

# Virtual Bavaria: VR&AR

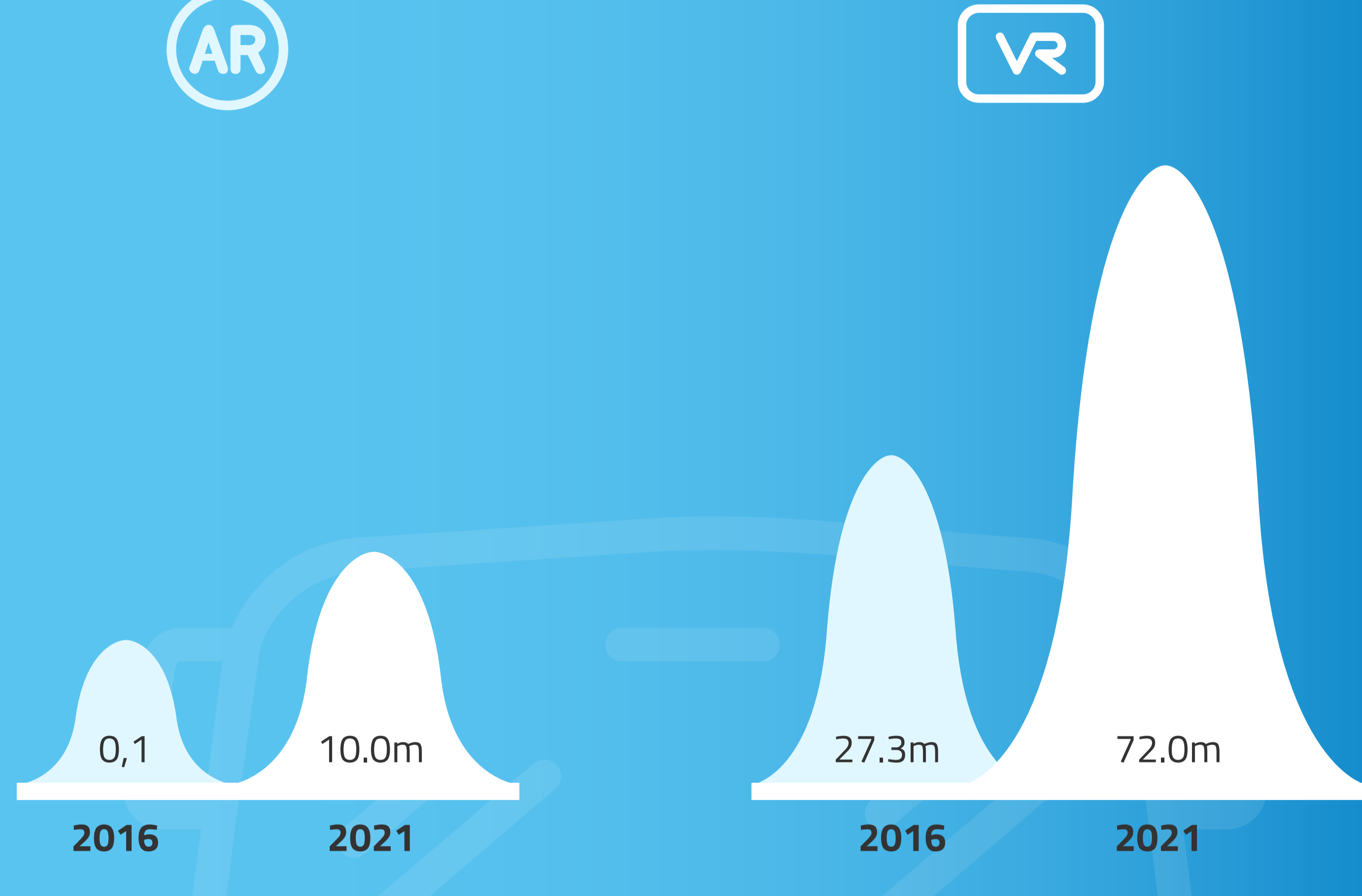


## VR & AR: Fast growing future technologies

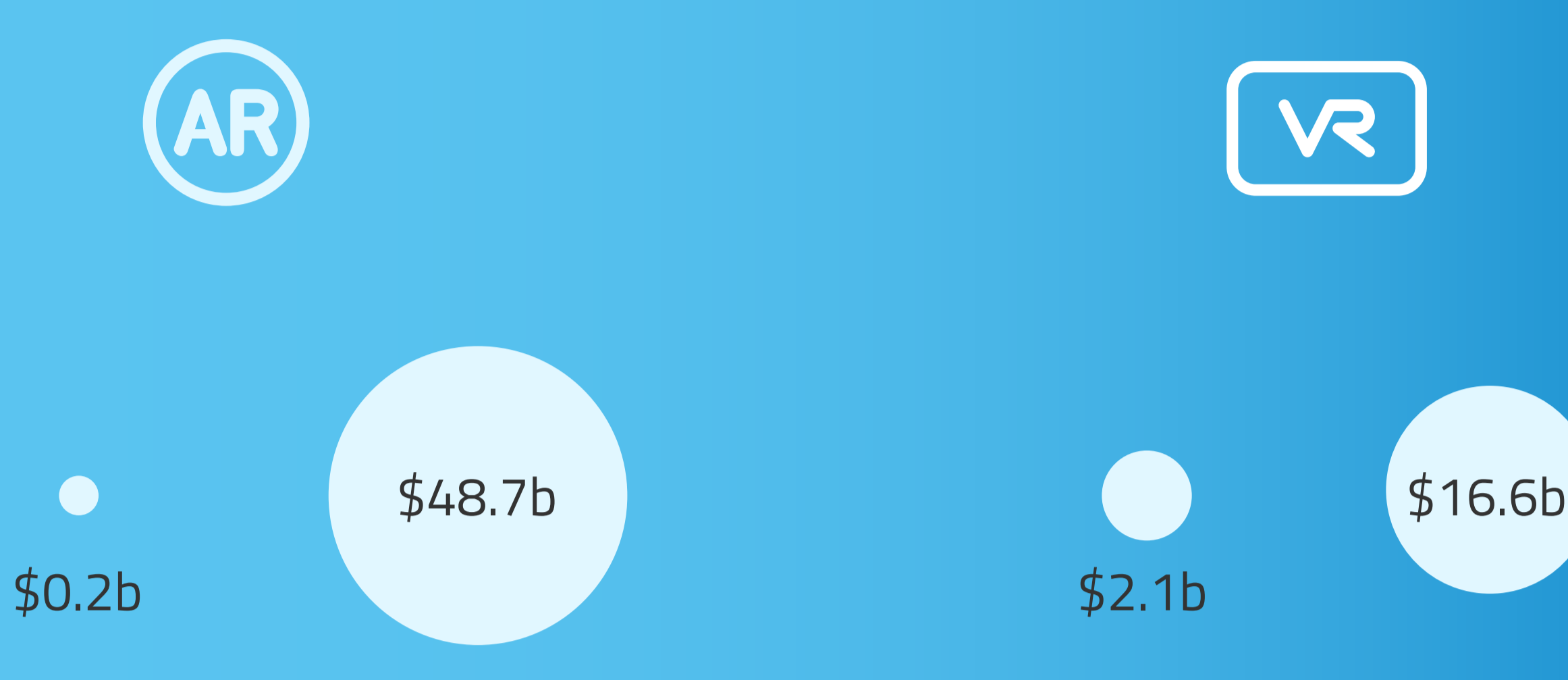
AR: A \$ 50 billion business by 2021 (worldwide)

Estimated worldwide virtual & augmented reality headset shipments and revenue

### Unit shipments

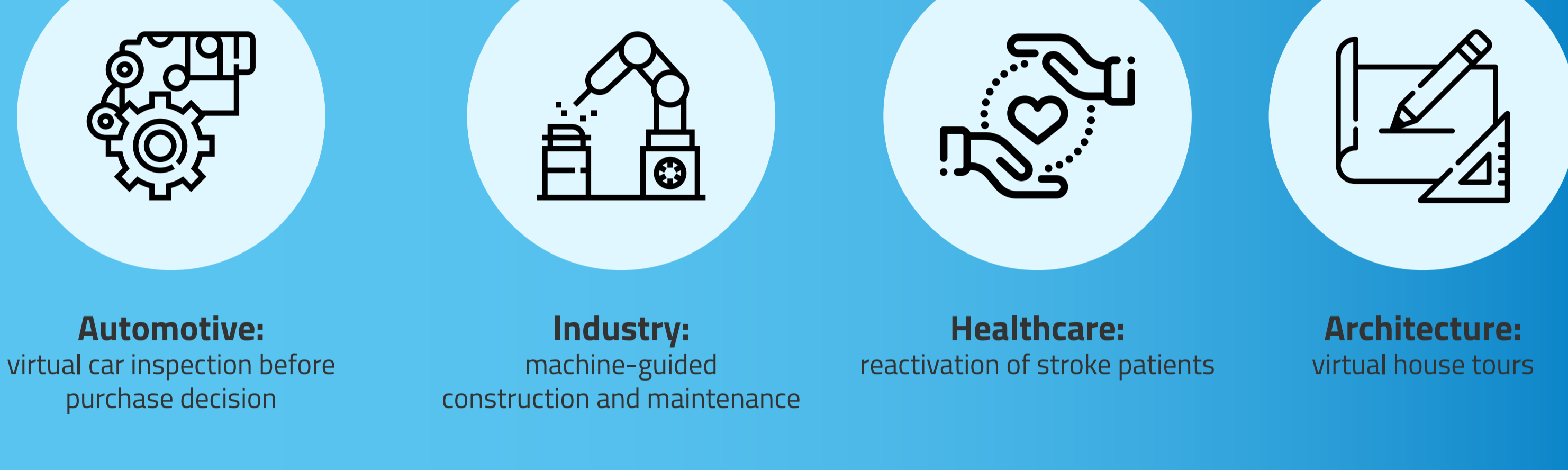


### Revenue

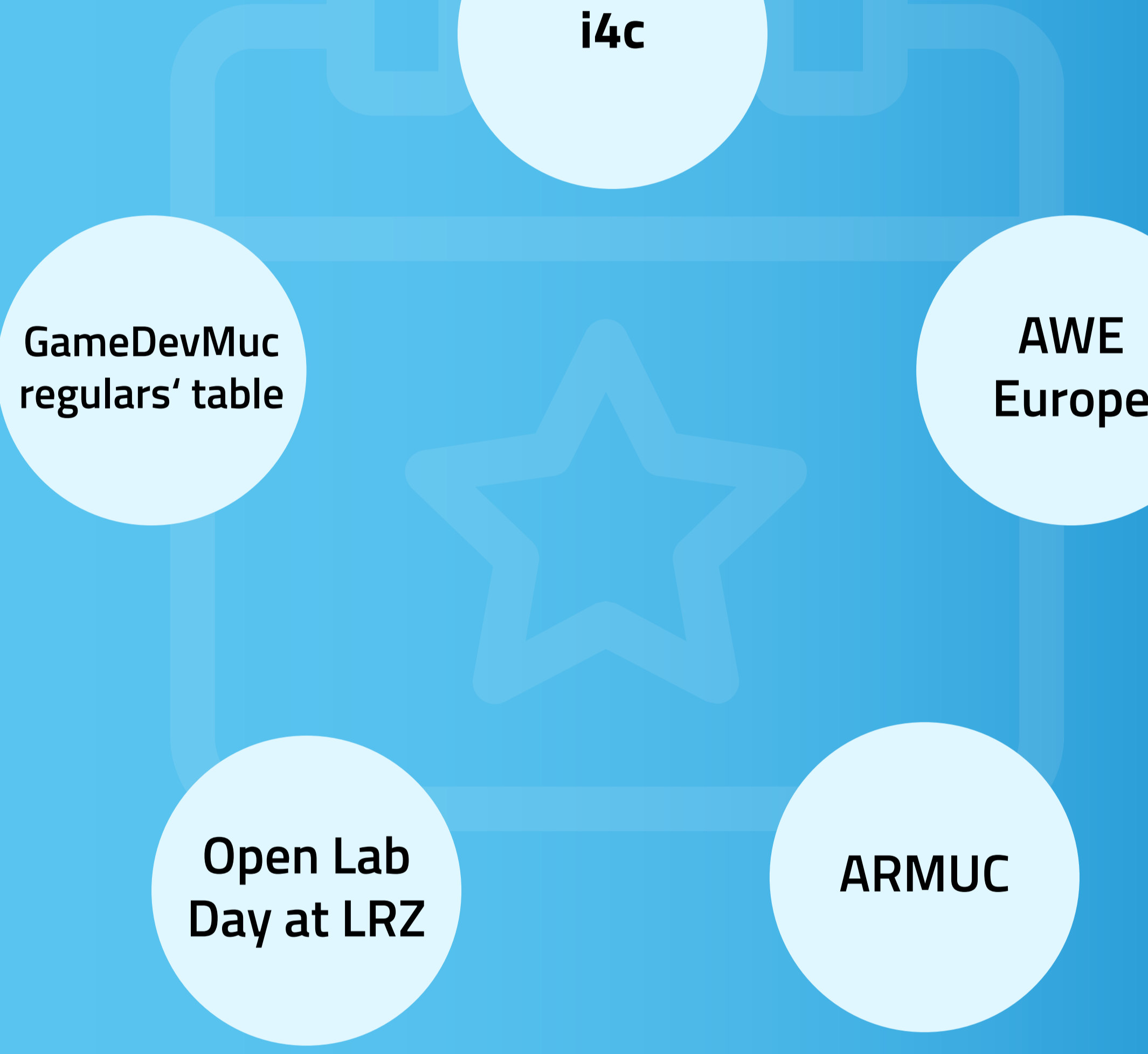


Source: www.statista.de; IDC.com

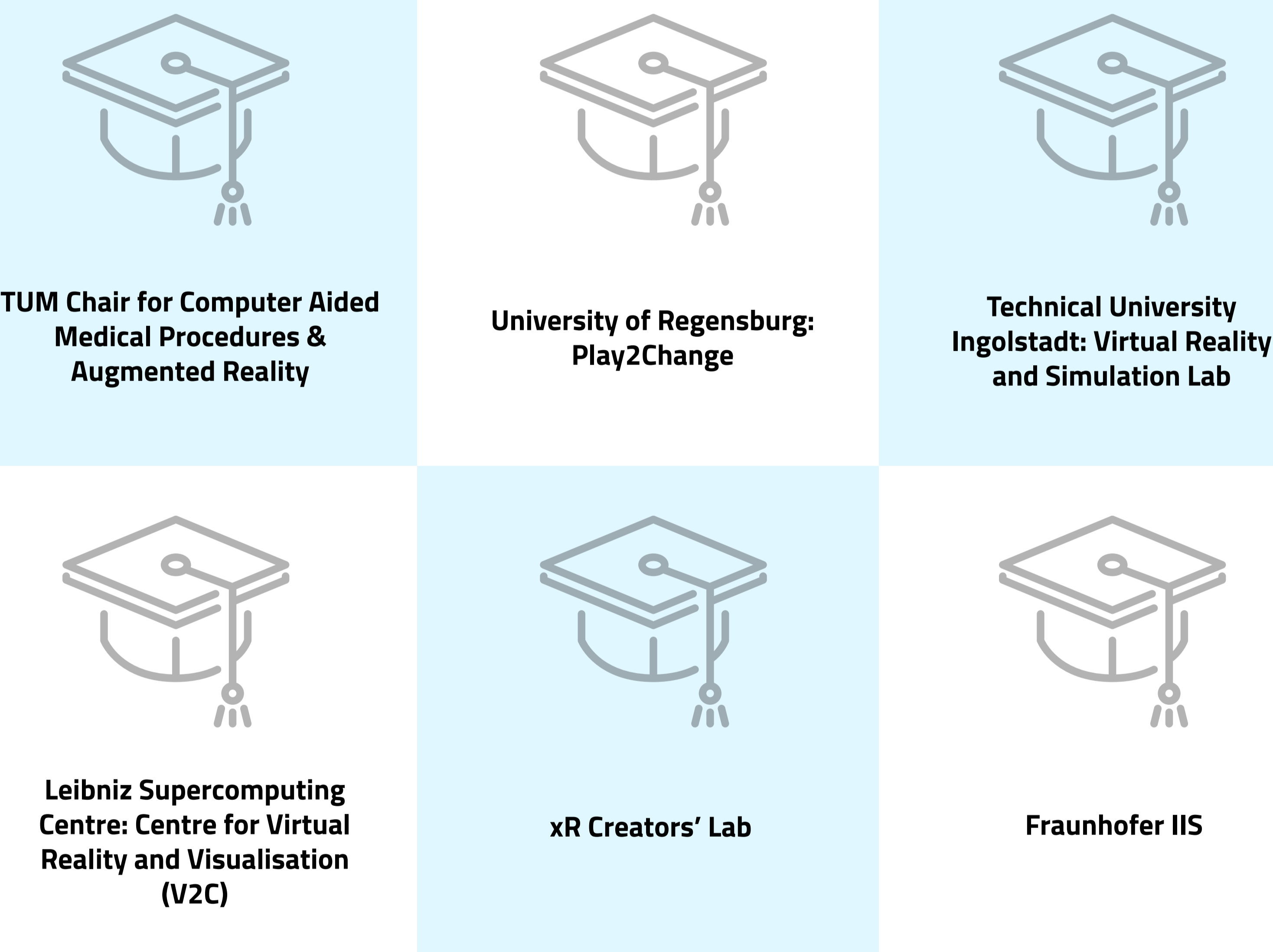
## Cross Industry Innovation Scenarios in AR & VR



## Events



## Research & Development



## Vivid Start-up scene



Source: <https://www.horizont.net/tech/nachrichten/Marktfor-scher-Augmented-Reality-wird-2021-zum-50-Milliarden-Dollar-Business-156810>; <https://de.statista.com/themen/2534/virtual-reality/>



Tap into new business opportunities

[www.invest-in-bavaria.com](http://www.invest-in-bavaria.com)

Bavarian Ministry of Economic Affairs, Energy and Technology