

# Virtual Reality: Disrupting the Entertainment Experience

<https://marketpublishers.com/r/V46827B5B86EN.html>

Date: March 2017

Pages: 47

Price: US\$ 3,500.00 (Single User License)

ID: V46827B5B86EN

## Abstracts

Virtual reality has the potential to impact multiple industries with its versatility and ever-increasing applications, including entertainment, communication, and productivity, among others. With devices entering the market and consumers gaining interest in the technology, both hardware companies and content creators are eager to leverage VR technology to redefine the user experience. This report studies virtual reality hardware including headsets and peripherals. It assesses five VR headset market leaders, their products, and their strategies, as well as additional noteworthy headsets both on market and in development. It explains the differences among the various VR techniques and assesses how these methods are shaping VR product development. This report includes five-year global forecasts of households adopting VR headsets.

## Contents

### **1. REPORT SUMMARY**

- 1.1 Purpose of Report
- 1.2 Research Approach/Sources

### **2. VIRTUAL REALITY MARKET OVERVIEW**

- 2.1 VR Headset Categories
- 2.2 VR Headset Adoption
- 2.3 Key Factors Limiting Mainstream Adoption

### **3. VR PRODUCT DETAILS AND COMPANY STRATEGIES**

- 3.1 Facebook / Oculus / Rift
  - 3.1.1 Vision and Strategy
  - 3.1.2 Headset Details
- 3.2 HTC / Vive
  - 3.2.1 Vision and Strategy
  - 3.2.2 Headset Details
- 3.3 Sony / PlayStation VR
  - 3.3.1 Vision and Strategy
  - 3.3.2 Headset Details
- 3.4 Samsung / Gear VR
  - 3.4.1 Vision and Strategy
  - 3.4.2 Headset Details
- 3.5 Google / Daydream VR
  - 3.5.1 Vision and Strategy
  - 3.5.2 Headset Details
- 3.6 VR Headset Comparisons: Strengths and Weaknesses
- 3.7 Other Headsets of Note
  - 3.7.1 Oculus Santa Cruz
  - 3.7.2 Intel's Project Alloy
  - 3.7.3 Sulon Q
  - 3.7.4 Alcatel Vision
  - 3.7.5 Windows 10 VR Headsets
  - 3.7.6 Fove VR
  - 3.7.7 StarVR

### 3.7.8 OSVR

## **4. SUPPORTING TECHNOLOGY AND PERIPHERALS**

### 4.1 Tracking and Control

#### 4.1.1 Rotational Tracking

#### 4.1.2 Positional Tracking

#### 4.1.3 Hand and Body Tracking and Control

#### 4.1.4 Eye Tracking and Control

#### 4.1.5 Sensor Fusion

### 4.2 Future Innovations

## **5. FORECAST: GLOBAL VIRTUAL REALITY HEADSET PENETRATION, 2017-2021**

### 5.1 Forecast Assumptions

### 5.2 Forecast Methodology

## **6. IMPLICATIONS AND RECOMMENDATIONS**

## **7. APPENDIX**

### 7.1 Glossary

### 7.2 Index

### 7.3 Image Sources

## List Of Figures

### LIST OF FIGURES

Virtual Reality Timeline

VR Head-mounted Display Tiers

VR Headsets: Ownership, Purchases, and Purchase Intentions

Consumer Familiarity with VR/AR Headsets

Appeal of VR Use Cases to Purchase Intenders

User Experience with Virtual Reality Headsets

Oculus Rift Profile

HTC Vive Profile

PlayStation VR Profile

Gear VR Profile

Daydream VR Profile

Leading VR Headset Comparisons: Strengths and Weaknesses

VR Movement: Six Degrees of Freedom

Consumer VR Headset Forecast Methodology

VR Global Forecast: Households Owning VR Devices by Region, 2017-2021

## I would like to order

Product name: Virtual Reality: Disrupting the Entertainment Experience

Product link: <https://marketpublishers.com/r/V46827B5B86EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/V46827B5B86EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970