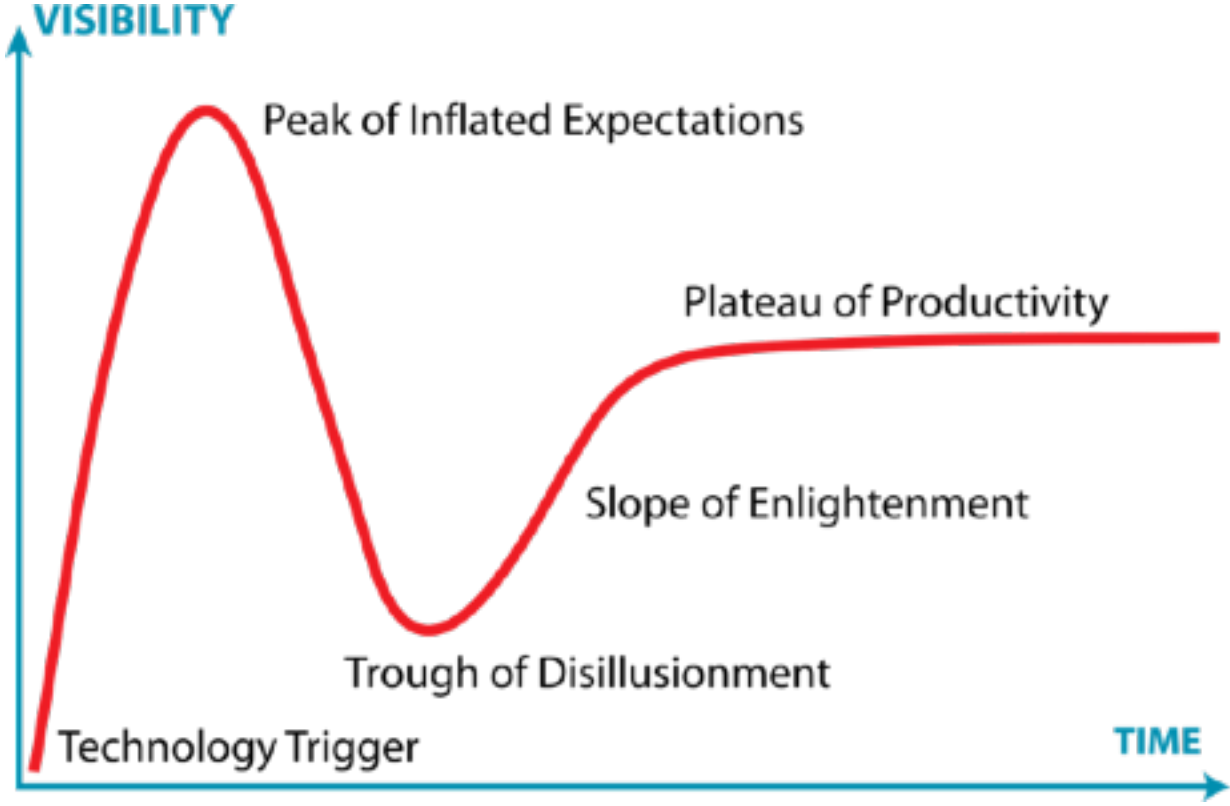


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- **Despite price drops, consumers weren't buying**
- **VR content was lacking**
- **No standards or ecosystem**
- **We had to either find a way to get more VR hardware on the street or find a solution that was already incorporated into the hardware everybody already has.**





**BY Q1 2017 WE
WERE HERE**

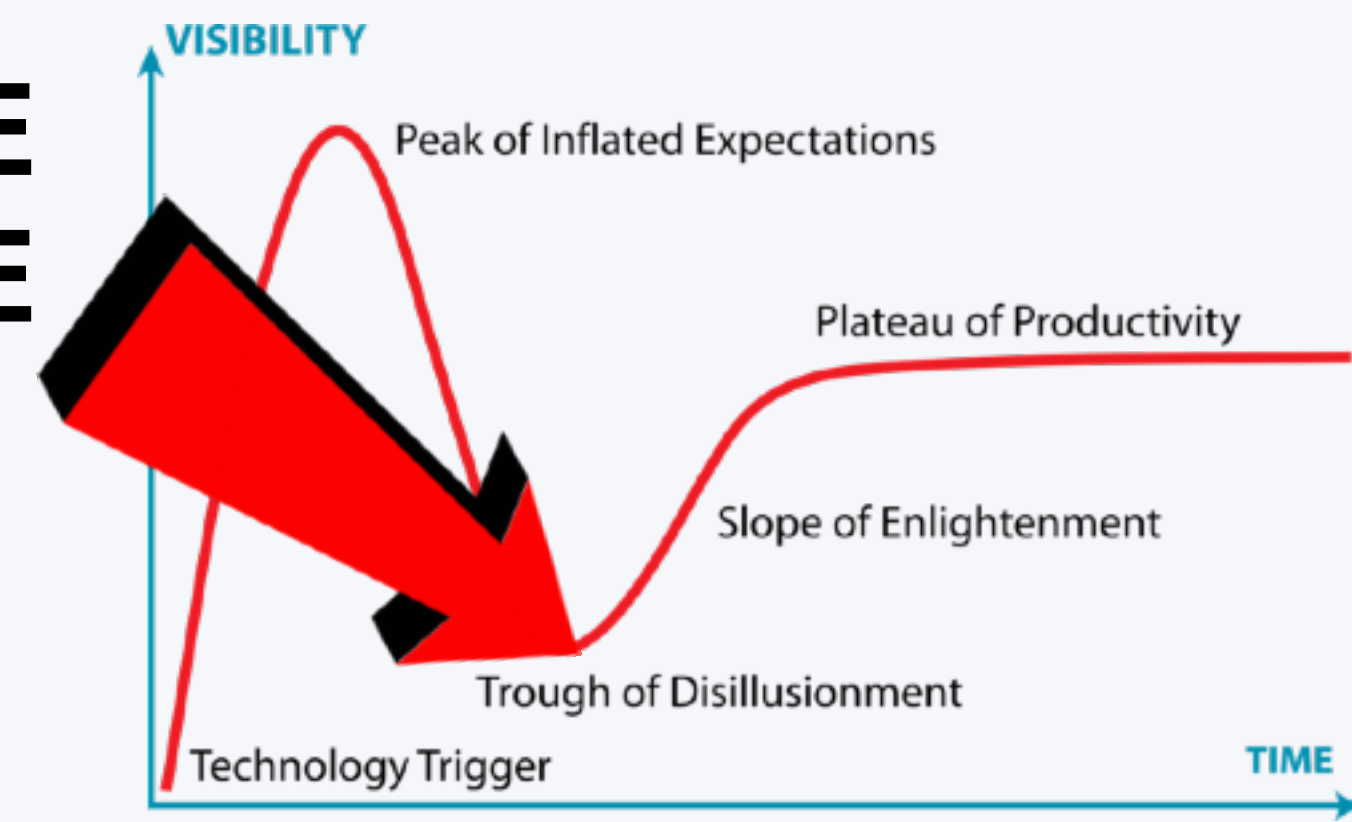
Back To The Drawing Board.....



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By Q3 2017 The Giants Made Giant Moves Towards AR