

Mixed Reality not a Reality for Most Companies, at Least for Now

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Most companies are not using mixed reality in any way, according to a recent study, but that doesn't mean they don't think it's important.

A survey conducted by Harvard Business Review in March 2018 found that roughly two-thirds of the 394 US executives polled said they are currently exploring or testing the use of mixed reality (MR) technology. Only 20% said they are "currently in production or deploying MR."

But the respondents were in agreement that the technology will be important in the near future. More than half of the US executives surveyed said MR would be very important to their strategic goals within three years.



How Important Is Mixed Reality* to US Executives' Strategic Business Goals? March 2018 % of respondents	
Very important	
	33%
	54%
Somewhat important	
	35%
	31%
Neither important nor unit 13% 8%	nportant
Not very important 13% 5%	
Not at all important 4% 2% Not applicable	
1%	In three years
reality at one end and virtual r variety of devices Source: Harvard Business Revi Dimension of Work" sponsored	-,
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Regarding the potential value and importance of MR, the responses tended to cluster around productivity and process on the one hand and customer experience on the other.



What Potential Benefits of Mixed Reality* Do US Executives See for Their Company? March 2018 % of respondents
Improved customer experience
629
More efficient work processes
55%
Competitive advantage 52%
Improved productivity
49%
Improved customer service
47%
Reduced costs
37%
Increased revenues
31%
Improved adaptability to changing circumstances
30%
More effective decision making by employees who are not knowledge workers (such as factory workers and field technicians)
28%
Faster time to market with new products or services 25%
Improved employee well-being
22%
Don't know 5%
Note: *blending physical and digital worlds, spanning from augmented reality at one end and virtual reality at the other; can be experienced on a variety of devices
Source: Harvard Business Review Analytic Services, "Mixed Reality: A Nev Dimension of Work" sponsored by Microsoft, June 21. 2018
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HBR defines mixed reality as a spectrum of blending the physical and digital worlds with augmented reality at one end of the sliding scale and virtual reality on the other.

eMarketer's definition is somewhat different: "Mixed reality blends objects from the physical and virtual worlds to produce new environments and visualizations where these objects coexist and interact in real time," said analyst Victoria Petrock.

"As VR, AR and MR become more accessible and people become more comfortable with them, we're seeing different use cases emerge in different industries," she said. "For example, virtual reality is helping companies train their employees by immersing them into role-playing situations in virtual worlds. Augmented reality and mixed reality are helping in situations like engineering design and architecture, where it's helpful to overlay information that enhances a real-world image."



