



VUTURES INTELLIGENCE REPORT

4 MARCH 2026

Executive Summary:

- The XR market is projected to reach \$361.9 billion by the end of 2026, driven by advancements in technology and increased enterprise adoption.
- EON Reality has launched multiple innovative platforms aimed at transforming education and workforce development through immersive experiences.
- The immersive gaming technology sector is also set for substantial growth, with a forecasted market value of \$66.59 billion by 2030.

Business Activities:

- The Centaur Defense: Launched on February 25, 2026, this initiative addresses the commoditisation of traditional software as AI advances.
- OH WOW JOBS: An immersive career infrastructure introduced on February 25, 2026, utilizing AI-powered skill certification and XR simulations for workforce development.
- Global Virtual Campus: Launched in partnership with the University of Oradea on February 24, 2026, featuring an AI-powered VR learning platform.
- Global Diploma Alliance: A network to help universities issue verified credentials using the OH WOW JOBS platform, launched on February 23, 2026
- EON Sentient: A platform simulating real-world jobs in interactive 3D environments for career exploration, launched on February 3, 2026.





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Market Trends & Statistics

- The immersive gaming market is projected to grow from \$18.37 billion in 2025 to \$66.59 billion by 2030, reflecting a CAGR of 29.3%.

Technology Updates

- The XR market is being driven by advancements in VR technology, particularly in training and simulation applications.
- The gaming industry is seeing increased adoption of mixed reality platforms and AI-driven gameplay, enhancing user experiences.

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.

