

First ever official VR category at the national User Experience awards

VR officially becomes a category in national User Experience awards in UK. Head mounted units experience explosive sales last year; will continue growth to 2020

LONDON, UNITED KINGDOM, July 4, 2016 /EINPresswire.com/ -- The national awards recognising excellence in customer centred design, the UXUK Awards, has officially introduced VR as an award category. Reflecting Gartner's forecast that head-mounted displays will grow by a factor of 10 in one year. Forrester, another leading research firm, made a modest estimate of 52 million units sold over the next 4 years. The technology is continuing to expand mainstream following mass market investments by Google, Microsoft, Samsung, Sony, Oculus Rift, HTC and more. Last week, Sony, Nintendo and Google made further announcements on new research into products for VR, adding to the notion that competition will be fierce in the rapidly growing space.



UXUK 2015 Winners: Future Learn

“

Effective UX design directly correlates to the success of VR technology. Thus it is important to highlight and recognise user centred design within this area!”

*UXUK Judge, Jon Dodd
(CEO, Bunnyfoot)*

“Effective UX design directly correlates to the success of VR technology. Thus it is important to highlight and recognise user centred design within this area!” UXUK Judge, Jon Dodd (CEO, Bunnyfoot).

The awards officially opened today for submissions. It attracts organisations from all sectors and includes categories:

- academic
- transactional
- information experience
- student projects
- business goal experience
- Virtual Reality / Augmented Reality / Internet of Things
- entertainment & leisure
- not-for-profit
- public sector

The UXUK Awards has recognised top talent from students to big brands including The BBC, easyJet

and NatWest. User Experience, or UX, has become a mainstream remit for all organisations as it consistently and directly converts customer satisfaction and bottom line results at a significant level. The awards are now running into it's 4th year. The winners will be announced at the ceremony in central London on the 10th of November. Spaces for the UXUK Awards event are limited and therefore primacy is given to entrants, with those shortlisted being priority attendees. However, non-entrants are welcome to apply for the free tickets to attend.

For more information, visit <http://uxukawards.com/>

Jenan Bala
UXUK Awards
+442076081670
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.