



## **Seasonal Low in the CEE Augmented Reality/Virtual Reality Market Still Sees over 44,000 Units Sold, Says IDC**

**Prague, FOR IMMEDIATE RELEASE** — Shipments of augmented reality (AR) and virtual reality (VR) devices in Central and Eastern Europe (CEE) declined by 23.5% year on year to 45,000 units in the second quarter of 2019, according to data from the [Worldwide Quarterly Wearable Device Tracker](#) published by International Data Corporation (IDC). From a quarterly perspective, in Q2 2019 the market declined by 13.6% from Q1 and by 12.5% from Q4 2018. Virtual reality devices accounted for 91.2% of combined AR/VR market volume during Q2 2019 in the region.

IDC anticipates the growth trend in the AR/VR segment will continue in the coming years, enabled by the maturing technology that will polish a few remaining corner cases. Total shipments for AR/VR headsets in CEE are forecast to reach 275,000 units in 2019, up from 199,000 in 2018. By 2023, the market is expected to hit 811,000 shipments.

IDC expects standalone devices to drive market growth in both the AR and VR segments. Standalone VR headsets will capture 15.6 % of the VR market in 2019, up from 11.9% in 2018. Tethered VR headsets will have a 53.3% share in 2019, versus 51.4% in the previous year. Finally, screenless viewers will decline to 31.1% share, down from 36.7% last year.

Standalone head mounted displays (HMD) will play an even larger role in AR for 2019 —IDC expects HMD to account for 50.9% of the market, up from 32.3% last year. Screenless AR viewers are only marginally popular in CEE and will represent only 2.9% of the augmented reality market in 2019, while tethered viewers will capture 46.1%. Although the standalone AR HMD segment is small in absolute numbers today, IDC expects it to play a larger role in the future. Standalone HMDs allow greater freedom of movement than tethered viewers, which is expected to appeal to commercial customers and boost adoption of this form factor in the medium to long term.

“The AR market volumes remain low for the time being, but there are signs that various companies are keeping an eye on the technology. Manufacturing and academia verticals are

amongst the most promising adopters,” says Jiří Teršel, senior research analyst for Systems and Infrastructure Solutions at IDC. “The roadmap of future technological progress in AR/VR is clear and achievable. Better resolution, wider field of view, eye tracking, foveated rendering, and increased efficiency for longer battery life are promising enhancements on the hardware side.”

	<b>2Q19 Shipments</b>	<b>2Q19 Share</b>	<b>Year-on-Year Growth</b>
<b>Augmented Reality</b>	3,971	8.8%	181.5%
<b>Virtual Reality</b>	40,951	91.2%	-28.6%
<b>Total</b>	44,922	100.0%	-23.5%

### **About IDC Trackers**

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