

Article Name	Website Link	Date	General Topics/ Industries	Companies	AI summary	AI Key Words
TikTok's native app arrives for the Vision Pro	https://www.theverge.com/2024/2/15/24073674/tiktok-apple-vision-pro-app-launched	15-Feb-24	New Features, Social Media, Virtual/ Augmented Reality	Apple, TikTok	TikTok has announced the arrival of its native app for Apple's Vision Pro headset. The app offers a familiar interface with vertically oriented videos and additional interface elements spread out to make use of the increased screen real estate. The Vision Pro allows users to watch TikTok videos in real-world surroundings or fully virtual locations. While major video streaming services have shown mixed support for the Vision Pro, YouTube has confirmed that a Vision Pro app is on its roadmap.	Apple, TikTok, Vision Pro, Disney, Disney Plus, Amazon Prime Video, Paramount Plus, Mubi, Discovery Plus, Netflix, YouTube, Safari browser, YouTube Shorts
Apple Vision Pro teardown: Japanese companies supply 40% of parts	https://asia.nikkei.com/Business/Technology/Apple-Vision-Pro-teardown-Japanese-companies-supply-40-of-parts?utm_campaign=IC_asia_daily_free&utm_medium=email&utm_source=NA_newsletter&utm_content=article_link&del_type=1&pub_date=20240228123000&seq_num=6&si=0da7fc56-79df-4037-bd3f-e874dae0c0e2	28-Feb-24	Virtual/ Augmented Reality	Apple	A teardown of Apple's new headset device, Apple Vision Pro, reveals that Japanese companies supply 42% of its parts on a cost basis, including high-definition displays from Sony Group. This is a significantly larger proportion compared to the latest iPhone, which only sourced 10% of its parts from Japan.	Apple, Japanese companies, Apple Vision Pro, Sony Group, Nikkei, Fomalhaut Techno Solutions, iPhone
Vision Pro is an over-engineered "devkit" // Hardware bleeds genius & audacity but software story is disheartening // What we got wrong at Oculus that Apple got right // Why Meta could finally have its Android moment	https://hugo.blog/2024/03/11/vision-pro/	11-Mar-24	Hardware, Virtual/ Augmented Reality	Apple	The Apple Vision Pro VR headset has the potential to elevate the spatial computing ecosystem and drive mass-market consumer demand. Its key strengths are an unprecedented level of presence in VR and a new UI superpower using gaze and pinch. However, the hardware is considered over-engineered and too heavy for mainstream adoption, resembling more of a devkit than a consumer product.	Apple, Oculus, VR, Vision Pro, spatial computing, Northstar, passthrough, mixed reality, Optic ID, eye tracking, hand tracking, devkit
Snap's AR Handiwork	https://www.thedailyupside.com/newsletter/pd-march-14-2024/?utm_medium=email&utm_campaign=PD%20March%2014%2024&utm_content=PD%20March%2014%202024+CID_bce8ba8e78c380d47c8d2130b7c70d3c&utm_source=campaign_monitor&utm_term=Patent%20Drop%20home	14-Mar-24	New Features, Patents, Virtual/ Augmented Reality	Snapchat	Snap is seeking to patent a system that enhances the interaction between augmented reality (AR) content and the real world, specifically focusing on the user's hands. The system aims to display selectable virtual content on the user's hand and track the movement of the user's other hand or finger to determine the selected content. This patent is part of Snap's efforts to improve the efficiency and utility of its smart glasses and expand its IP in the AR glasses space.	Snap, Snapchat, AR (Augmented Reality), smart glasses, IP (Intellectual Property), books, gaze-tracking techniques, high-tech prescription lenses, AR-enabled contacts, Meta, Apple, Humane AI
NVIDIA's shared VR environment technology is coming to Apple Vision Pro	https://appleinsider.com/articles/24/03/18/nvidia-gives-enterprise-developers-more-tools-for-apple-vision-pro	18-Mar-24	Cloud, Metaverse, New Features, Semiconductors, Virtual/ Augmented Reality	Apple, Nvidia	NVIDIA's shared VR environment technology will soon be available on Apple Vision Pro, allowing enterprise developers to interact with fully rendered 3D digital twins streamed to the device. This combination of NVIDIA's Omniverse Cloud APIs and Apple Vision Pro's ultra-high-resolution displays opens up new possibilities for immersive experiences and spatial computing. Developers can upload their work to the cloud and utilize hybrid rendering, combining local and remote rendering using technologies from both Apple and NVIDIA.	Apple, Nvidia, Omniverse Cloud APIs, Apple Vision Pro, M2, OpenUSD, Mike Rockwell, RTX Enterprise Cloud Rendering
Apple Vision Pro to hit mainland China this year, state media says	https://www.reuters.com/technology/apple-vision-pro-hit-mainland-china-this-year-state-media-says-2024-03-24/	24-Mar-24	US-China/ Asia, Virtual/ Augmented Reality	Apple	According to state media, Apple CEO Tim Cook announced that Apple Vision Pro will be launched in mainland China this year. Cook also stated that Apple will increase its research and development investment in China.	Apple, Vision Pro, mainland China, Tim Cook

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Apple Vision Pro Restrictions Stifle Apps, Some Developers Say	https://www.theinformation.com/articles/apple-vision-pro-restrictions-stifle-apps-some-developers-say?utm_campaign=article_email&utm_content=article-12593&utm_medium=email&utm_source=sg&rc=hm8aii	8-Apr-24	Virtual/ Augmented Reality	Apple	Apple's Vision Pro headset restricts developers from accessing its cameras and sensors due to privacy concerns, hindering app development. Developers express frustration as they are unable to create innovative apps that utilize Vision Pro's technologies. Concerns arise regarding the balance between privacy and functionality, with Apple aiming to avoid negative public perception. Limitations on camera access could hinder the potential of multimodal AI applications. Apple remains conservative in its approach, prioritizing user privacy over app functionality.	Apple, Vision Pro, developers, cameras, sensors, privacy concerns, app development, object identification, mapping, functionality, Google Glass, multimodal artificial intelligence (AI) applications, privacy violations, unauthorized tracking, smartphones, user privacy, public backlash
Apple cuts 2024 & 2025 Vision Pro shipment forecasts, unfavorable to MR headset, Pancake, and Micro OLED trends / Apple 下修2024 & 2025年Vision Pro出貨預測，不利MR頭戴裝置、Pancake與Micro OLED產業之趨勢	https://medium.com/@mingchikuo/apple-cuts-2024-2025-vision-pro-shipment-forecasts-unfavorable-to-mr-headset-pancake-and-micro-oled-38796834f930	23-Apr-24	Virtual/ Augmented Reality	Apple	Apple has lowered its shipment forecast for the 2024 Vision Pro to 400-450k units, below the market consensus. The company's scaled-back orders and reevaluation of its head-mounted display product roadmap suggest potential setbacks for emerging trends such as Mixed Reality (MR) headsets, Pancake optical components, and Micro OLED adoption.	Apple, Vision Pro, MR headset, Pancake, Micro OLED
Apple Vision Pro a big hit in enterprise	https://appleinsider.com/articles/24/05/02/apple-vision-pro-a-big-hit-in-enterprise	2-May-24	Virtual/ Augmented Reality	Apple	During the Apple earnings call, Apple CEO Tim Cook revealed that half of Fortune 100 companies have purchased Apple Vision Pro units. Despite initial skepticism, it has found success in the enterprise market, with applications ranging from aircraft engine design to kitchen design. The platform is also being used to develop spatial computing apps, and there is a strong focus on growing the ecosystem and engaging more enterprises.	Apple, Apple Vision Pro, Fortune 100 companies, Microsoft Hololens, KLM Airlines, Porsche, Lowe's, Gucci, Mac