XR ASSOCIATION

Where XR Made an Impact This Year

2025

STATE OF THE INDUSTRY REPORT

www.xra.org

A MESSAGE FROM XRA CEO LIZ HYMAN

Looking back on 2025, it was a year of meaningful, practical progress towards greater adoption of immersive technologies. We continued to see examples of XR's ability to help people learn new skills, enhance safety, and plan more effectively across a wide range of industries.

We heard from members, educators, healthcare providers, and local leaders about the tangible impact this technology is beginning to have on people's day-to-day lives. This momentum comes from the foundation built quietly over the past several years. Faster networks, new operating systems, and open standards are finally making immersive tools easier to use and to scale.

We've seen digital twins and spatial computing move beyond small pilots and into enterprise use in fields like utilities, construction, and manufacturing. Being able to test ideas in a virtual environment before taking action in the real world is proving to be both cost-effective and safer. These changes are helping XR become a dependable tool rather than a novelty. With the integration of XR with AI, notably through AI wearables, this pathway to broader deployment and relevance is picking up speed.

Policymakers are beginning to recognize this momentum as well. The reintroduction of the Immersive Technology for the Workforce Act and the bipartisan United States Leadership in Immersive Technology Act reflects a growing understanding that XR is closely tied to national competitiveness and workforce development. XR has also been referenced in major legislation, including defense and appropriations bills, where language supporting immersive training and research can translate into tangible opportunities for American innovation.

At the same time, the industry understands that growth must be matched with responsibility. Concerns about youth safety, data protection, and accessibility are growing not just around XR but technology in general. The XR community is committing early to guidelines and best practices that keep users safe and informed. Treating responsibility as a core design principle, rather than an afterthought, will be essential to earning public trust as immersive tools become more common in workplaces, classrooms, and homes.

Throughout 2025, the XR Association worked to amplify the real-world impact of immersive technology. We convened developers, industry leaders, educators, and policymakers at more than thirty events, helped shape thoughtful policy discussions, and highlighted member innovations that demonstrated measurable results. Each of these efforts reflects a simple belief: XR will play a meaningful role in solving some of today's most urgent challenges, from workforce shortages to infrastructure planning to healthcare access.

As we look to 2026, the path is clearer than ever. **Immersive technology is moving from the margins to the mainstream, powered by advances in AI, spatial computing, and the steady expansion of practical use cases.** With continued collaboration and responsible leadership, this industry will unlock even greater opportunities for people and communities across the country.

The XR Association is proud to champion this vision, and our focus over the next twelve months centers on strategic initiatives designed to support XR adoption by connecting XR industry innovators with high-impact economic sectors and unlocking scalable solutions across verticals. By bridging XR leaders with sector-specific stakeholders—in healthcare, education, enterprise, and beyond—we accelerate the development and deployment of solutions that create tangible value for organizations and the communities they serve.

I am deeply grateful to our members, partners, and the broader ecosystem for their commitment to responsible innovation and for their unwavering commitment to bring transformative XR applications to life.

A LOOK AT POLICY & GLOBAL COMPETITION

2025 began under a new Congress and White House administration, with a renewed focus on boosting innovation and emerging technologies. Throughout the year, over 20 pieces of legislation were introduced in Congress, many of which focused entirely on or included provisions related to immersive technologies. These developments reflected an increased recognition by the federal government of XR's ability to be integrated with other technologies, including AI, to enhance critical functions.

Throughout the year, members of the Congressional Virtual, Augmented, and Mixed Reality Caucus worked together across party lines to promote immersive technologies in federal initiatives focused on workforce and economic development. In March, Reps. Suzane Delbene (D-WA) and August Pfluger (R-TX) re-introduced the United States Leadership in Immersive Technology Act of 2025 alongside a companion bill in the Senate by Sens. Marsha Blackburn (R-TN) and Mark Warner (D-VA). Another win came with the Immersive Technology for the American Workforce Act of 2025, introduced by Senators Lisa Blunt Rochester (D-DE) and Katie Britt (R-AL).

Immersive technologies gained significant recognition in the National Defense Authorization Act signed in December, directing the Department of Defense (DoD) to adopt these technologies for improved training, mission planning, and operational readiness. Additionally, XR was featured in Congress's appropriations bills, where targeted language on immersive training and research can secure essential funding. These developments are crucial to developing the industry as it continues to move to the mainstream.

Even in the face of a six-week government shutdown, progress continued in various committees and federal agencies, resulting in several opportunities for agency Requests for Information (RFIs) and public comments.

A LOOK AT POLICY & GLOBAL COMPETITION (*cont.*)

Policy Priorities for the Development of XR

As immersive technologies gain visibility, XR stands out as a critical tool for strengthening America's economic competitiveness, workforce readiness, and national security. Closer collaboration between industry and the public sector will be essential so policymakers understand how immersive tools can advance goals in healthcare, education, and defense. Though these sectors serve different purposes, they will all be shaped by the same policy decisions and infrastructure investments at the state and federal levels. How the industry articulates XR's benefits while responding to increased scrutiny around the power and reach of technology will play a defining role in its future.

In furtherance of this mission, the XR Association continued to push for conversations around U.S. competitiveness leadership in the development and adoption of XR.

XRA's Engagements and Advocacy Work in 2025

- 50 Engagements with Members of Congress and Government Agencies Pushing Policy Forward
- 8 Responses to agency Requests for Information (RFIs), and public comments on a wide-range of policy issues including the House Energy Commerce Committee, National Science Foundation and Office of Science and Technology Policy
- XRA's Annual Demo on the Hill & Congressional Fly-In Event
- Fifth Annual AR/VR Policy Conference on September 9th

KEY INSIGHTS

The immersive technology landscape continued to mature in 2025, with expanded adoption across education, workforce development, manufacturing, and healthcare. Building on the momentum from 2024, these sectors deepened their integration of XR with pre-existing infrastructure and other emerging tech. Manufacturing companies continued implementing XR for design visualization and assembly line training. Healthcare providers expanded their use of immersive technology beyond medical training and remote surgeries to include physical therapy rehabilitation, mental health treatment, elder adult care programs, and more.

Education emerged as a strong growth sector in 2025. New research revealed one in five teens personally own a VR headset, indicating significant consumer adoption among younger demographics. Given this interest from students, XR-focused startups continued to develop educational applications, expanding beyond K-12 interactive learning to include Career and Technical Education (CTE) programs and workforce development training. Educational institutions reported using XR to enhance cognitive skills, increase student engagement, and provide practical training experiences previously unavailable in traditional classroom settings.

2025 Youth Report

In 2025, XRA released a survey of 600 teens, ages 13 to 19, that provided crucial insights into how the next generation views and uses immersive technology. A previous version of the survey was conducted in 2022, which allowed XRA to extract key differences in youth adoption as the technology has rapidly advanced in just a few years. When compared with the data from 2022, the study found a 9% increase in students using XR in school and a 6% increase in teens who have personally used a VR headset. The survey also highlighted the importance of safety tools, with teens reporting a preference for moderation tools and privacy features.

Key Insights

- 76% of teens report being excited about XR's potential.
- 1 in 5 teens report personally owning a VR headset.
- 44% of teens have personally used a VR headset, compared to 38% in 2022.
- 63% express growing enthusiasm for XR technology.
- 52% of teens report using XR in school, a 9% increase from 2022
- 44% believe XR can help them "learn more easily."

KEY INSIGHTS *(cont.)*

Career and Technical Education (CTE) Whitepaper

XRA released a whitepaper exploring the transformative potential of XR in Career and Technical Education (CTE) for neurodiverse students. This resource, developed through collaboration with XRA's Education and Accessibility Working Group, examines how XR and spatial computing can create more equitable pathways for neurodiverse learners pursuing technical careers. The paper provides practical recommendations and case studies for educators and policymakers looking to foster inclusion in skill development programs.

Key Insights

- XR technologies can offer unique benefits for neurodiverse students through immersive simulations, interactive skill-building exercises, and real-world career exploration.
- In addition to building technical competencies, XR is a powerful tool for cultivating essential soft skills such as problem-solving, teamwork, and communication.
- State policymakers and local education leaders should adopt funding strategies, infrastructure investments, and instructional guidance that promote inclusive, immersive learning environments.

Research & Development: Developer's Guide

Chapter Six

In October 2025, XRA released chapter six of its developers guide, focused on creating immersive experiences that prioritize youth engagement and wellbeing. This resource examines how teens experience immersive environments differently from adults and provides actionable guidance for developers. The chapter dives into youth-centered features developers can incorporate, such as clear objectives, cooperative gameplay, rewards for positive interactions, and community guidelines, based on insights from educators and child development experts.

Revised Chapter Two

Earlier this year, XRA released a refreshed second chapter of its developers guide, building on the original guidance issued in 2019. The updated chapter focused on safety and inclusion in XR. Enhanced with modern insights, this update reflects the industry's ongoing commitment to fostering immersive environments where all users feel safe, respected, and welcome. The updated guidance includes recent examples of immersive tools and features that support safer user interactions based on insights from leading industry experts.

IMPORTANT MILESTONES & MEMBER ACTIVITIES

The XR Association gained multiple new members representing the broader ecosystem of the XR industry in 2025, such as headset manufacturers, technology platforms, component and peripheral companies, enterprise solution providers, and corporate end-users.

Throughout the year, the XR industry made headlines with product launches and newsworthy events, including stronger enterprise adoption in mainstream sectors, the introduction of Samsung's Galaxy XR headset, and new AI-powered smart glasses from Meta and Google. 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 forwarded the industry.

MEMBER HIGHLIGHTS

Be More Colorful
Real-World Virtual Reality Solutions

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

- Awareness-In-Sight: How Wrong Turns Revealed The Right Direction
- New VR experience will allow Kentucky students with disabilities to experience virtual field trips to learn about careers
- Immersive Career Exploration Grant Empowers Schools and Organizations Nationwide
- UND Center for Innovation Partners with CareerViewXR for Autonomous Career Exploration
- Virtual reality brings North Dakota Army National Guard to classrooms across the U.S.

CM&D

CM&D is the implementation firm behind the largest statewide education VR rollout in U.S. history.

- CM&D Wyoming Innovation Partnership VR Initiative

MEMBER HIGHLIGHTS (*cont.*)

CODAZEN_

Codazen makes life more enriching by creating elegantly engineered digital experiences that help businesses engage with people, and people engage with the world.

- Codazen Provides AI-Driven Color-Generation Design Platform for UC Irvine Capstone Project
- Codazen Announces Groundbreaking Ready3D Platform for Creating Highly Immersive, Interactive, Browser-Based Experiences
- The New Frontier: How Spatial Intelligence is Reshaping Real Estate and Tourism

cognitive3D

Cognitive3D is the spatial analytics platform that reveals exactly how users behave inside virtual and augmented reality.

- Unlocking Spatial Insights on Apple Vision Pro
- The Cognitive3D Free Plan Just Got a Major Upgrade
- Introducing the Cognitive3D WebXR SDK – Spatial Analytics for WebXR Experiences
- Cognitive3D Releases Unreal SDK 2.0
- Introducing Our New App Performance Score: A Smarter Way to Measure App Stability

Cognixion

Cognixion is building the world's most accessible AR wearable device with integrated brain computer interface technology as a wireless, wearable go-anywhere neural interface.

- Cognixion named TIME Best Inventions of 2025
- Cognixion Launches Clinical Study Integrating Non-Invasive Brain-Computer Interface Technology
- Cognixion, Pupil Labs Partner on eye-tracking interface
- Cognixion and Blackrock Neurotech Expand Access to Non-Invasive, Multi-Modal BCI Research with Anon-R

MEMBER HIGHLIGHTS (*cont.*)

Elm Park Labs develops enterprise-grade Extended Reality (XR) Solutions across Virtual, Augmented, and Mixed Reality.

- Elm Park Labs Introduces New MentorXR ECMO Modules at 36th Annual ELSO Conference
- Elm Park Labs Survey Confirms Strong Support for MentorXR ECMO Training
- Kim Hanke Shares Vision for Immersive Healthcare at TEDxDetroit

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 2025.01 and TA Release
- GameDriver 2025.06 Release: Deeper Platform Support, Smarter Automation
- Simplifying Cross-Platform Game Testing with GameDriver
- GameDriver Unveils Standalone Test Assistant for Unity and Unreal, Alongside Transparent Pricing

Google develops XR platforms and tools that blend digital and physical worlds, enabling more immersive, intelligent experiences across devices for people, developers, and businesses.

- Introducing Galaxy XR, the first Android XR headset
- A new look at how Android XR will bring Gemini to glasses and headsets
- How we built Pixel's Add Me feature for easier group photos
- Google Play Store Gets XR Section for Android Headsets
- Magic Leap and Google just showcased another pair of Android XR smart glasses – with Gemini on board

MEMBER HIGHLIGHTS (*cont.*)

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

- HTC VIVERSE Hits 1 Million Users, Announces Winners of First Global "Spark" Hackathon

Lucid Reality Labs, a recognized leader in XR & AI, delivers immersive solutions powered by AI agents, transforming businesses globally.

- Winning case study by Lucid Reality Labs was featured at the Galaxy Event as the first AI-Powered XR Solution made on Android XR
- Lucid Reality Labs Gives Keynote at 2025 Florida Simulation Summit: "From Battlefields to Smart Cities"
- Lucid Reality Labs named the Best Technical Achievement at the 2025 Webby Awards for Medical AI-Powered XR Solution
- Lucid Reality Labs launches iXR Platform, a strategic tool built for the future of external user management
- Exploding with 729% growth, Lucid Reality Labs ranks No. 566 on the Inc. 5000 in the USA while earning 2025 Power Partner status for top-tier B2B innovation in XR and AI
- Lucid Reality Labs' Chief Growth Officer Lynn Welch delivered the closing keynote at the Medical Device Innovation Consortium Summit
- Lucid Reality Labs triumphs at AWE 2025 with double Auggie Win and Universal Theme-Park Showcase
- Epic Realities: Revolutionizing theme parks with AR Magic at Universal Epic Universe
- Lucid Reality Labs' triumph at the Telly Awards: Medical AI Agent winning in Craft – Use of Generative A

MEMBER HIGHLIGHTS (*cont.*)

MediView
TRANSFORMATIVE VISION

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

- MediView Announces Launch of Multicenter Study Validating XR90 Surgical Navigation for Soft Tissue Biopsy
- MediView Closes $24 Million Series A to Redefine Surgical Navigation and Medical Imaging with Augmented Reality
- Augmented Reality for Surgical Navigation: A Review of Advanced Needle Guidance Systems for Percutaneous Tumor Ablation
- Single session segmentation and live registration for augmented reality image guidance of cryoneurolysis
- In-vivo evaluation of an augmented reality enhanced ultrasound needle guidance system for minimally invasive procedures in porcine models: a preclinical comparative study

Meta

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

- Meta Ray-Ban Display: AI Glasses With an EMG Wristband
- Ray-Ban Meta (Gen 2) Now With Up to 2X the Battery Life and Better Video Capture
- Introducing Oakley Meta Glasses, a New Category of Performance AI Glasses
- Meta's new AR glasses for research can measure heart rate
- New Meta for Education Offering is Now Generally Available

Mynd
Immersive

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

- Mynd Immersive, Select Rehabilitation, HTC VIVE, and AT&T Expand Next Generation of Immersive Therapeutics to More Than 150 U.S. Senior Living Communities
- Mynd Immersive: transforming senior care with VR

MEMBER HIGHLIGHTS (*cont.*)

Owlchemy Labs

Owlchemy Labs is an XR studio with a passion for polished, playful VR games and experiences.

- Owlchemy Labs Debuts Inside[JOB], Job Simulator and Vacation Simulator Arrive as Launch Titles for Galaxy XR

Pearson

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

- Pearson Launches 'Pearson Lab' to Accelerate Emerging Learning Technologies and Innovation Efforts

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.

- The Samsung Galaxy XR is Here: How Snapdragon Powers Next-Gen Spatial Computing
- Qualcomm's Snapdragon XR Day in India on July 21 to Unveil the Future of AR,VR, and Mixed Reality Technologies
- A world's first on-glass GenAI demonstration: Qualcomm's vision for the future of smart glasses
- Empowering next-generation user experiences and services at scale with 6G
- Qualcomm and VoxelSensors Partner to Optimize 3D Sensing

MEMBER HIGHLIGHTS (*cont.*)

ReframeXR makes experiential teaching and learning using spatial computing intuitive and fast.

- Broward students overcome barriers through cutting-edge tech, robotics

RP1 empowers creators, developers, and businesses to self-host and build spatial applications that work like the web: frictionless, interoperable, and massively scalable.

- RP1 Announces Developer Access to the Spatial Internet's First Open Ecosystem
- The Coolest VR Gear and Games I Saw at Augmented World Expo 2025

Schell Games works with and creates games for some of the most beloved companies across the globe.

- Schell Games Takes Over Fall 2025 VR Games Showcase
- Making Great VR: Six Lessons Learned From I Expect You To Die
- Among Us VR is Now Among Us 3D
- The Future of VR and PC Crossplay
- Keep Your Resolutions | VR Games That'll Give You a Workout

Taqtile transforms frontline work with AI and AR-enhanced digital instructions.

- Delta Black and Taqtile Partner to Modernize Maintenance and Support for Military Drone Operations

MEMBER HIGHLIGHTS (*cont.*)

CLEANBOX

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

- GUV for Medical Device Disinfection: Addressing Questions Around Testing and Validation Methods
- Cleanbox Technologu Joins UVSAFE as a Founding Member
- Updated Standard Practice for Design of Amusement Rides and Devices

transfr

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.

- Chicago program bets on virtual reality to break the cycle of incarceration
- With VR goggles, students in detention centers gain career training
- MDI and Transfr bring virtual reality career training to Minnesotans with disabilities
- New Career Training Programs Use XR Technology to Accelerate Skill Acquisition for Today's Workforce
- Transfr Launches the First XR-Based, Multi-Modal Solution for Career Exploration

VIRTUALWARE

Virtualware's diverse range of 3D-powered products are designed to enhance efficiency and sustainability across industries such as energy, automotive, transportation, defense, manufacturing, education and health.

- Virtualware achieves B Corp certification affirming its commitment to sustainable innovation and responsible growth
- Virtualware Contributes to NATO's Vision for Integrated Multi-Domain Operations Training at the NMSG Annual Symposium
- Virtualware's XR Technology Boosts Canadian EV Manufacturing through Battery Boost Program
- Virtualware's VIROO Powers the New Hub of Industrial Innovation in Spain
- Virtualware Awards Grants to UCLA, IIT Chicago, and UNCG to Drive Innovation and Economic Development

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:

Amazon:

- Amazon AI-powered Augmented Reality Glasses for Delivery Drivers

Amazon Web Services:

- Generative AI Meets Augmented Reality for Frontline Worker Assistance in Manufacturing and Field Services

Apple:

- Apple Vision Pro Upgraded with an M5 chip
- Apple Releases Developer Beta 4 for visionOS 26
- Apple Launches 'Apple Immersive Video Utility' App for Vision Pro
- Apple brings Apple Intelligence to the Vision Pro
- Apple's Liquid Glass Design Paves Way for New AR Glasses

Niantic:

- Niantic's Peridot Beyond releases major update including multiplayer AR for Snap's outdoor-friendly AR glasses, Spectacles

Samsung:

- Samsung Galaxy XR: Opening New Worlds

Snap:

- Snap to Launch New Version of Augmented Reality Glasses called Specs
- Snap's AR Spectacles now support a virtual keyboard and GPS

Red 6:

- Exclusive: Red 6 and Boeing bring augmented reality to Army's Apache

XRA BY THE NUMBERS

30+ Speaking Events and Major Conferences

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

25+ Media Stories focused on XRAs' advocacy work, ranging from trade and industry-specific to national/global audiences.

10+ Member Milestones, Including:

- **3 Member Committees**
  - Communications, Policy, Health & Inclusion
- **6 Working Groups**
  - Education, Standards, Accessibility, Healthcare, Youth Safety, and Developers Council
- **6 New Members in 2025**

LOOKING AHEAD: PUBLIC POLICY

Chris Brown

Vice President of Public Policy, XRA

In 2025, XRA expanded its long-standing efforts to educate Members of Congress and congressional staff on the positive impact of immersive technology on key segments of the U.S. economy, including advanced manufacturing, healthcare, education, and national security.

In addition, we continued to emphasize with executive and legislative branch officials the need for policy support to ensure that the U.S. retains its global leadership in the rapidly growing XR sector.

One way to ensure that the U.S. does not fall behind other major governments in a national XR strategy is to enact the U.S. Leadership in Immersive Technology Act of 2025, which was reintroduced in the 119th Congress. The bill reflects Congress's growing understanding of XR technology as critical to America's future, establishing an interagency advisory panel within the Department of Commerce to further support and promote the development and use of immersive technology. A top priority in 2026 will be to build additional bipartisan support in the House and Senate, get the bill reported out of the House Energy and Commerce Committee and ultimately passed.

AI is expected to significantly disrupt the modern workforce, leaving many workers in need of retraining to succeed in an AI-driven economy. XR can serve as a critical bridge and catalyst for that retraining, making the reintroduction of the Immersive Technology for the American Workforce Act especially critical in this Congress. While the legislation closely mirrors the 2023 version, the 2025 bill authorizes $50 million through FY 2035 for competitive grants administered by the Department of Labor to support immersive technology education and training at community colleges and technical schools.

LOOKING AHEAD: PUBLIC POLICY (*cont.*)

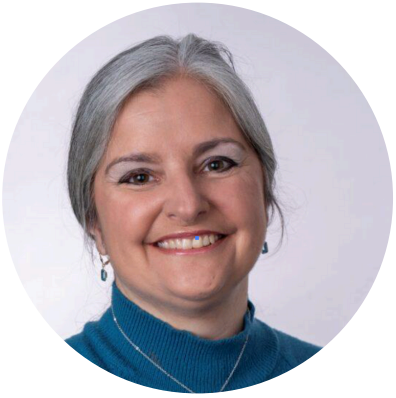
In 2026, we will work to secure additional bipartisan Senate cosponsors and introduce a companion bill in the House in the near future.

Looking ahead to 2026, we plan to engage policymakers on Capitol Hill and within the Trump Administration on a growing range of issues affecting the growth of XR. These include the rapid integration of artificial intelligence and immersive technologies, particularly through the introduction of AI-enabled glasses and wearables. We anticipate robust federal and state-level discussions on youth safety, data privacy, cybersecurity, research and development funding, the buildout of critical AI infrastructure, such as data centers, and related energy challenges, and on increasing public concern about the societal risks of AI.

We will also seek opportunities within the annual appropriations and defense authorization bills to unlock new funding streams for XR use cases, building on our work this year.

The XRA policy team is well-positioned to proactively and collaboratively work with lawmakers and stakeholders to support the continued growth of the XR sector.

LOOKING AHEAD: RESEARCH AND BEST PRACTICES



Stephanie Montgomery

Senior Vice President of Research and Best Practices, XRA

Once again, artificial intelligence (AI) dominated the conversation in 2025. AI is proving to be a massive accelerator for XR development and deployment, increasing the speed of immersive application creation and expanding XR's use cases.

Together, XR and AI are fostering more efficient and effective solutions across markets. With numerous AR wearables already on the market and more anticipated in 2026, AI is becoming an integral part of daily life for both consumers and businesses. The combination of artificial intelligence and XR technologies creates a layered framework for developing safer XR environments – and this is especially true for youth, tackling challenges that neither technology can address alone. This integration allows for real-time threat detection, adaptive safety features, proactive design strategies, and educational tools that fundamentally change how young people are protected in immersive digital spaces.

This future footing only reinforces the emphasis XRA placed in 2025 on youth adoption and use of XR technology. Educating people and developing appropriate guardrails will help parents, teachers and young users better understand and mitigate the risks of our evolving digital world. XRA served as a convenor, initiating and facilitating conversations about the need to understand youth engagement with digital technology and the risks and rewards involved.

Beyond these discussions, XRA commissioned research and fielded a second teen survey titled "The Next Generation's Insights on Immersive Tech." The survey yielded nuanced insights, finding that teens are increasingly enthusiastic about XR technology and those who are aware of XR moderation and privacy tools report having a more positive and inclusive experience with XR.

LOOKING AHEAD: RESEARCH AND BEST PRACTICES (*cont.*)

Building off this research, our members wrote and published the next chapter in our XRA Developer Guide series. "Designing for Youth Engagement and Wellbeing in Immersive Experiences." This latest chapter explores real-world use cases for teens, from creating immersive field trip experiences, including virtual museum visits to utilizing VR to reduce pain and anxiety in medical settings.

As XR technology continues to permeate multiple aspects of teens' everyday lives, the guide outlines a set of design principles for immersive environments that take a proactive approach to intentionally building immersive technology with teens' well-being in mind. It offers youth-centered features like clear objectives, cooperative gameplay, rewards for positive interactions, and community guidelines that are easy to understand. These features, alongside collaboration with educators and child development experts, can help developers design technology that creates safer, more enriching experiences for teens.

Beyond youth adoption, XR applications deliver proven business value across healthcare, education, and enterprise sectors. Distraction therapy reduces patient costs and improves outcomes; workforce training accelerates skill development and reduces turnover; educational solutions enhance engagement and learning retention. These applications generate measurable ROI, transforming how organizations leverage digital technology.

Looking ahead to another year of XR device launches and broader adoption, XRA is committed to shining a light on value creation by connecting industry innovators with sector-specific opportunities, validating high-impact use cases, and providing intelligence that will help to scale proven solutions that drive competitive advantage.

As XR adoption accelerates, XRA's leadership in responsible governance becomes essential to market growth. By establishing industry standards that protect stakeholder interests—youth, enterprises, and society—XRA ensures sustainable, profitable expansion of the XR market. In an emerging technology sector, governance leadership transforms responsible organizations into market winners.

THANK YOU

As 2026 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.