AR/VR Enhances Workflows, Fuels Collaboration, and Improves Decision Making
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XR (eXtended Reality) is an overarching umbrella that includes AR, VR, and MR technologies.

Augmented Reality (AR) layers virtual elements over the physical world, thereby augmenting the real world as opposed to presenting a new reality as VR does.

Virtual Reality (VR) is an environment where users are fully immersed in a virtual world with no real connection to the real world around them.
How did you get started in your AR/VR journey?
How has XR changed your work?
What do you predict will happen in the next 5 to 10 years?
Describe the greatest challenges our industry faces moving forward.
Why is XR the most important investment for teams now?