

Apple muscles in on VR headset market

Apple has launched its first new product line in eight years with the introduction of the *Vision Pro* VR/AR headset, setting the company up for a showdown with market leader Meta

Vision Pro

Price: \$3,499

Release: Early 2024

Selling points:

- Sleek Apple design featuring **EyeSight** – outward display that reveals wearer's eyes
- Life-sized **FaceTime** video calling that allows documents to be worked on simultaneously by colleagues
- Interactive **AppleTV** allows users to expand movies, shows and games to huge room-filling sizes



MIXED REALITY HEADSET COMPETITION

Meta Quest Pro

(2022): \$1,000



HTC VIVE XR Elite

(2023): \$1,099



Magic Leap 2

(2022): \$3,299



Microsoft HoloLens 2

(2019): \$3,500



GLOBAL AR AND VR HEADSET SHIPMENTS MARKET SHARE, Q4 2022

Meta: 81%

DPVR: 7%

Others: 5%

Pico: 7%

MAJOR APPLE LAUNCHES

- 1976: Apple I
- 1984: Macintosh
- 1994: Newton (*failed*)
- 2001: iPod
- 2007: iPhone
- 2010: iPad
- 2015: Apple Watch
- 2024: Vision Pro

