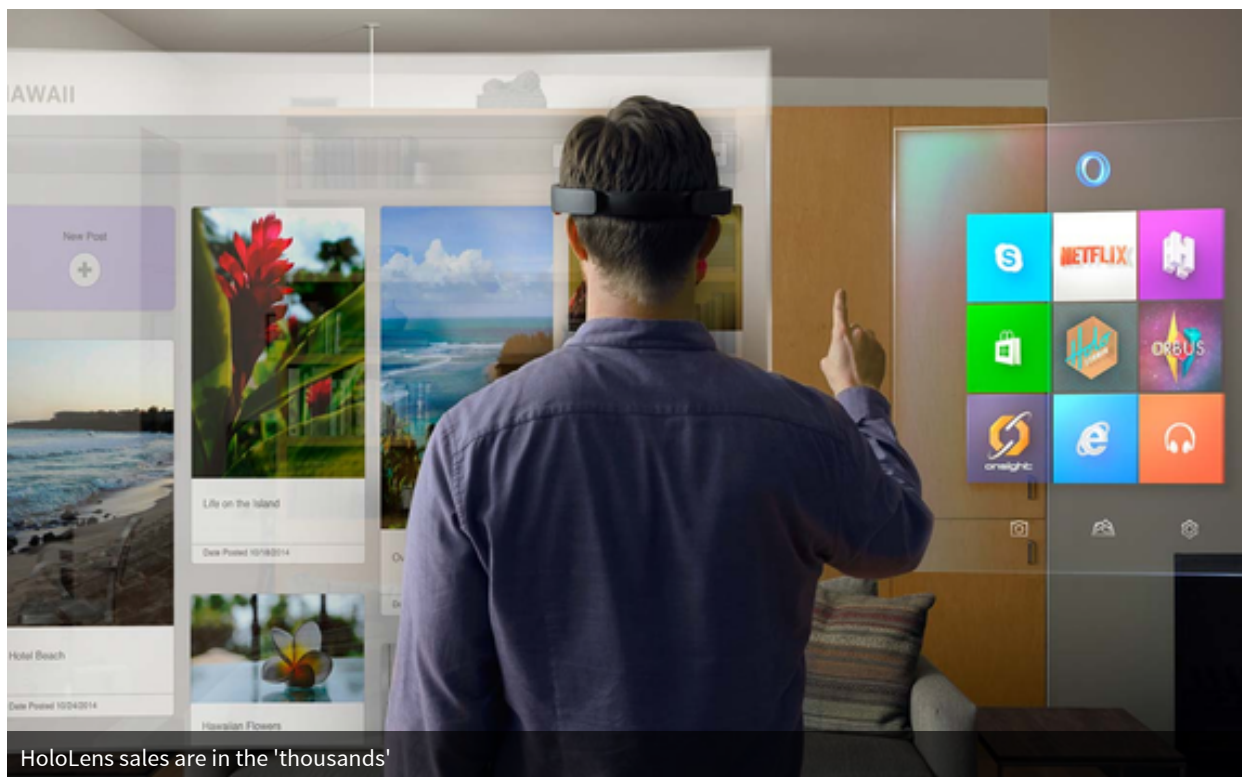


Microsoft HoloLens: Firm admits sales figures are in the 'thousands'

But that's all the company needs, says the headset's commercial lead



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MICROSOFT HAS REVEALED that it's HoloLens augmented reality headset has only sold "thousands" of units since it went on sale in November.

The Microsoft HoloLens, *Judge Dredd*-style "mixed reality" headset, **went on sale in the UK last year**, with the firm offering a developer-only version for £2,179, and an enterprised-focused model for £4,529.

Speaking to *The INQUIRER* at the BETT show in London Thursday, Roger Walkden, Microsoft's HoloLens commercial lead, revealed that sales of the headset are so far in the "thousands," but insisted that's all that the company needs.

"We're not trying to sell hundreds of thousands or millions or anything, it's expensive, and it's not in huge numbers. So we're happy with the level of sales that we've got - I can't tell you anything about the numbers, but it's in thousands, not hundreds of thousands, and that's fine. That's all we need," he said.

Walkden was deliberately vague about the development or wider enterprise future plans for the device.

"There's a roadmap. I can't tell you anything about it, though. [Microsoft] keep that kind of information way clear of me so that I don't accidentally tell you anything," he quipped.

INQ asked if part of the plan was to wait until the materials and production processes that comprise HoloLens will have naturally reduced in cost as a matter of time, given the devices current eye-watering price tag.

"Sure," said Walkden. "And you're starting to see that with VR headsets already, so you probably noticed we released a whole bunch of OEM headsets for VR recently. Those are around that mark, and so I don't know how far into the VR lifecycle we are - maybe two or three years from the very start of VR - so it does take years to get to that kind of position."

HoloLens itself being announced around two years ago itself is perhaps some indication of the company's plans for cheaper HoloLens iterations.

"But just remember this is version one, and there will be future versions," confirmed Walkden.

"I have no news for you on when those will be. But the roadmap does exist, and we now that at this point this is the only device we've got, and the only one we need in order to