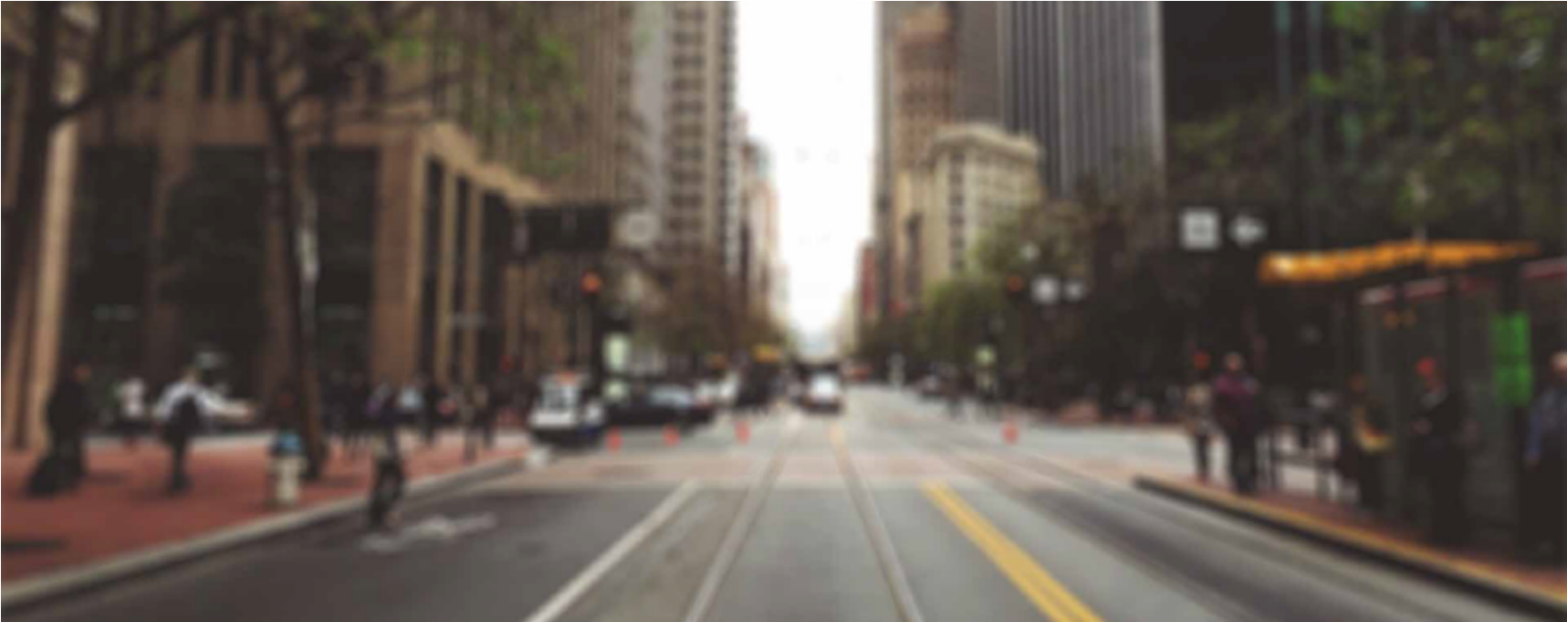Newest smartphones are shipping with massive advances in **Sensor Technology** and **Geospatial Mapping** capabilities. This is a major market shift happening away from stand-alone AR/VR apps to apps with AR/VR functionality embedded. Integrating AR/VR into more popular social, mapping, ecommerce apps will make AR/VR available to the masses. Brands and retailers are responding  and  ad revenue is trending  to overtaking paid AR/VR  app revenue in 2018.

# VR isn't dead yet

# Analysts Began To Change Their Outlook To Favor AR Adoption

(Tractica April 2017)

We are getting traction and are laser focused here

# Analysts Began To Change Their Outlook To Favor AR Adoption

The combined AR/VR market is on track to reach **$108 billion** by 2022 with AR taking the lion's share of $83 billion and VR $25 billion. (Tractica, April 2017)

**We are getting traction and are laser focused here** →

Dedicated advertising revenue in AR is projected to grow from $68 million in 2016 to **$16.4 billion** by 2021 (Tractica April 2017)

**VR isn't dead yet**

Newest smartphones are shipping with massive advances in **Sensor Technology** and **Geospatial Mapping** capabilities. This is a major market shift happening away from stand-alone AR/VR apps to apps with AR/VR functionality embedded. Integrating AR/VR into more popular social, mapping, ecommerce apps will make AR/VR available to the masses. Brands and retailers are responding and ad revenue is trending to overtaking paid AR/VR app revenue in 2018.

| **CapTech.** | **VR** | **AR** |
|---|---|---|
| **Hardware** | Big and clunky or ineffective. | An iPhone or iPad is all you need. |
| **Social** | Closed off to the rest of the real world. | You can interact with people in the same room. |
| **Access** | Expensive and intimidating. | Millions of users who already have iOS devices. |