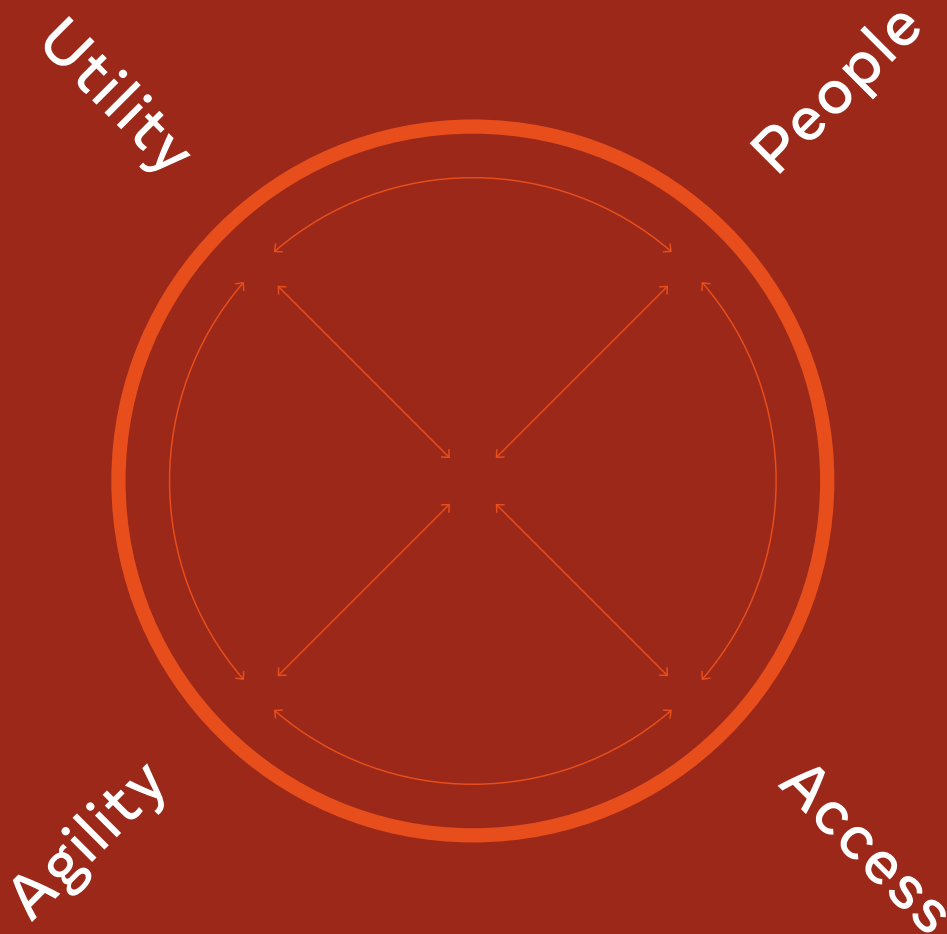
meaningfully, regardless of physical boundaries. We've reached a tipping point in the story of AR and VR, and we can see strong signals that point to people's—and businesses'—needs for these new technologies.

Look up
and see the
future I look

Signals of a Seismic Shift to the Next Computing Platform

AR and VR are rapidly expanding from early use cases like gaming into productivity, education, health care and services.

People are looking for new ways to connect: In a survey, 74% said they see technology like AR as a way to bridge the online and offline worlds.¹



A 2020 report revealed that hiring of AR/VR developers grew by 1,400%, highlighting people's and businesses' rapid and rising interests in building for this future.²

By 2025, global AR/VR spending is projected to grow by nearly 6x, giving more people access to these technologies than ever before.³

SOURCES

1. "Emerging Trends Research" (Facebook-commissioned survey of 12,500 online people ages 18–64 in AR, AU, BR, CO, GB, ID, IN, MX, NG, PH, SA, TH, US and VN) by Ipsos, Sep 2020. N=1,000 for all markets except AU, GB and US (where N=500).
2. VentureBeat, Feb 2020.
3. Strategy Analytics, Jul 2020

SECTION 2

Imagine the possibilities

What happens when technology sees the world the same way we do?

AR and VR experiences may look different depending on how we're using them, but across experiences, we'll be able to see things for ourselves and gain access to new ideas, opportunities and abilities. Uncover some of the ways AR and VR will change people's lives and drive business success.

IGNITING EMPATHY

VR will bring us into others' experiences, transforming our perspectives and sparking empathy. Explore [We Live Here](#), an immersive film that allows viewers to better understand the life of a person experiencing homelessness.

PURSUING PASSIONS

Technology will enable us to explore the things we love to do, as well as access new experiences. Discover how [Supernatural](#), which combines workouts with gorgeous landscapes, is bringing both fitness and travel into people's homes through VR.

REDEFINING PRODUCTIVITY

AR and VR will improve many aspects of our professional lives, making work more efficient—and equitable. Learn how [Walmart](#) reduced its employee training time by 96% through a VR experience accessible anywhere in the world.

INSPIRING CONFIDENCE

The funnel as we know it will collapse. Through AR and VR, brands can provide immersive experiences, allowing people to get to know them—and their products—on a much deeper level. See how [Warby Parker](#) is using AR to enable people to try on their glasses virtually.



Imagine the possibilities
Imagine the

SECTION 3

Let's build the future together

The future is in our hands, and building it will take collaboration, partnership and exchange of ideas across verticals, borders, ideals and ideologies.

While much of what we've discussed doesn't even exist yet, there are steps you can take today to prepare for what's to come.

Let's build
the future
together
Let's build
the future

DISCOVER

Explore how people are using AR and VR to transform the world today—from immersive films to engaging games and experiences.

TRANSFORM

Educate your organization on how AR and VR will impact your industry by scheduling a 1:1 demo with Facebook Reality Labs.

EXPERIMENT

Consider joining forces with creators and partners as you unlock the AR/VR ecosystem.



EXPLORE THE
FULL REPORT AT
[HTTPS://FB.ME/ARVR](https://fb.me/arvr)



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