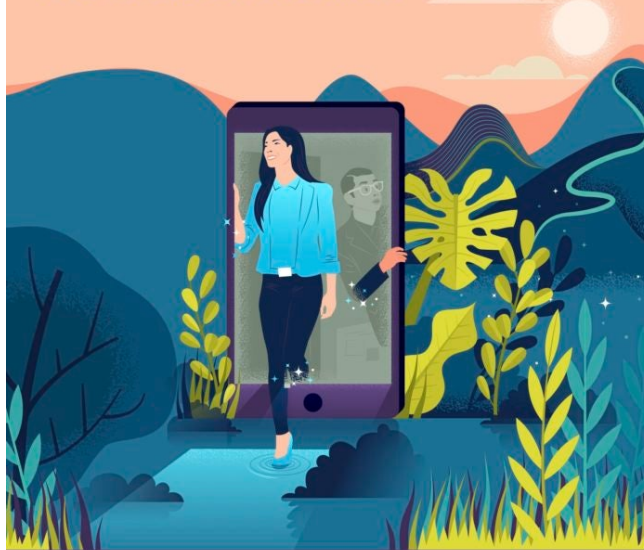


Immersive Technology

Your Next, Best Investment



Customers are ready for AR, VR, and voice technology.

By 2020, **30%** of web browsing sessions will be done without a screen.¹

Nearly HALF of people aged 16-34 say they are interested in a VR headset.²



10X

Connections to **voice assistants** on IFTTT — an automated free service that connects all of a consumer's IoT devices — have grown more than tenfold since the end of 2016.³

100 million consumers will shop in augmented reality by 2020.⁴

Enterprise businesses are jumping into immersive tech.

37%

of VR software revenue will come from non-gaming or non-entertainment sources by 2018.⁵

More than 25%

of marketers say engaging audiences through AR is the most exciting future prospect.⁶

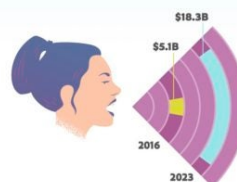
20%

By 2019, augmented reality, virtual reality and mixed reality immersive solutions will be evaluated and adopted in 20% of large-enterprise businesses.⁷

The AR/VR industry could grow to the size of the current smartphone market.



The AR/VR market will grow from \$14 billion now, to \$120 billion by 2020⁸ and to more than \$600 billion by 2025.⁹



The speech and voice recognition market will grow from \$5.1 billion in 2016, to \$18.3 billion by 2023.¹⁰

¹ Statista, "Competitive Landscape for Wearable Devices (Smartwatches)", Worldwide, 24 August 2017. ID: 10033277

² Statista, "Virtual Reality (VR) Usage, 2016-2017"

³ Voice Report™, Adobe Digital Insights, June 2017

⁴ Statista, "Smartphone 2016: Adoption & Usage by Device Type", October, Jan. 1, 2011. <http://www.statista.com/chart/10614/smartphone-2016-market-research/>

⁵ Lisa Pepler, "Virtual Reality for Business," IT Peer Network, 19th May 12, 2012. <http://opennetwork.industry.com/virtual-reality-business-inspiration-connection/>

⁶ 2017 Digital Trends, "Consumer and Mobile, February 2017", <http://www.digitaltrends.com/mobile/consumer-and-mobile-february-2017/>

⁷ Statista, "The 10 Strategic Technology Trends for 2016: Virtual Reality and Augmented Reality", March, 2015

⁸ PwC, "Global Mobility Report 2016", 21st October, 2016

⁹ PwC, "Global Mobility Report 2016", 21st October, 2016. <http://www.pwc.com/us/en/issues-and-trends/mobility-report-2016/global-mobility-report-2016.html>

¹⁰ Statista, "Speech and Voice Recognition Market by Technology", Market and Markets, August 2017. <http://www.marketandmarkets.com/Market-Report/speech-voice-recognition-market-201671616.html>