

2017 VIRTUAL REALITY INDUSTRY REPORT

WRITTEN BY

Greenlight
Insights

&



SAMPLE

www.greenlightinsights.com
stevi@greenlightinsights.com

Unauthorized duplication or
redistribution is expressly
prohibited by law.

© 2017 Greenlight VR, Inc.

Table of Contents

04 EXECUTIVE SUMMARY

08 FORWARD

New In This Report

09 MARKET FORECAST

Summary

Segmented by Region

Global Revenue Forecast, 2017-2026

HMDs

VR Cameras

Other Hardware

Consumer Experiences

Location-Based VR Entertainment

Advertising Related

Enterprise Experiences

Software

Other Services

Methodology

21 TECHNOLOGY LANDSCAPE

Head Mounted Displays

Intro

Definitions

Manufacturers

HMD Comparison Chart

Future of HMDs

Components

Intro

Display

Other Types of Displays

Common Display Considerations

Lenses

Tracking and Sensors

Graphics Processing Units

Intro

Specs

Haptics

Rumble

Reactive Grip

Air & Pneumatics

Haptics Vests & Suits

Motion Simulators

'Real' Haptics

Location Based Technologies

360 & VR Cameras

Intro

Types of Cameras

Future of VR Video

Production Tools

Distribution Platforms

Table of Contents

Content Creation Tools

Game Engines

Building VR Worlds Inside VR

Other Content Creation Tools

68 MARKET ANALYSIS

China

Key Vendor Analysis

Analyst Commentary

Japan

Key Vendor Analysis

Analyst Commentary

87 STATE OF VENTURE FUNDING

Dollars and Deals

Mergers & Acquisitions

91 STATE OF THE INDUSTRY SURVEY

Macro-Level Trends

Future Outlook

State of VR Marketing

Troublesome Trends

Micro-Level Trends

Revenue & Profitability Expectations

Platforms

Content Development Economics

Methodology & Demographics

103 APPENDIX

Global HMD Shipments, 2015-2016

Global HMD Unit Forecast, 2017-2026

Global Forecast Supporting Data

China VR Ecosystem Map

A Brief History of VR

Jargon & Glossary

About the Report

CONTACT

Stevi Rex, Marketing Manager
stevi@greenlightinsights.com



ABOUT GREENLIGHT INSIGHTS

Greenlight Insights is the global leader in virtual and augmented market intelligence. Greenlight Insights provides proprietary research and services to global technology companies, Fortune 500 brands, and innovative startups to help them make strategic decisions about the virtual and augmented reality industries.

You can learn more about Greenlight Insights by visiting www.greenlightinsights.com.

ABOUT ROAD TO VR



Founded in 2011, Road to VR is the world's largest independent news publication dedicated to the consumer virtual reality industry. We explore the bleeding edge of virtual reality, augmented reality, and human-computer interaction. We're charting the course between today's immersive technology and that of the distant future, capable of perfect simulations of reality.

You can learn more about Road to VR by visiting www.roadtovr.com.

PURPOSE

This report is a collective effort to understand, analyze, and synthesize the growth trajectory of the virtual reality industry. It is a continuation of Greenlight Insight's leadership in the virtual reality market since our first Industry Report, published in June 2015.

RIGHTS

Unauthorized duplication or redistribution of this report is expressly prohibited by law. Please contact hello@greenlightinsights.com with licensing questions. It's important that you respect the copyright terms in order for us to be able to continue our work. Thank you for purchasing this report.



Greenlight
Insights

605 Market Street, Suite 1350
San Francisco, CA 94105, USA

Email: research@greenlightinsights.com
Website: www.greenlightinsights.com