

# Meta reportedly abandons plans to develop its own AR/VR OS, defers to a modded version of Android instead

Article

**The news:** Meta, Facebook's parent company, has reportedly pulled the plug on efforts to develop a proprietary AR/VR OS ostensibly to power its metaverse mixed-reality platform.

**More on this:** A [report](#) from The Information reveals **Meta** had aspired to develop an OS to run the **Horizon Worlds** VR app from the ground up but opted to continue using a modified version of **Google's Android** OS. Meta's pivot to the metaverse is hinged on the company's **Oculus** hardware and also on its AR/VR platform, which currently works through connected smartphones.

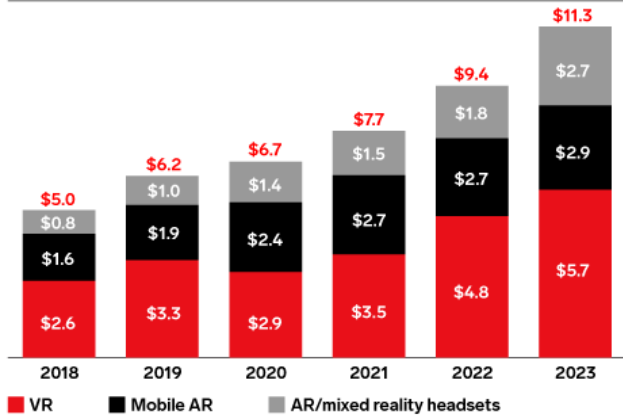
- The project, initially called **XROS**, had been underway for years and “involved hundreds of employees” before the company suddenly and unexpectedly pulled the plug.
- By defaulting to an Android-based operating system, Meta can quickly develop and launch apps and experiences within a framework that's close to an industry standard.
- Meta's Oculus owns the consumer VR hardware space. **Oculus accounted for 53.5% of extended reality headset shipment share worldwide** in 2020, [per](#) Counterpoint.
- **Meta's VP of Reality Labs Engineering Gabriel Aul** [tweeted](#) a response to the report, stating “we're still working on a highly specialized OS for our devices—we remain very much invested in this work and continue to dedicate the resources necessary to build this.”

**Why this could backfire:** Facebook's entire rationale for pivoting to Meta and the metaverse was to create its own platform separate from the controls and rules of the internet.

- Relying on Android as the basis for its mixed-reality OS could be a missed opportunity to cohesively develop software that works seamlessly with Oculus hardware and apps.
- Big Tech rivals, like **Apple, Microsoft, Google, and Amazon**, seeking to compete in the XR space will likely pursue a whole-widgit approach—creating their own OS, hardware, and applications—which could provide a better experience than Meta's Android-dependent solution.

## Consumer AR/VR Revenues Worldwide, by Category, 2018-2023

billions



Note: sales revenues only; excludes ad revenues

Source: SuperData Research as cited in company blog, Oct 28, 2020

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