

# Apple's mixed reality ecosystem could focus on gaming, fitness, and streaming

Article

**The news:** Apple is reportedly working with developers to create a supporting ecosystem and apps to accompany its headset.

**Apple's reality play:** Apple has been working on its **Reality Pro** AR/VR headset for years, and despite pushback from some of its engineers, the device is likely to be revealed this June at the **Worldwide Developers Conference (WWDC)**.

While a lot of focus has been on the hardware and its capabilities, Apple is looking at the bigger picture and likely preparing a slew of apps and experiences to demo its technology.

- It has reportedly been working with “a small number of developers” to optimize apps for the new product.
- The company has no shortage of options to pivot into AR/VR—it can expand **Apple Fitness**, **FaceTime**, **iMessage**, and **Apple Arcade** services into immersive experiences.
- It can also extend the headset’s connectivity across other peripherals like **Apple Watch** and **AirPods** to ensure customer lock-in.
- Apple’s investments in live sports like **Major League Soccer** and **Major League Baseball**, as well as **Apple TV** streaming, also offer opportunities for VR.

**More details on the Apple headset:** A report from Bloomberg gives us some insights on Apple’s hardware and its unique features.

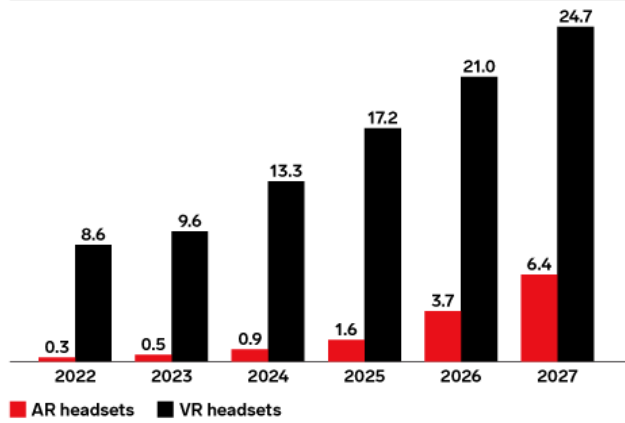
- The headset will be able to shift from VR to AR using a Digital Crown, similar to one on the Apple Watch and AirPods Max.
- Users can control the interface with eye and hand gestures.
- Apple’s headset will also have an in-air virtual keyboard and support physical keyboards, although Apple’s **Siri** voice assistant will likely be on tap.

**The caveat:** Building a case for a **\$3,000** headset—Reality Pro’s rumored cost—will be a monumental undertaking and a huge risk, even for a company with Apple’s track record.

- With its collection of fitness, gaming, music, and streaming apps, Apple could easily surpass Meta’s offerings on its Meta Quest headsets.
- High consumer trust in Apple’s brand and its focus on user privacy could pave the way.

## AR and VR Headset Shipments Worldwide, 2022-2027

millions



Note: includes commercial and consumer devices  
Source: International Data Corporation (IDC), "Worldwide Quarterly Augmented and Virtual Reality Headset Tracker" as cited in press release, March 21, 2023

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