

# Apple is acquiring start-up with 10 years of experience in the VR field for \$ 100 million

This will be a quality addition for Apple to continue to pursue its ambition with the field of virtual reality (VR).

In the past few years, virtual reality (VR) and augmented reality (AR) have always been considered the future of technology and have also recorded many great strides. That is why more and more companies and large manufacturers are not afraid to spend money to invest, research and produce products that make the most of this duo. Apple is no exception.

According to a recent report of 9to5Mac, Apple is urgently implementing plans to acquire NextVR - a technology company with 10 years experience in the field of VR, based in Orange County, California. It is known that the Apple has cherished this deal for a relatively long time with the expected price of about \$ 100 million. Although both sides have not made any official announcements yet, some sources say many of NextVR's employees have been transferred to an Apple office.



Apple is about to acquire 10-year VR start-up experience for \$ 100 million.

With 10 years of experience, NextVR now holds in its hands a set of extremely valuable product and patents. Previously, this company has continuously cooperated with many leading online entertainment and sports brands in the world such as NBA, Fox Sports, Wimbledon or World of Dance. Up to now, NextVR owns 40 technology patents, most of them related to VR.

In addition, the start-up is also providing VR experiences for users to enjoy live events in a vivid way, through the virtual reality glasses series of PlayStation, Oculus, HTC, Microsoft and Lenovo. However, in 2019, NextVR encountered problems in the Series C funding round and was forced to cut 40% of its staff. The main reason for this situation is because they only focus on VR technology research, and are threatened by the rapid development

of the AR brother.

On the other hand, for many years, Apple has always been particularly interested in VR and AR. The most basic difference between these two technologies can be understood simply as follows: In augmented reality, objects and digital images will be created in real space. In virtual reality, the whole world around it will be completely digitized, creating a 100% virtual space.



Apple has been constantly bringing new VR / AR experiences into its product ecosystem over the years.

Back in 2006, when the iPhone was not even launched, Apple applied for a patent for a 'head-mounted display' (HMD) system, which could create images from a ray engine. laser remote. In 2008, they continued to develop this idea with the Apple glass project with the ambition to help users play games on virtual screens larger than the size of iPhone and iPad screens.

Currently, Apple is also focusing on developing VR / AR glasses - also a product that they have studied very carefully over the years. In 2019, Apple acquired iKinema, a company specializing in VR software and motion capture, and also recruited many experts in this field to their team.

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