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2018 Augmented and Virtual Reality Survey Results

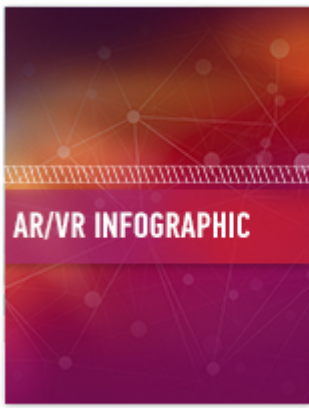


of AR and VR

Perkins Coie surveyed 140 startup founders, technology company

executives, investors and consultants on key challenges and opportunities in the AR/VR space. The survey findings depict a growing industry that is focusing more on practical applications, while facing new challenges reflective of an expanding customer base.

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What areas are expected to attract the most AR/VR investment? Is

AR/VR moving to more collaborative and social experiences? What legal issues are of greatest concern to industry insiders? See highlights of the 2018 Augmented and Virtual Reality Survey Report.

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As the Augmented Reality/Virtual Reality (AR/VR) industry matures and

becomes more standardized, developers of all sizes are becoming more concerned about legal issues regarding intellectual property. In particular, as those in the AR/VR industry bring products (both software and hardware) to market, they are increasingly worried about potential patent infringement suits brought by non-practicing entities (NPEs).

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