



VUTURES INTELLIGENCE REPORT

25 FEBRUARY 2026

Executive Summary:

- This week saw significant developments in the XR, VR, and AR sectors, particularly in the APAC region. Key highlights include new product launches, partnerships, and market trends that indicate a growing interest in smart glasses and AR technologies. Notable companies like Snap, Samsung, and Meta are making strides in hardware and software innovations.

Business Activities:

- KDDI, STYLY, and XREAL launched “DEN-NOH Vision,” an AR experience at the “Ghost and the Shell” exhibition in Tokyo, utilising XREAL Air 2 Ultra glasses.
- Vuzix introduced Vuzix Solutions, a portfolio of enterprise smart glasses kits aimed at enhancing productivity for frontline workers.
- Sony opened its Digital Media Production Center in Japan, providing creators access to filmmaking and XR technologies.
- Virtuix joined Meta’s Made for Meta program and launched its Omni One Core VR treadmill in Europe, with orders set for April 2026 delivery.

Market Trends & Statistics

- Smart Glasses Surge: Ray-Ban smart glasses reached 7 million sales, contributing to an 11% revenue increase for EssilorLuxottica, indicating mainstream adoption.
- Meta's Strategy Shift: Meta is reducing its metaverse budget by 30% after a significant loss, focusing more on AI-powered wearables.





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Technology Updates

- Snap plans to release lightweight consumer AR glasses in 2026, expanding the availability of social AR filters.
- Samsung has released the Galaxy XR prototype, indicating a growing momentum for Android XR.
- Meta is developing four distinct AR/MR glasses, signaling a shift towards a platform-focused approach.

Community Pulse

- Discussions around the patent disputes between Solos, Meta, and EssilorLuxottica highlight the competitive landscape in the AR glasses market.

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

