



VUTURES INTELLIGENCE REPORT

18 MARCH 2026

Executive Summary:

- GDC 2026 dominated the week, with APAC-origin companies among the most visible XR exhibitors. Pico gave developers their first live hands-on with Project Swan on March 12. Rokid's multi-AI glasses update - supporting Gemini, ChatGPT, DeepSeek, and Qwen simultaneously - peaked in global media coverage. RayNeo's Batman Edition Air 4 Pro continued generating retail buzz. In Tokyo, the Ghost in the Shell AR exhibition powered by XREAL, KDDI, and STYLY set a new benchmark for cultural AR activations at scale.

Business Activities:

- Pico at GDC 2026 - Pico ran a dedicated March 12 developer session at Moscone, giving attendees their first hands-on with Project Swan hardware and Pico OS 6. The session framed the platform as a move from gaming to general-purpose spatial computing, with cross-platform toolchain support (OpenXR, Unity, Unreal) and an open beta program now accepting applications.
- RayNeo (TCL) - Air 4 Pro Batman Edition - Available globally from February 27 via Amazon and RayNeo.com. Pricing starts at \$249 early bird (\$299 MSRP). HDR10 support, 201-inch virtual Micro-OLED screen at 120Hz, and explicit Nintendo Switch 2 compatibility were the headline specs driving coverage this week.
- Rokid - Multi-AI Glasses Update - English-language media coverage peaked this week for Rokid's March 2 software update, making it the first AR glasses to natively support Gemini, ChatGPT, DeepSeek, and Qwen in a single device. Directly challenges Meta Ray-Ban's locked Llama ecosystem





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Market Trends & Statistics

- The global VR/AR/MR market was valued at \$26.9 billion in 2026, projected to reach \$106.4 billion by 2031 at a CAGR of 31.67%.
- 2026 is forecast to see approximately 87% shipment growth after a 2025 contraction, as new product cycles resume and accumulated demand is released.

Technology Updates

- Pico OS 6 & Project Swan - Developer Deep Dive at GDC: features an advanced OS-level compositor with a unified rendering architecture that enables both 2D and 3D apps to run alongside each other, with either a virtual environment or physical reality as the background.
- Ghost in the Shell AR — XREAL + KDDI + STYLY Exhibition Model: The XREAL experience ends with an exclusive preview of Science Saru's new Ghost in the Shell series, alongside a brief original animation featuring Motoko

Community Pulse

- Social media buzz continues to centre on Meta's glasses scandal, with users expressing outrage over footage reviews by contractors. Posts highlight it as a "privacy nightmare" that could hinder AR adoption, with calls for alternatives like non-Meta headsets.

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

