

XRA 2025 POLICY PRIORITIES

We are at the threshold of a new immersive age. The amalgamation of immersive technology (XR) and AI, quantum computing, advanced materials science and more will fundamentally transform the relationship we have with digital technology and maximize compute power for how we live, learn, work, play, connect, and build. Yet, while the United States is home to the most innovative XR companies in the world, we have seen U.S. competitors actively incorporating XR into their national strategic visions to strengthen manufacturing, workforce development, education, healthcare, and national defense.

Over the past two years, the U.S. government has signaled that it is beginning to embrace XR to solve problems and ensure the United States maintains its competitive advantage. The inclusion of immersive technology in the list of 10 “Key Technology Focus Areas” in the *CHIPS and Science Act*; the 2024 GAO findings that most federal civilian agencies are already leveraging XR; and the record number of bills introduced in the 118th Congress that pointed to immersive technology as a tool to address critical challenges all represent positive steps forward.

With the recent introduction of the *U.S. Leadership in Immersive Technology Act of 2024*, Congress recognized the important role XR plays in both economic growth and national security. The 119th Congress should advance this legislation and take additional steps to create the enabling environment needed for XR to flourish.

STRATEGIC PRIORITIES: XRA’s 2025 Strategic Priorities focus on firmly establishing U.S. leadership in XR technology innovation, adoption, and governance. They are:

- Ensuring that the U.S. is at the forefront of advancing immersive technology, thereby bolstering America’s economic competitiveness and national security.
- Positioning the U.S. as a leader among like-minded allies in shaping the rules and standards that will govern XR technology.
- Fostering a regulatory environment that protects individual rights and incentivizes innovation.
- Developing and advancing legislation to maximize the benefits of XR across all sectors.

CALL TO ACTION: XRA’s recommends eight initiatives the U.S. should pursue in partnership with industry, civil society, like-minded allies abroad, and other stakeholders.

1. **Advance Legislation Authorizing an Advisory Panel on U.S. Leadership in Immersive Technology.** Congress should reintroduce and pass the *United States Leadership in Immersive Technology Act of 2024* ([H.R.10359/S.5473](#)). This bill would establish an interagency advisory panel under the Department of Commerce, bringing together government officials and non-government stakeholders from academia, civil society, and industry. The panel would be responsible for advising the President on the best approach to promoting the development, deployment, adoption, and governance of immersive technology in the U.S.
2. **Accelerate the U.S. Government’s Use of Digital Twins.** The Department of Homeland Security should develop digital twin pilot programs within FEMA to enhance emergency planning, preparedness, and disaster response. Additionally, the National Institute of Standards and Technology should establish testbeds to support the development and testing of digital twin technology, accelerating its adoption across federal agencies to advance societal objectives, including sustainable urban planning, improved healthcare delivery, and expanded access to education.
3. **Convene a Global Summit on International XR Governance.** The United States should convene a summit of international allies to chart the path forward for unified immersive technology governance, thereby positioning itself as a global leader.
4. **Strengthen Supply Chain Resiliency and U.S. Competitiveness.** Congress should enact policies that enhance supply chain security and resiliency, ensure access to critical components and hardware, and bolster the United States’ ability to innovate and lead in immersive technology manufacturing through legislation like the *Promoting Resilient Supply Chains Act of 2023* ([H.R.6571](#)).

5. **Empower Americans for the Workforce of Tomorrow.** Congress should support the use of immersive technology to train and upskill the U.S. workforce by passing measures like the *Immersive Technology for the American Workforce Act of 2023* ([H.R. 3211](#)). Legislation to improve access to XR for workforce development will help provide cutting-edge skills training to underserved communities and drive future-ready careers. What's more, initiatives like SMART USA (Semiconductor Manufacturing and Advanced Research with Twins USA) will leverage digital twins to improve semiconductor design and manufacturing – ultimately facilitating collaboration within the semiconductor ecosystem and expanding training opportunities for the industry's growing workforce.
6. **Expand Access to High-Quality, Technology-Based Healthcare.** Congress should pass legislation like the *Access to Prescription Digital Therapeutics Act of 2023* (S. 723) to expand Medicare and Medicaid coverage to prescription digital therapeutics, including XR, and broaden patient access to cutting-edge treatments – especially in underserved communities. Relatedly, the Food and Drug Administration should lean into initiatives like its Digital Health Advisory Committee to improve the agency's understanding of digital health technologies and ultimately accelerate responsible and appropriate approvals.
7. **Enhance U.S. Participation in International Standards Development Organizations.** Congress should encourage and enable greater United States engagement in developing standards and specifications for critical and emerging technologies by passing legislation like the *Promoting United States Leadership in Standards Act of 2024* ([S.3849](#)). Global standards will determine the future of immersive technology, and the United States must match the level of participation in international standards bodies by global competitors like China, and allies like the EU, to ensure that the U.S. plays a leading role and that democratic values are foundational.
8. **Create a National Privacy Standard.** Congress should enact a comprehensive federal data protection law that addresses the opportunities and challenges of the digital age. This legislation should clearly articulate the individual's right to control their personal data and clarify the responsibilities of entities that collect, process, and manage such information.
