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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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