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2016 Augmented and Virtual Reality Survey Results

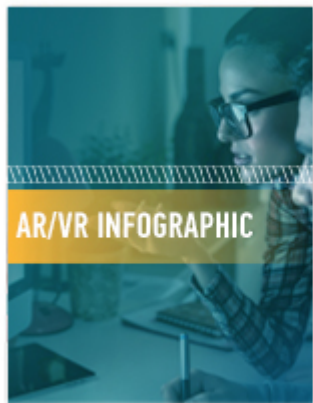


future of AR and VR

Perkins Coie and Upload surveyed more than 650 startup founders,

executives with established technology companies and investors on the future of augmented and virtual reality. The survey findings reveal great promise for continued growth of the industry, alongside major obstacles facing the development of AR/VR technology and content.

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Greatest challenge facing AR/VR? Lack of compelling content. Take a

look at more highlights of the 2016 Augmented and Virtual Reality Survey Report.

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- VR/AR's biggest obstacle: Lack of content - *VentureBeat*
- VR arrives at Tokyo Game Show, counted on to revive industry - *Associated Press* (survey findings on obstacles facing VR highlighted)
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