

Meta and LG's headset alliance could disrupt the high-stakes XR landscape

Article

The news: LG will reportedly power Meta's next-generation **Quest Pro** headsets through its various subsidiaries. The first product has a targeted 2025 release.

Why it's worth watching: As competition in the VR and mixed reality (XR) space intensifies, we could see consumer electronics giants team up with Big Tech companies to create more affordable headsets—accelerating VR rollouts.

- With **Apple's Vision Pro** expected to ship in 2024, other firms are gearing up to compete against the iPhone-maker's \$3,500 headset.
- Reports place the LG-Meta headset's price around \$2,000. While this isn't a gadget for casual users, it's an investment in the future of mixed reality that undercuts Apple.
- LG Electronics will reportedly handle production, using LG Display displays, LG Energy batteries, and other components from LG Innotek. Meta will tailor its VR ecosystem to work with the hardware.

Trendspotting: Samsung also announced an XR headset in collaboration with Google, suggesting a broader trend. **Korean hardware giants are becoming the go-to partners for American tech companies' XR ambitions.**

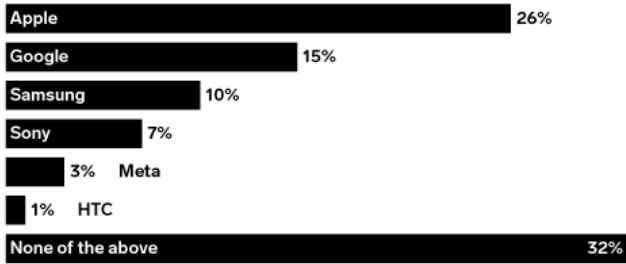
Key takeaway: Hardware and software partnerships could be key to a VR/XR ecosystem breakthrough, or at the very least, a way to accelerate competition in the emerging technology segment.

They could also prove to be more effective than Apple's "whole-widjet" approach to VR headset and ecosystem production.

The caveat: High prices remain a barrier to mass VR headset adoption. While a \$2,000 price tag limits consumer appeal, it could find traction in enterprise markets—a sector both Meta and Apple aim to profit from.

Company That US Adults Trust the Most to Build a VR Experience, June 2023

% of respondents



Note: n=2,176 ages 18+; "no answer" responses not shown (4%)
Source: SurveyMonkey as cited in company blog, June 23, 2023

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