

Apple paused development of Vision Pro 2, prioritizing cheaper headsets

According to The Information, Apple has paused all work on the second generation Vision Pro.

The Apple Vision Pro likely won't get an upgrade, at least one with similar premium features and an attractive price. This information comes from supply chain vendors familiar with Vision Pro assembly. It's the latest sign that demand for Apple's Space Computer is weaker than expected half a year after its launch.

Now, that doesn't mean there won't be any new Vision Pro releases. The report says Apple plans to develop a cheaper Vision product with fewer features, which is expected to launch next year. This will be a cheaper alternative for those who don't want to spend \$3499 on a headset, no matter how feature-rich it is.



Apple is said to have two products in the Vision Pro line, one with the 'Pro' tag and powerful capabilities, said to be the Vision Pro 2, and a low-cost standard model. While the Vision Pro 2 appears to be delayed, the budget model is still in development. The giant is said to have de-prioritized development of the next Vision Pro headset over the past year.

Apple begins working on a cheaper mixed reality headset in 2022 with codename 'N109'. The technology giant wants to sell this model at a price equivalent to a top-end iPhone, about \$1,599. At the time, Apple wanted to release it by the end of 2024, but even though it's halfway through 2024, there's still no solid prototype.

The main problem with making the Vision Pro cheaper is that Apple isn't sure how much to cut without sacrificing too many features. First, the company considered reducing the cost of Vision Pro components and developing an upgraded display for the next generation model. Now, Apple has apparently informed at least one of its suppliers that it has paused work on the Vision Pro 2. The more affordable 'Vision' is still in development

despite having few features. more capable. However, the final release could still be delayed beyond the revised release date of late 2025.

It seems Apple wants to keep the Vision Pro's top display, one of its most expensive components, on the cheaper model. It is predicted that the budget variant may have a high-end display similar to the Vision Pro but with a simpler headband, fewer cameras and smaller speakers. Additionally, Apple wants to make its affordable headset at least 1/3 lighter than the current Vision Pro.

A supplier that makes key components for the Vision Pro cut production by 50% in May because Apple predicted lower-than-expected demand. Apple has produced no more than 500,000 Vision Pros this year and has no plans to produce more until after August.

Apple Vision Pro is a technological marvel that brings together some outstanding features that we have never seen before. However, it also has a very high cost. At \$3499, the Vision Pro is definitely out of reach for most people. Due to its poor adoption, Vision Pro is now considered a rare failure for Apple. With an affordable version, Apple plans to turn things around and win with its Vision Pro line.

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