

Are consumers ready for the era of mixed reality?



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New research by Amdocs* reveals that **consumers are eager for more advanced augmented reality (AR) and mixed reality (MR) experiences, particularly if industry giant Apple is involved.**

The study found that users are looking for these immersive technologies to be integrated into gaming, shopping, exercise, and other areas.

However, the study also discovered that there is a **significant knowledge gap** when it comes to AR and MR. For more, **Amdocs' The Era of Mixed Reality Report** offers comprehensive insights into the market trends and user behaviors shaping this exciting technology landscape.

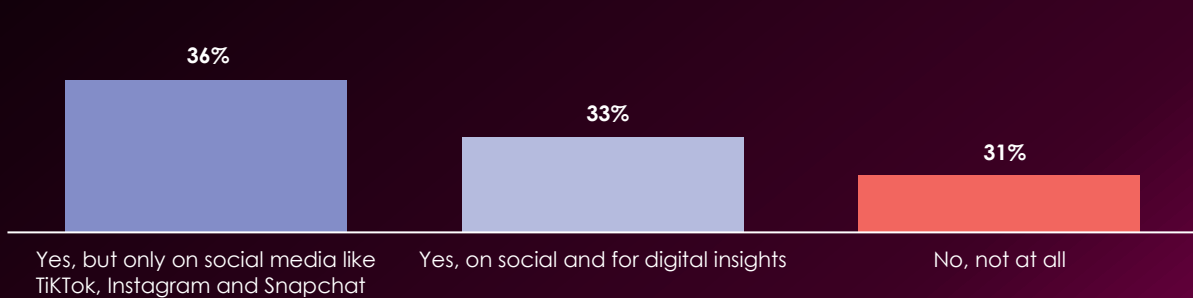
1 Most consumers need a better understanding of AR and MR



A staggering 67% of consumers have limited understanding of AR and MR. Surprisingly, 36% only associate it with social media filters. Half of consumers (49%) haven't used it at all in the past three months.

A third (33%) are aware that AR can be used to gain digital insights while shopping, traveling and more.

Are you familiar with mixed and augmented reality?



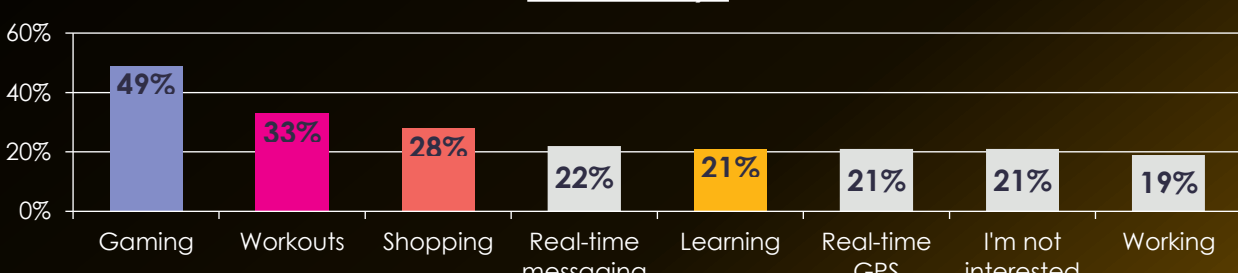
2 Gaming tops experiences consumers want, but there's interest in other areas, too



While half (49%) are interested in AR for gaming, a third want to use it for workouts, shopping (28%), education (21%), managing social life / real-time messaging (22%) and real-time GPS (23%).

In the past three months, **38% have used AR filters on social media,** 22% for shopping, and 17% for games like Pokémon Go.

What experiences would you want to have in mixed reality?

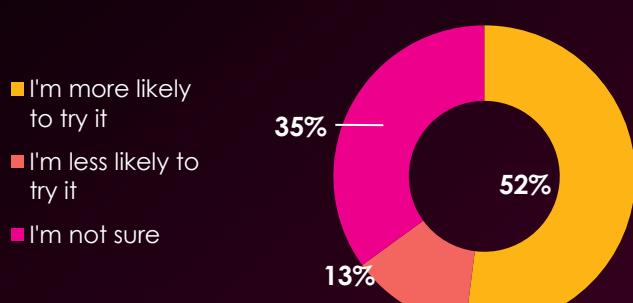


3 Consumers trust Apple when it comes to a mixed reality offering



More than half (52%) of consumers felt an association with Apple would make them more interested in an AR / MR headset, with 38% saying they would be likely or very likely to buy an Apple offering.

While there is interest in both, 60% of consumers would prefer to use a mixed-reality approach to a metaverse one (40%).



Does Apple's association with the AR / mixed reality make you more or less likely to adopt the technology?

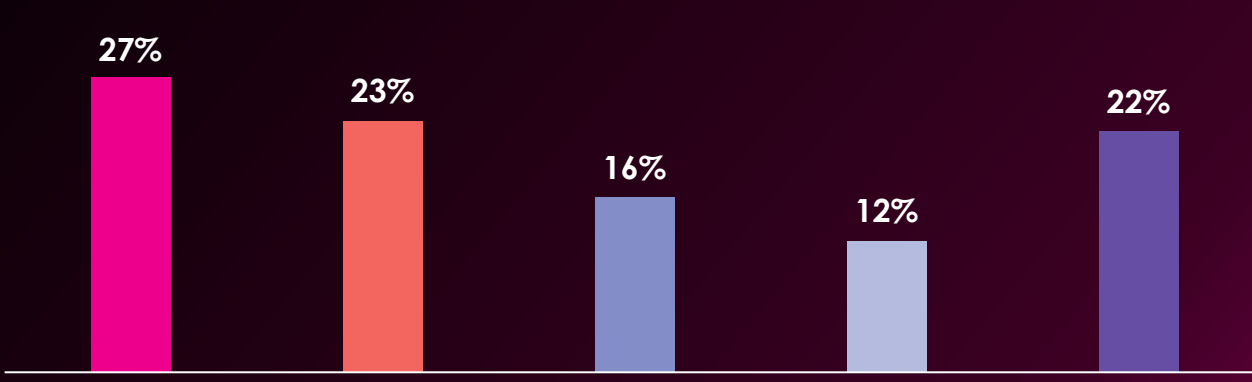
4 Consumers want to bundle a mixed reality headset with connectivity



51% would be interested or interested depending on cost with 12% claiming no interest due to cost.

39% of consumers would want to pay for a mixed-reality headset in installment plans to keep costs down, as 30% are worried about the upfront investment.

If you were to buy the Apple headset, would you be interested in bundling it with dedicated 5G internet connectivity to ensure a seamless experience?



*Survey of 1,000 US consumers conducted by Dynata, April 2023