



XR ASSOCIATION

Where XR Made an Impact This Year



2024

STATE OF THE INDUSTRY REPORT

[www.xra.org](http://www.xra.org)



## A MESSAGE FROM XRA CEO LIZ HYMAN

**2024 was the year the industry moved past the “hype cycle of 2023” and demonstrated a strategic vision for how immersive technology, paired with AI and other leading-edge technologies, can meet our current times.** We saw immense progress in the development and adoption of immersive technology, particularly in the enterprise space, as major corporations embraced immersive technology for manufacturing and productivity applications.

XR Today recently [identified](#) education, healthcare, and national defense as sectors where immersive technologies are seeing the most gains and driving innovation. While there’s still uncertainty ahead, particularly in policy and regulatory environments, there’s no doubt that the potential for growth and innovation in the immersive technology industry remains strong.

Notably, the AR/smart glasses category is gaining momentum, with new, innovative products from strong players like Meta, Snap and VITURE pushing the boundaries of the market. With these technological advancements, the XR ecosystem is on track to take major steps forward in the next few years.

Looking ahead, the XR Association is committed to supporting our expanding membership and ensuring long-term success for the industry. Through ongoing engagement with policymakers and stakeholders, we’ve gained valuable insights that inform our efforts. The introduction of the “[United States Leadership in Immersive Technology](#)” Act represents a significant achievement, reflecting our advocacy for a national XR strategy. As we transition into a new Presidential administration and Republican trifecta in the White House and both chambers of Congress, I have no doubt tech will remain a top priority for federal and state policymakers.

At the same time, we are mindful of the challenge of scaling up production and adoption, particularly as nations like China maintain advantages in key components such as semiconductors and sensors. Industry leaders and policymakers must work together to foster a favorable policy environment that supports innovation and competitiveness while addressing broader technical challenges, including data privacy, age-appropriate use, and cybersecurity.

While many would look to temper expectations surrounding the future of XR, I choose to be an optimist. The XR industry is poised for growth, and the XR Association is committed to leading the way. In the year ahead we’ll be announcing an updated mission and governance structure that reflects the current landscape and better supports the dynamic needs of our members and the industry at large.

I am grateful to the XRA staff for their hard work and commitment, and to our member organizations for their steadfast support and vision for this organization.



## A LOOK AT POLICY & GLOBAL COMPETITION

Throughout the 118th Congress, immersive technology was included in more than 25 bills, including appropriations, authorizations, and other crucial measures. In each of these bills, immersive technology was highlighted as a tool to address challenges, scale industry efficiencies, and improve outcomes from training and education to mental and physical therapies.

Most notably, Representatives Suzan DelBene (D-WA) and August Pfluger (R-TX), along with Senators Marsha Blackburn (R-TN) and Mark Warner (D-VA), introduced the bipartisan, bicameral "[United States Leadership in Immersive Technology Act of 2024](#)" in late Fall.

The bill marks a significant step in advancing immersive technology since the [Creating Helpful Incentives to Produce Semiconductors \(CHIPS\) and Science Act of 2022](#) designated XR as a [key technology focus area](#). Under the Leadership in Immersive Technology Act, the Secretary of Commerce would be designated a principal advisor to the President on immersive technology strategy and deployment and oversee the advisory panel.

### **Additional legislation highlighting immersive technology included**

#### **Authorizations and Appropriations measures such as:**

- [Federal Aviation Administration Reauthorization Act of 2024](#)
- FY25 National Defense Authorization Act ([H.R.8070](#))
- FY25 Labor, Health and Human Services, Education, and Health Related Services Act ([H.R.9029](#))
- FY25 Transportation, Housing and Urban Development, and Related Agencies Appropriations Act ([H.R.9028](#))
- FY25 Military Construction, Veterans Affairs, and Related Agencies Appropriations Act ([H.R.8580](#))

#### **As well as must-pass and other critical bills, including:**

- Farm, Food, and National Security Act of 2024 ([H.R. 8467](#))
- Future Advancement of Academic Nursing Act "FAAN Act" ([H.R. 7266](#), [S.3770](#))
- A Stronger Workforce for America Act 2024 ([H.R.6655](#))

## A LOOK AT POLICY & GLOBAL COMPETITION (CONT)

The language around immersive technology in these bills spans a broad range, from establishing funding for augmented and virtual reality training and research to assessing the benefits of deploying and using XR within federal agencies.

As it stands, the U.S. remains the world's largest market by revenue for XR. However, other countries remain ahead of the U.S. in terms of developing a vision for the technology and creating the enabling environment needed for it to flourish. Innovation and investment in immersive technologies are needed to drive economic growth and shore-up the nation's leadership in the competitive global tech environment.

Drawing from the findings of 2023's "[Reality Check: Why the U.S. Government Should Nurture XR Development](#)," XRA published an [assessment](#) in 2025 highlighting the need for stronger U.S. engagement in international standards development organizations (SDOs) for the metaverse and XR technologies. The report found that U.S. participation in these SDOs does not match the level of participation undertaken by competitors like China, and allies like the EU.

### **XRA Discussions and Involvement**

XRA has continued to push for conversations around U.S. competitiveness leadership in the development and adoption of XR. This year XRA hosted/participated in:

- [Demo on the Hill](#)
- [Innovation Nation](#)
- [Center for Strategic and International Studies Podcast](#)
- [European Commission Workshop on AI & Virtual Worlds](#)
- [XRA Submits comments to EC's consultation on competition in virtual worlds and AI](#)
- [International Standards Engagement Assessment](#)





## KEY INSIGHTS

While the gaming industry has adopted XR the most, other industries reported their continued use of XR. Industries like manufacturing, healthcare, education, and entertainment have higher adoption rates of XR within the past year and are projected to be used more in the near future.

More than [50% of global manufacturing companies](#) are projected to implement XR technologies by 2025. Additionally, around 40% of startups focusing on extended reality technologies are developing applications for educational purposes, an emerging trend in educational institutions for interactive learning experiences and enhancing cognitive skills and engagement in students. Other examples of emerging trends in the healthcare industry are how XR technology is used increasingly for medical training remote surgeries, therapy, and to improve patient care and medical education.

The Government Accountability Office (GAO) released a [report](#) this year examining how government agencies have used XR technologies and how they will continue to use the technology in the future. Twenty-three civilian agencies were surveyed and 17 of the 23 reported their continued use and 15 of them reported their plans to expand and continue using XR technology.

Most agencies used immersive technologies for workforce training and public outreach, such as the Department of Homeland Security's training simulations for law enforcement, transportation security and fire and emergency response. Agencies reported a better understanding of data, increased safety, and improved decision-making as the most beneficial aspects of using immersive technologies.

## KEY INSIGHTS (CONT)

### **Manufacturing Survey**

In 2024 XRA released the insights from their Manufacturing report, highlighting the growing role XR technology plays in the manufacturing industry and in workforce development. XRA partnered with the RXN Group to survey 600 manufacturing CEOs and decision-makers around the country. The results from the survey provide a snapshot of the industry's growing use of XR for scaling efficiencies, employee training, and quality control and inspection. Linked [here](#), is the infographic showing the results from the survey.

#### **Key Findings Include:**

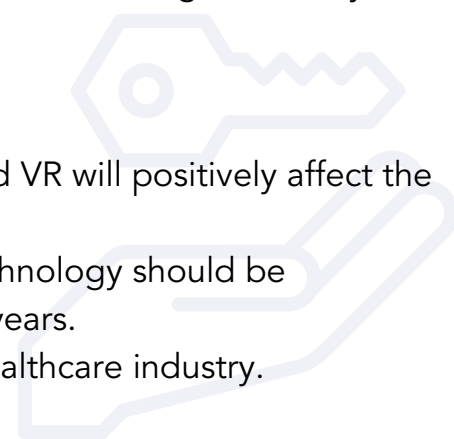
- 81% of manufacturing decision-makers believe XR is good for manufacturing
- 73% of manufacturing decision-makers believe that the state of the manufacturing industry is positive compared to other industries
- Nearly 40% of decision-makers say XR can improve training and education for employees
- 53% of manufacturing decision-makers are already using XR once a week or more
- 71% of manufacturing decision-makers report that workers positively receive XR technology

### **Healthcare Survey**

XRA partnered with 3W Insights to launch the "Impact of XR in Healthcare" for healthcare professionals. The survey polled 500 patient-facing healthcare professionals across the industry, with 77% of respondents indicating their use of XR with patients and 64% reporting positive impacts. Some of the benefits of using XR in healthcare provide support with clinical training, medical education, mental health treatment, and improved surgical outcomes. Linked [here](#), is the infographic summarizing the survey's findings.

#### **Key Findings Include:**

- 84% of healthcare professionals surveyed believe AR and VR will positively affect the healthcare industry.
- Seven out of ten healthcare professionals believe XR technology should be implemented in healthcare within the next three to five years.
- 83% point out that XR is already directly affecting the healthcare industry.





## IMPORTANT MILESTONES & MEMBER ACTIVITIES

Last year, the XR Association gained 10 members representing the broad ecosystem of the XR industry, such as headset manufacturers, technology platforms, component and peripheral companies, enterprise solution providers and corporate end-users. Within the past year, we've seen exponential growth in the immersive technology space, with our members at the forefront and leading the charge.

Over the past year, XR has made headlines with product launches and newsworthy events including [Meta's Orion](#) prototype, [Samsung and Google's VR headset](#) team-up and [Sony's](#) forthcoming XR headsets. Major advancements have also been made in digital twins by companies such as [Nvidia](#), [Microsoft](#) and [Siemens](#).

Below, we'll look more closely at how XRA and others have pushed the industry along.

### MEMBER HIGHLIGHTS

#### Meta

**Meta builds technologies that help people connect, find communities, and grow businesses.**

- [Building For & With Educators: Meta for Education's Beta Program](#)
- [Meta Quest 3S Is Available Now](#)
- [Meta unveils cheaper VR headset, AI updates and shows off prototype for holographic AR glasses](#)
- [Meta adds live translation, AI video to Ray-Ban smart glasses](#)
- [Meta wants to put students and teachers in Quest VR headsets](#)

#### SONY

**Sony Group Corporation is a leading provider of audio/video electronics and information technology products for the consumer and professional markets.**

- [Using LLMs to generate UX Wireframes](#)
- [MENA Hero Project: Vibrant, Dynamic & Unstoppable](#)
- [PlayStation Podcast Celebrates the Launch of ASTRO BOT](#)
- [From Vision to Reality: The Access Controller's Impact on Gamers One Year Later](#)
- [Passkeys: Introducing a More Secure, More Convenient Way to Play](#)

## MEMBER HIGHLIGHTS (CONT)

### **accenture**

**Accenture uses virtual reality (VR) and other extended reality (XR) technologies to create immersive experiences for learning, connecting, and collaborating.**

- [Accenture and NVIDIA Lead Enterprises into Era of AI](#)
- [New Research from Accenture Finds that Digital Core Investments Accelerate Reinvention and Innovation, Delivering up to 60% Higher Revenue Growth Rates and 40% Boost in Profit](#)
- [Accenture Federal Services Launches 'Federal AI Solution Factory' with Google Public Sector](#)

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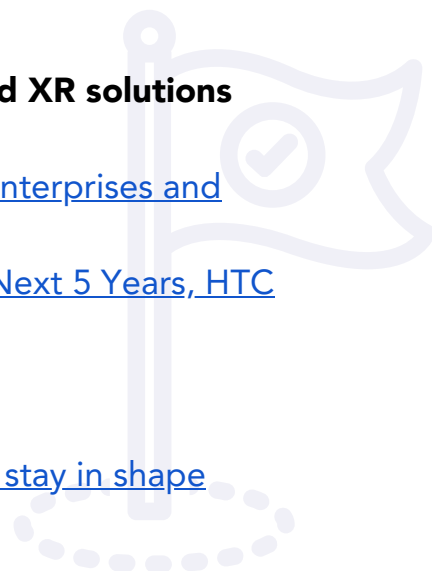
**Google AR & VR (augmented reality and virtual reality, respectively) is the Google department that brings real life to the virtual plane, and vice versa.**

- [Inside Google's augmented reality reset](#)
- [Explore new augmented reality features in Google Maps](#)
- [Blink and you missed it: Google has a new pair of prototype AR glasses](#)
- [Google announces Android XR, a new OS for headsets and smart glasses](#)
- [Android XR: The Gemini era comes to headsets and glasses](#)

### 

**HTC is a leading innovator in connected technologies and XR solutions for consumers and businesses across multiple industries.**

- [HTC VIVE Launches VIVE Focus Vision XR Headset for Enterprises and High-end Gaming](#)
- [82% of Financial Sector Businesses to Adopt XR in the Next 5 Years, HTC VIVE Report Finds](#)
- [HTC's Viverse announces no-code virtual world builder](#)
- [Using AR/VR to help veterans heal from PTSD](#)
- [ISS Astronauts using HTC's VIVE Focus 3 VR headset to stay in shape](#)





## MEMBER HIGHLIGHTS (CONT)

### Qualcomm

**Qualcomm Technologies is accelerating the future of extended reality (XR) with our Snapdragon® XR technologies, designed to seamlessly merge the physical world with digital.**

- [Qualcomm Accelerates New Wave of Mixed Reality Experiences with Snapdragon XR2+ Gen 2](#)
- [This chip company is powering XR headsets from every angle](#)
- [AWE 2024: Creating the immersive future](#)
- [Sony Corporation Announces Development of Spatial Content Creation System, Equipped with High-Quality XR Head-Mounted Display and Controllers Dedicated to Interaction with 3D Objects](#)
- [Vodafone's HyperRealityHub to pave the way for lightweight extended reality glasses at MWC24](#)
- [PICO launches its first all-in-one VR & Mixed Reality headset: PICO 4 Ultra](#)
- [SPS 2024 | Introducing New Spectacles and Snap OS: The Next Frontier of AR Glasses](#)
- [Bringing mixed reality to the masses with Meta Quest 3S powered by Snapdragon](#)



### magic leap

**Magic Leap is pioneering a wearable augmented reality platform to amplify enterprise productivity.**

- [Exclusive: Google, augmented reality startup Magic Leap strike partnership deal](#)
- [AWE 2024: Magic Leap to Wow Attendees with Android Smartwatch AR Input Device](#)



**HaptX is a leading haptics company that brings a realistic touch to virtual reality for the first time with HaptX Gloves.**

- [AIS Global Secures Exclusive License for HaptX Gloves G1 in Expanded Partnership](#)
- [HaptX Begins North American Shipments of HaptX Gloves G1™, World's Most Realistic Touch Feedback System](#)
- [Old Dominion University, HaptX, and Georgia Tech Win Grant Award for Project to Advance VR for Vision-Impaired](#)

## MEMBER HIGHLIGHTS (CONT)



**GameDriver enables developers, testers and producers of video games, AR, and VR, to automate functional testing; improving time to market, test coverage and overall quality and Revenue.**

- [GameDriver and Perform Announce Strate](#)
- [GameDriver named in Gartner "Cool Vendors in Software Engineering: User Experience"](#)
- [GameDriver joins the PlayStation® Middleware Program](#)



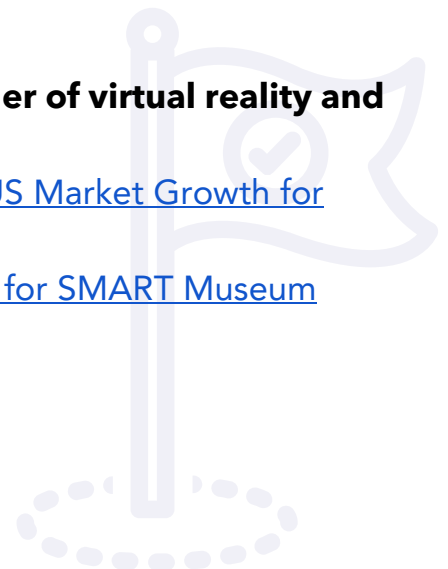
**Pearson Education is an e-learning educational publishing and services platform.**

- [Pearson launches new AI certification - with focus on practical use in the workplace](#)
- [All Jobs are Tech Jobs: Pearson's Skills Map U.S. Predicts Dramatic Shifts in Employment Landscape; 1.9m New Jobs Through 2028](#)
- [Big Deals—Pearson Expands Online Learning Programs](#)



**MACE Virtual Labs is a distributor and value-added-reseller of virtual reality and augmented reality hardware and software solutions.**

- [Virtualware Partners with MACE Virtual Labs to Support US Market Growth for Enterprise VR Solutions](#)
- [Nolanville Council approves two programming purchases for SMART Museum](#)



## MEMBER HIGHLIGHTS (CONT)



**Be More Colorful produces real-world virtual reality experiences to help solve big workforce development problems.**

- [All Middle and High Schools in North Dakota to Receive Virtual Reality Headsets](#)
- [Schools and Organizations Across US Receive VR Career Exploration Grant](#)
- [St. George School Receives Production Grant to Create Immersive Field Trips](#)
- [Case Study: Job Service North Dakota](#)
- [Production Grant Helps LUMIN Schools Create Interactive Field Trip](#)
- [Bismarck State College Partners with CareerViewXR, Awarded \\$9.9M to Improve Employment Outcomes for Individuals with Disabilities](#)
- [CareerViewXR Co-Founder speaks at Advanced Technological Education Principal Investigators' Conference](#)
- [CareerViewXR Co-Founder featured on C-SPAN as panelist during The Center for Education Reform's Power of Innovation Summit](#)



C L E A N B O X

**Cleanbox Technology offers patented UVC LED disinfection systems that effectively sanitize all Virtual Reality (VR) and Augmented Reality (AR) headsets.**

- [Helping Businesses Meet Corporate Sustainability Goals with UV](#)
- [Keeping XR Safe and Clean: Intracon's Partnership with Cleanbox](#)
- [Cleanbox Attends 2nd Annual Immersive Learning Symposium](#)
- [Cleanbox CEO Amy Hendrick Wins XR Women Award for Innovation](#)



**Oberon Technologies is a strategic consultant, expert systems integrator, and innovative software solution provider.**

- [Ann Arbor-based Oberon Technologies® Delivers Apple Vision Pro Application for Clean Energy R&D Institute](#)
- [US NRC Awards Oberon Technologies® Extended Reality for Technical Training Contract](#)

## MEMBER HIGHLIGHTS (CONT)



**Reframe makes experiential teaching and learning using spatial computing intuitive and fast.**

- [Partnered with Broward County Public Schools, the sixth largest US school district, to bring mixed reality to middle schoolers at 5 school in the district & train 10 computer science teachers to develop in-house mixed reality content across various subject matters](#)

### SCHELL GAMES

**Works with and creates games for some of the most beloved companies across the globe.**

- ["Released Silent Slayer: Vault of the Vampire on Meta Quest and Steam](#)
- [In this relaxing mixed reality game, use logic clues to solve 3D puzzles and reveal a cute collectible hidden inside the block.](#)
- [Released six major updates \(limited time events\) for Among Us VR featuring new maps, skins, and game modes.](#)
- [I Expect You To Die 3: Cog in the Machine was named 2024 Independent Game of the Year by the NYX Game Awards](#)
- [I Expect You To Die 3 Named 2024 Independent Game of the Year](#)
- [I Expect You To Die 3 is an NYX Game Award and a Telly Award Winner](#)
- [Jesse Schell On the History of VR, the Rise of MR, & the Potential of Digital Worlds](#)
- [Augmented World Expo: Crafting MR Experiences](#)
- [Jesse Schell Inducted into the AWE XR Hall of Fame](#)
- [Keynote Panel: AI and The Future of Transformational Games](#)

V I R T I

**Virti is an immersive learning platform that leverages extended reality (XR), virtual reality (VR), and artificial intelligence (AI) to provide engaging training that improves performance.**

- [The Rise of Immersive Learning in Corporate Training](#)
- [The future of interactive training: embracing VR in the workplace](#)
- [PICO's XR Ecosystem Driving Enterprise Innovation](#)
- [Launched more realistic Virtual Humans and new create scenarios with AI feature](#)
- [NHS pilot uses virtual reality to tackle racism and discrimination among staff](#)
- [XR and AI to transform medical training globally](#)
- [\(S\)killing it: how workforce development and learning will power our AI future](#)

## MEMBER HIGHLIGHTS (CONT)



**Mynd Immersive is the leading provider of Immersive Digital Therapeutics for aging adults across the US, Canada and Australia.**

- [Older adults benefit from using virtual reality headsets, study finds](#)
- [Retirees are skydiving and going to space in virtual reality](#)
- [How veterans are using virtual reality to cope with PTSD](#)
- [Great American Elderverse targets social isolation and better life quality](#)
- [NYC seniors experience virtual reality](#)



**Transfr's mission is to train the future of every industry and open up exciting new opportunities for talent across the globe and at home.**

- [This innovative virtual reality education company is using simulations to train workers](#)
- [Fast Company Names Transfr Among World's Most Innovative Companies for 2024, Ranking 8th in Education](#)
- [This VR tool is helping people quickly train for in-demand jobs](#)
- [EY Announces Bharani Rajakumar of Transfr as an Entrepreneur Of The Year® 2024 New York Award Winner](#)
- [Healthcare Training Provider Highlight Learning Gains over Traditional Methods](#)
- [Meet the Fastest-Growing Private Companies in America](#)
- [Transfr Boosts VR Learning Accessibility with Spanish Language Support](#)
- [Chris Gardner and Transfr Launch 'Permission to Dream 2.0: Pathways to Success'](#)



**MediView is a Cleveland, OH based med-tech company that is working to advance human health through its digital augmented reality ecosystem.**

- [Enhancing Diagnostic Efficiency: Evaluating the Ergonomic Advantages of Augmented Reality in Medical Sonography](#)
- [Transforming Interventional Radiology: First Clinical Use of XR90 Augmented Reality Platform for Enhanced Visualization and Navigation](#)
- [Revolutionizing Precision: Smart Goggles Enhance CT-US Fusion Navigation for Percutaneous Needle Insertion Over Conventional Methods](#)
- [Innovating Cancer Treatment: 3D Holographic Guidance Revolutionizes Navigation for Percutaneous Ablation of Solid Tumors](#)
- [Augmented Reality Takes Center Stage: Assessing a Cutting-Edge Navigational Guidance Platform for Percutaneous Procedures](#)
- [Pioneering Healthcare: GE HealthCare and MediView Launch the World's First Augmented Reality Interventional Suite](#)



## INDUSTRY LANDSCAPE

In addition to contributions made by the XR Association's member companies, the broader XR industry has made significant strides over the past year with new products and initiatives, including:

### Niantic:

- [Niantic and Snap Inc.: Transforming Our Reality with AR Glasses](#)
- [Trivver and Niantic 8th Wall Partner to Revolutionize Augmented Reality Advertising with Data Analytics](#)

### Apple:

- [Apple Vision Pro M5 Chip: A Powerful Leap in AR Innovation](#)
- [Apple Vision Pro announces International Expansion](#)
- [Apple Releases visionOS 2: Transforming the Future of Mixed Reality](#)
- [Apple Vision Pro Set for February 2 Release in US](#)

### Snapchat:

- [Attention on Interactive Brand Experiences](#)
- [Snap Spectacles take the big leap to AR with new glasses, a new OS, and lots of gesture-controlled mixed-reality](#)
- [Snap debuts operating system for AR glasses](#)
- [Snap launches AI tools for advanced augmented reality](#)

### Vuzix:

- [Vuzix Announces General Availability of Z100 Smart Glasses](#)
- [OSHA Deploys Vuzix M400 AR Smart Glasses](#)
- [Vuzix AR Smart Glasses Gain Microsoft Intune Integration](#)

### Amazon Web Services:

- [Generative AI Meets Augmented Reality for Frontline Worker Assistance in Manufacturing and Field Services](#)



## XRA BY THE NUMBERS

**25+** Speaking Events and Major Conferences

**78+** Engagements with Members of Congress and Government Agencies Pushing Policy Forward

**27+** Member Milestones, Including:

- **3 Member Committees**
  - Communications, Policy, Health & Inclusion
- **6 Working Groups**
  - Education, Standards, Accessibility, Healthcare, Youth Safety, and Developers Council
- **10 New Members in 2024**
- **8 Charting the Future of Immersive Technology Webinars**



# LOOKING AHEAD: PUBLIC POLICY



**Joan O'Hara**  
Senior Vice  
President of  
Public Policy,  
XRA

For the past five years, XRA has made tremendous progress, helping policymakers better understand the positive impact of immersive technology on the economy, industries from healthcare to manufacturing, national security, and people's everyday lives. When XRA first introduced itself to Capitol Hill in 2020, our initial focus was on educating and advocating for immersive technology's potential beyond just entertainment and gaming.

Our team emphasized the consequential applications of immersive technologies for a wide variety of priority sectors for policymakers, particularly when combined with the broader ecosystem of advanced technologies. In 2022, that point was validated with Congress' inclusion of "immersive technology" in the list of 10 key technology focus areas in the CHIPS and Science Act.

We continued to build on that point in 2023, helping lawmakers see how immersive technology would be critical to economic competitiveness. Our policy team published a research-intensive white paper with George Washington University's Digital Trade and Governance Hub illustrating how the U.S. is falling behind other major governments on a national XR strategy. In briefings and meetings with various offices, we outlined how other countries are investing in XR's development and advancement to remain competitive in the global market.

The result of this initiative was the bipartisan "U.S. Leadership in Immersive Technology Act of 2024" introduced in the House in December 2024 and to be reintroduced in the 119th Congress. The bill demonstrates Congress' growing understanding of XR technology as critical to America's future, establishing an interagency advisory panel under the Department of Commerce to further support and promote immersive technology's development and use.

In addition to our efforts on the domestic side this year, XRA participated in conversations in Europe exploring the intersection of XR and artificial intelligence (AI). At this year's Digital Catapult Summit and the AWE EU, we gained insight into Europe's plans to nurture XR over the next decade and its relationship with AI. This past July, I was also honored to speak at the European Commission's workshop on Competition in Virtual Worlds and Generative AI in Brussels, further advancing the international dialogue around of XR's future.

XRA continues to advance the immersive technology industry by advocating for thoughtful public policy. Looking ahead to 2025, we will dig even deeper into the connected futures of AI and XR and their crosscurrents in policy. We will also engage lawmakers to address the key issues affecting XR's growth in the U.S., including supply chain diversification, data privacy and cybersecurity, youth safety, research and development funding and intellectual property protection. Our goal is to collaborate with Congress to create a supportive environment for immersive technology, one that prioritizes a human-centered future while fostering innovation and maintaining the U.S.'s leadership in XR development.



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# LOOKING AHEAD: RESEARCH AND BEST PRACTICES

As XR development continues, the next generation of immersive devices will see improved processing power, battery life, and more, enabling them to be used for more complex real-world applications. Businesses are increasingly recognizing the benefits of immersive technologies for research, product development, quality assurance, and skills training.

As these advancements have progressed, XRA's research and best practices team has kept pace through stakeholder engagement and original research.

Our manufacturing survey published in spring found that over a third of CEOs and decision-makers in the industry believe XR technology can help address workforce skill gaps, with 71% reporting positive effects among workers. Increased usage in XR for work isn't isolated to the private sector, either, as noted in the Government Accountability Office (GAO)'s new report. 17 of the 23 civilian agencies' are utilizing immersive technologies to execute their objectives, with 16 planning to increase their use in the next few years.

These efforts have been crucial to identifying the growth areas and barriers to mass adoption of immersive technology. XRA continues to provide up-to-date resources for developers and businesses as immersive technologies evolve. This year we shined a spotlight on healthcare, releasing the fifth chapter of XRA Developers Guide: Designing Immersive Solutions for Healthcare and publishing, "Navigating the FDA Regulatory Landscape: A Primer for XR Medical Devices Submission". These papers are intended to guide developers seeking to solve healthcare challenges through the use of XR.

Looking to 2025, our focus will be on youth, workforce and demystifying immersive technologies and their developments while continuing to drive utility to all XR users. Youth engage with immersive technology daily. We will be releasing the next Chapter of XRA's Developers Guides to address this intersection and provide practical guidance to XR application developers. Early in 2025, we are publishing a report of key findings from our Empowering Young People in Immersive Experiences event in addition to a report of findings from our workshop on the Impact of XR in Manufacturing - Accelerators and Disruptors. We will continue to boldly address the challenges and hurdles of this burgeoning technology while highlighting the extensive use cases and creating opportunities for knowledge sharing between members.

Stay tuned for more great things to come from the team, XRA will be driving the future focused on ensuring a thriving market with appropriate guardrails for user privacy, safety, and useability for all people.



**Stephanie  
Montgomery**  
Senior Vice  
President of  
Research and  
Best Practices,  
XRA

# THANK YOU

As 2025 begins, continuing to shape public policy for immersive technology will be a collaborative effort among policymakers, developers, industry leaders, civil society groups and academics. We expect XR technology to continue its expansion and integration into critical spaces such as healthcare, workforce development, and education. XRA and its members will lead the way promoting innovation and the responsible development and use of this pioneering technology.



