

Digital Innovators: Augmented Reality and Virtual Reality

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Abstracts

As the creative economy broadens its horizons, with wider applications in commerce, immersive technologies such as AR/VR are at the forefront of engagement in digital ecosystems. Leveraging Digital Consumer Survey Data and the Voice of Industry Survey, this report explores the role of augmented reality and virtual reality in driving digital trends that are reshaping and expect to redefine commerce in 2020 and beyond.

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