



VUTURES INTELLIGENCE REPORT

26TH NOVEMBER 2025

Executive Summary

- This week, the XR landscape in the APAC region is marked by significant developments, particularly with Samsung's upcoming Galaxy XR headset and the anticipated releases from Vivo. The market is gearing up for a competitive Q4 2025, with a focus on augmented reality and mixed reality technologies.

Business Activities

- **Samsung Galaxy XR Launch:** Samsung is preparing to launch the Galaxy XR, the first AI-native headset on the Android XR platform. This device is designed for both consumer and enterprise applications, featuring advanced AI integration and immersive experiences.
- **Vivo's AR Glasses:** Vivo is set to reignite the mixed reality market with new AR glasses releases, aiming to compete with established players like Apple and Meta. This move is part of a broader strategy to enhance their XR product offerings.

Market Trends & Statistics

- The XR industry is experiencing a notable shift towards mainstream adoption, driven by advancements in AI integration and immersive collaboration tools. Companies are increasingly seeking innovative XR solutions to improve productivity and streamline operations.





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Market Trends & Statistics Cont...

- **Funding Trends:** As of November 2025, AR companies in APAC raised a total of \$39 million. Historical funding data shows a significant rise in equity funding, with a 50.42% increase compared to the same period in 2024.

Technology Updates

- **Samsung Galaxy XR Features:**
 - **AI Integration:** Utilises Gemini multimodal AI for natural interaction.
 - **Hardware Specs:** Powered by Snapdragon XR2+ Gen 2, featuring 4K Micro-OLED displays, 16 GB RAM, and 256 GB storage.
 - **Enterprise Applications:** Focus on virtual training and secure remote collaboration
- **Vivo's Upcoming AR Glasses:** Details on specifications and features are yet to be released, but the launch is expected to enhance Vivo's position in the XR market.

Sources & References

- **Vivo AR Glasses Announcement**
- **Funding Data for AR Companies in APAC**

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

