

# Oculus Virtual Reality Market 2016 Analysis and Forecast to 2024

*Oculus Virtual Reality Market (Material, Production, Geography) 2016 Analysis and Forecast to 2024*

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Article Brief

This article provides an overview about the global [Virtual Reality](#) market during the forecast period 2016 to 2024, there by offering insights on key present growth indicators and forecast indicators such as drivers, restrains, opportunities and trends that are involved in shaping the market.

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## Virtual Reality and Beyond

Virtual reality is an artificial world which is created by the combination of both hardware and software devices. This device basically gives us a real life experience of things which we could never think of. It is not a new concept, it was initiated in the 1960's when a team of engineers developed a head mount display comprising of a video display and tracking system. Eventually it was advanced further with the advanced technologies in the market. Virtual reality technology plays a crucial in many applications such as aerospace, defense, gaming, entertainment, medical, retail, education, etc. It has also become a medium for the marketers to use, they can use it to tell stories and engage with the audience like never before. The key factor in Virtual reality is its ability to immersive digital marketing which sends the user into a virtual world and he can navigate through it with the devices which are available and experience a whole new world .

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Segments

- Immersive Virtual Reality

- o Tactical
- o Strategic
- o Narrative
- o Spatial

- Desktop VR

- o Non-immersive desktop systems
- o Semi-immersive Projection systems
- o Fully immersive head mount display systems

- Simulation VR

- o Brain computer Interface
- o Virtual people

- Avatar based VR

- Oculus Refit

Oculus Refit is unlike anything you've ever experienced, whether you're stepping into your favorite game or experiencing an immersive VR movie, jumping into a destination on the other side of the world or spending time with friends on VR, Refit uses state-of-the-art displays and optics design specially for VR. Its high refresh rate and low persistence display work together with its custom optic systems to provide incredible visual fidelity and an immersive wide field of view.

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## VR Market Condition

When it comes to new technology's numerous tech companies are appearing to be eyeing VR as a veritable New World rip-off of plunder, VR technologies have emerged dramatically in recent years and the industry is now heating up and heading towards a virtual arms race. Companies like Samsung, Sony, Google and Oculus are the big names which are associated with the VR market for gaming, social and mobile platforms and they are all getting into the market with their products. This market plays a major role in the gaming industry which is the top emerging industry and the names of the companies which are associated with the market it is bound to be a new level of 3D gaming which will excite the market, the gaming industry is already on a boom and with the introduction of VR in this industry it is expected to grow at a double rate. VR is also expected to grow in the social and mobile platforms and lead in the world market by 2025. The project reports also cover a brief analysis of Geographical Regions including:

### Americas

- North America
  - o US
  - o Canada
  - o Mexico

- Latin America

### Europe

- Western Europe

- o Germany
- o France
- o Italy
- o Spain
- o U.K
- o Rest of Western Europe
- Eastern Europe
- o Poland
- o Russia
- Asia – Pacific
- Asia
- o China
- o India
- o Japan
- o South Korea
- o Rest of Asia
- Pacific Countries
- o Australia
- o New Zealand
- The Middle East & Africa

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