



VUTURES INTELLIGENCE REPORT

13 MAY 2026

Executive Summary:

The biggest APAC story this week is happening right now: the 10th World VR/AR/XR/MR Industry & Smart Glasses Expo opened in Guangzhou on May 10, with over 800 exhibitors from 30+ countries across a 50,000sqm exhibition floor — 40% larger than previous editions — spotlighting China's 350 billion yuan XR industry.

Business Activities:

- **World VR/AR Expo — Guangzhou, May 10–12 (Live This Week)** — The expo features Meta, Pico, Huawei, and Thunderbird Innovation among its headline exhibitors, with showcases spanning XR terminal hardware, motion capture, digital twins, smart cities, metaverse enterprise applications, and XR in healthcare and education.
- **Apple Smart Glasses — Production Milestone & Four Frame Designs Leaked** — Apple's smart glasses have stopped feeling like vaporware — the project hit a key production milestone this week, with four new frame design leaks surfacing and final prototype testing now underway.
- **Google I/O — May 19, Android XR Expected** — Google I/O is confirmed for May 19, with the keynote expected to feature Android XR announcements, ARCore updates, and spatial computing platform news. Project Aura — XREAL's tethered AR glasses built on Android XR with a 70-degree field of view — is expected to be a centerpiece of the announcements.





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Technology Updates:

- **Guangzhou Expo Hardware** — Micro-LED & Hearing-Assistance AR — The technology on show in Guangzhou this week pushes beyond the consumer display glasses conversation that has dominated Western XR media.
- **Apple N50** — Watch SiP Chip & iPhone Offload Architecture — Apple's smart glasses are expected to use a custom System in Package chip based on Apple Watch silicon, offloading heavier processing tasks to a paired iPhone to manage battery and weight constraints.

Market Trends & Statistics:

- Five months into 2026, the smart glasses market has a clear leader in Ray-Ban Meta, a serious Android XR challenger in Google/Samsung/XREAL, a luxury wildcard in Gucci, and a sleeping giant in Apple about to wake up. The rest of 2026 is, in the words of one industry observer, "going to be loud." [UploadVR](#)
- China's XR industry is valued at 350 billion yuan, with the Guangzhou expo reinforcing the city's positioning as a national XR innovation centre.

Community Pulse:

- The community mood this week is the most optimistic it's been all year, anchored by genuine product momentum. VITURE Beast reviews landed strongly — the Tom's Guide and PCMag Editor's Choice awards on launch day gave the product immediate credibility. The unshipped features (1200p, 6DoF) drew criticism in forums, but most reviewers treated them as a known caveat rather than a dealbreaker given the hardware quality.

This report highlights the dynamic landscape of XR developments in the APAC region, focusing on business activities, market trends, and technological advancements.

