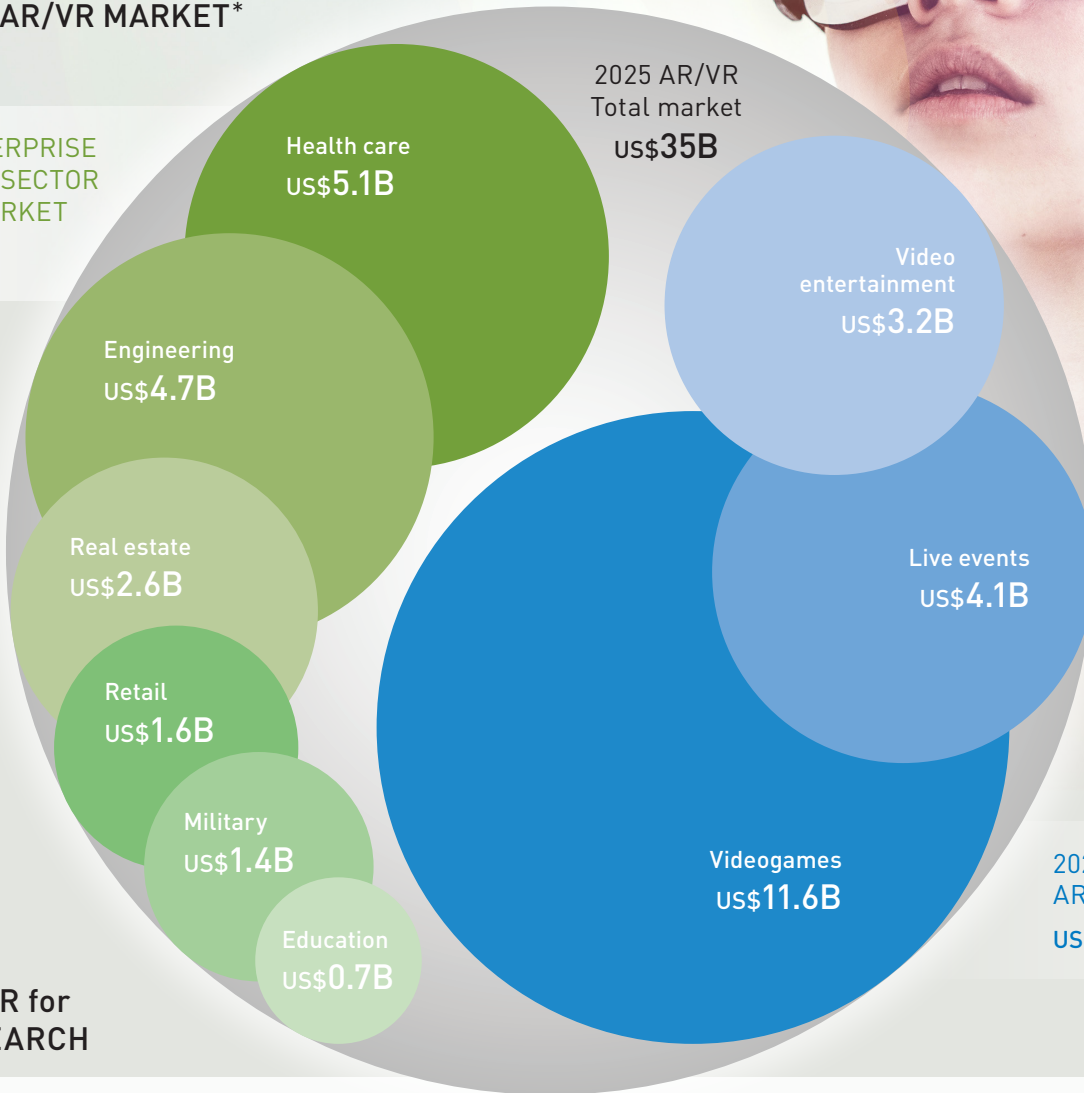


The AR/VR Solution

The COVID-19 pandemic has pushed many normally in-person activities to virtual spaces—providing both challenges and opportunities for the way we live, work and play, and also for conducting scientific research. Augmented reality (AR) and virtual reality (VR) offer scientists a promising alternative for conducting potentially life-saving studies and trials.

2025 AR/VR MARKET*

2025 ENTERPRISE & PUBLIC SECTOR AR/VR MARKET
us\$16.1B



AR/VR for RESEARCH

+ Benefits of AR/VR adoption

DATA QUALITY: AR/VR can provide precise tracking of user behavior and movement

INTERPERSONAL CONNECTION: AR/VR could provide a personal touch that is similar to in-person clinical trials

ENVIRONMENTAL CONTEXT: AR/VR can provide a consistent environment for every research participant

- Barriers to widespread AR/VR adoption

PRIVACY CONCERNS: Data gathered through AR/VR tends to be extensive and often identifiable

EQUIPMENT QUALITY: Many of the currently available AR/VR headsets may not be suitable for research

ACCESSIBILITY CONSIDERATIONS: Possible limits to internet access, technological skill and technical assistance