

How Apple's VR Headset Is Going To Change The Game For Marketers



Apple has introduced Apple Vision Pro, which easily integrates digital content with physical spaces, ushering in a new era of spatial planning. It requires hands, eyes, and voice to navigate it.

Apple Vision Pro provides an immersive experience while watching a movie, and helps to communicate and connect with others on Facetime, where we can see other people in life-size thumbnails. It has several features like Digital Crown, EyeSight, real time3D mapping, etc.



Changing The Marketing Landscape

1. Immersive Brand Experience Via Experiential Marketing

It helps to create a feeling of watching a brand's story with 23 million pixels. The three element lens creates a display wherever you look and a spatial audio system. People tend to remember better when they feel and experience than just see and read.

Apple Vision Pro is priced at \$ 3499 to a very premium audience and supports only 2 hours of usage without being plugged in.



2. Product Visualization

While virtual reality shopping has been around for a while, Apple's flagship is taking it to the next level by offering a chance to scale the apps to the perfect size which provides a more realistic and interactive experience. For eg one can test drive a car or view product videos by actually experiencing it.



3. Storytelling

Stories help brands to stand out and it transcends time and culture. Apple Vision Pro makes it possible to live the story with a panoramic display and sound. This will enable marketers to create compelling stories and experiences that inspire strong emotions.

Apple Vision Pro is a new milestone. With never seen before features like EyeSight and advanced display and sound, it will be a go-to tool for marketers when it will be accessible.





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