



# VUTURES INTELLIGENCE REPORT

19TH NOVEMBER 2025

## Executive Summary

- This week saw a lack of new project launches or partnerships in the XR/VR/AR space within the APAC region. However, significant funding activity was reported, highlighting the ongoing investment interest in augmented reality companies.
- Important Trends: The integration of AI in VR experiences is on the rise, with a focus on creating hyper-realistic environments and addressing data security challenges..

## Business Activities

- Samsung will be beginning training over 20,000 staff in XR with their new Galaxy XR Glasses
- Even Realities have just announced the launch of their G2 Smart Glasses along with their R1 Smart Ring.
  - Key Features of the G2 Glasses Include:
    - Geomagnetic Navigation for direction
    - Teleprompter mode for presentations in person
    - Translate to 31 languages
    - Voice commands and summaries of conversations
  - Key Features of the R1 Smart Ring:
    - Ability to track your heart rate
    - Assess Quality of Sleep
    - Skin Temperature
    - Blood Oxygen Levels





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## Funding and Investment News

- TechXR: Seed funding of \$2.92 million AUD.
- AjnaLens: Seed funding of \$2.51 million AUD.
- Cellid: Series C funding of \$7.5 million AUD.
- PlayShifu (Bengaluru, India): Raised \$35.8 million AUD in Series B funding.
- Practically (Hyderabad, India): Secured \$24 million AUD in Series A funding.
- Banuba (Hong Kong, China): Raised \$12 million AUD in Series A funding.

## Community Pulse

- The XR industry continues to face challenges, particularly around data security and the need for customizable tools that can automate processes effectively. The integration of AI into XR solutions is seen as a key opportunity for enhancing user experiences.

## Sources & References

- [Augmented Reality Startups in APAC](#)
- <https://www.evenrealities.com/smart-glasses>

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

