



VUTURES INTELLIGENCE REPORT

8 APRIL 2026

Executive Summary:

- A big week anchored by a genuine APAC headline: Melbourne-based Zero Latency VR announced a partnership with CD PROJEKT RED to bring the world of Cyberpunk 2077 into a warehouse-scale free-roam VR experience across its 150+ venues in 30 countries.
- Globally, Meta officially launched its prescription-first Ray-Ban Blayzer and Scriber glasses, with retail availability from April 14 — the most significant smart glasses product move of 2026 so far.
- Chinese spatial AI company Tripo AI also raised \$50M backed by Alibaba and Baidu Ventures, with direct implications for XR content pipelines.

Business Activities:

- Zero Latency VR (Australia) × Cyberpunk 2077 - The week's standout APAC story. Zero Latency VR has partnered with CD PROJEKT RED to create an untethered, free-roam VR experience inspired by Cyberpunk 2077, built specifically for its global venue network. The self-contained experience leverages Zero Latency's warehouse-scale arenas, wireless headsets, and full-body movement.
- Meta officially launched two new prescription-optimised Ray-Ban smart glasses - the Blayzer Optics and Scriber Optics - priced from \$499. Pre-orders opened March 31, with US retail availability and select international markets from April 14.





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Market Trends & Statistics

- Global smart glasses shipments projected to reach 13.4 million units in 2026, up from 9.6 million in 2025.
- Meta holds 76.1% global smart glasses market share — but Samsung, XREAL, Rokid, and RayNeo are all pushing hard this year.
- APAC's XR market is projected at \$91.42 billion in 2026, capturing 25.7% of global share — the fastest-growing region worldwide. [PR Newswire](#)
- China's XR market alone projected at \$23.52 billion; Japan at \$11.15 billion in 2026.

Technology Updates

East Asian markets have among the world's highest rates of myopia and glasses wear. Meta controls roughly 76.1% of global smart glasses shipments, with the category projected to grow from 9.6 million units in 2025 to 13.4 million in 2026. Prescription-native frames sold through optical retailers represent a completely new distribution channel.

Community Pulse

- **Cautiously optimistic but privacy-wary.** Meta's prescription glasses launch was broadly welcomed as a smart strategic move — bringing AI glasses into optician retail normalises the form factor far faster than any consumer tech campaign could. But the ongoing class action privacy lawsuit is a persistent shadow.

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

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