REALITY CHECK

Definitions and a representative devices

Mixed Reality

Accurate real world mapping and virtual superimposition allow the digital and physical to interact in real time

Microsoft Hololens

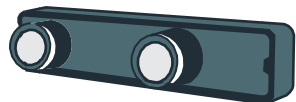Japan Airlines is using it to train engineers on current model jet engines.

Magic Leap One

Wayfair lets users visualize furniture in their homes.

ZED Mini

Transforms standard VR headsets into MR devices including advanced depth sensing technology.

Augmented Reality

Superimposes computer-generated content on a user's view of the real world, providing a composite view

Meta 2

Stanley Black & Decker is using it to review prototype products and receive customer feedback faster

Vuzix m300

GE successfully piloted the technology acros multiple engineering teams

Realwear HMT-1

Colgate-Pamolive is rolling out the device to mechanics and engineers in 20 locations

Mobile & Tablets

ARCore (Android) and ARKit (iOS) enable consumer scale usage like the Ikea Place App.
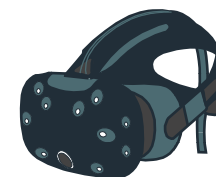
Virtual Reality

A three-dimensional, computer generated environment which can be explored and interacted with (vision of the real world is occluded)

HTC Vive

Raymond Corporation uses the Vive to train forklift drivers on safe operation.

Oculus Rift

Audi has the devices installed at 100s of dealers to allow consumers to build and see custom configurations

Oculus GO

This stand alone mobile VR headset, as well as other phone powered headsets like the Google Daydream and Cardboard, lower the VR barrier to entry.