SECURING U.S. LEADERSHIP IN THE IMMERSIVE AGE

XR is a foundational technology that merges digital and physical environments – spanning virtual, augmented, and mixed reality, spatial computing, digital twins, and AI-enabled wearables – to create an intelligent, immersive ecosystem. By adding context and awareness to how people interact with information, spaces, and each other, XR enables AI to operate more naturally and in service of human experience.

In 2026, policymakers must view XR not as a display technology, but as the infrastructure of our digital future – bringing AI to human scale. United States leadership depends on policy that empowers this interconnected ecosystem. As global competition intensifies, the 119th Congress has an opportunity to advance an innovation agenda that strengthens competitiveness, protects rights, supports the workforce, and modernizes government. The XR Association's 2026 Policy Priorities outline the federal actions needed to ensure immersive technologies scale safely, strategically, and for the benefit of all Americans.

XRA'S STRATEGIC PRIORITIES:

XRA's 2026 Strategic Priorities focus on strengthening U.S. leadership in immersive technology development, adoption, and governance — while creating the policy and market conditions necessary for XR to scale responsibly and deliver broad public benefit.

XRA's strategic priorities include:

- Securing U.S. leadership in immersive technologies to advance economic competitiveness, national security, and long-term innovation capacity.
- Positioning the United States as a leader among like-minded allies in shaping the global rules, norms, and technical standards that will govern immersive technology systems.
- Promoting a policy and regulatory environment that protects individual rights while providing clarity and flexibility for innovation and responsible deployment.
- Advancing bipartisan, actionable legislation that maximizes the benefits of immersive technologies across the economy, government, healthcare, education, and workforce development.

CALL TO ACTION

XRA proposes a focused set of federal actions, in partnership with industry, civil society, academia, and allied nations, to ensure immersive technologies strengthen U.S. leadership and serve the public interest.

1. Pass the United States Leadership in Immersive Technology Act of 2025:

Congress should pass the bipartisan, bicameral United States Leadership in Immersive Technology Act of 2025 (H.R. 2321/S. 1106) to establish an interagency, multi-stakeholder panel under the Department of Commerce. The panel will advise the President on U.S. strategy for XR development, adoption, deployment, and governance, ensuring coordination across federal agencies and alignment with national competitiveness goals.

2. Empower Americans for the Workforce of Tomorrow:

Support legislation like the Immersive Technology for the American Workforce Act of 2025 (H.R.6968/S. 2855) to expand immersive training and career pathways. Expand SMART USA to integrate digital twins into semiconductor R&D and modernize workforce development.

3. Enhance U.S. Participation in International Standards:

Encourage stronger U.S. engagement in international standards bodies through legislation like the Promoting United States Leadership in Standards Act of 2025 (S. 1269), ensuring U.S. influence in critical technology rules and specifications.

4. Strengthen Supply Chain Security and U.S. Competitiveness:

Congress should enact policies to enhance supply chain security and resilience, ensure access to critical components and hardware, and bolster the U.S.'s ability to innovate and lead in immersive technology manufacturing through legislation like the Promoting Resilient Supply Chains Act of 2025 (H.R. 2444/S. 257).

5. Create a National Privacy Standard:

Enact a national data protection framework that clarifies individual rights and business responsibilities, replacing the patchwork of state laws with consistent, innovation-friendly standards.

6. Expand Access to High-Quality, Technology-Enabled Healthcare:

Pass legislation like the Access to Prescription Digital Therapeutics Act (H.R. 3288/S. 1702) to broaden Medicare and Medicaid coverage for digital therapeutics, and strengthen FDA efforts to responsibly advance digital health.

7. Accelerate the U.S. Government's Use of Digital Twins:

Expand use of digital twins across federal agencies to improve infrastructure, public safety, and disaster preparedness, including pilots at FEMA and expanded NIST testbeds.

8. Expand Immersive Tech Grants for State & Local Governments:

Establish competitive federal grant programs enabling states and municipalities to adopt immersive tools for training, emergency response, infrastructure inspection, and education.

XRA promotes the responsible development and thoughtful advancement of virtual, augmented and mixed reality.