



Apple vision pro

your ticket to the future

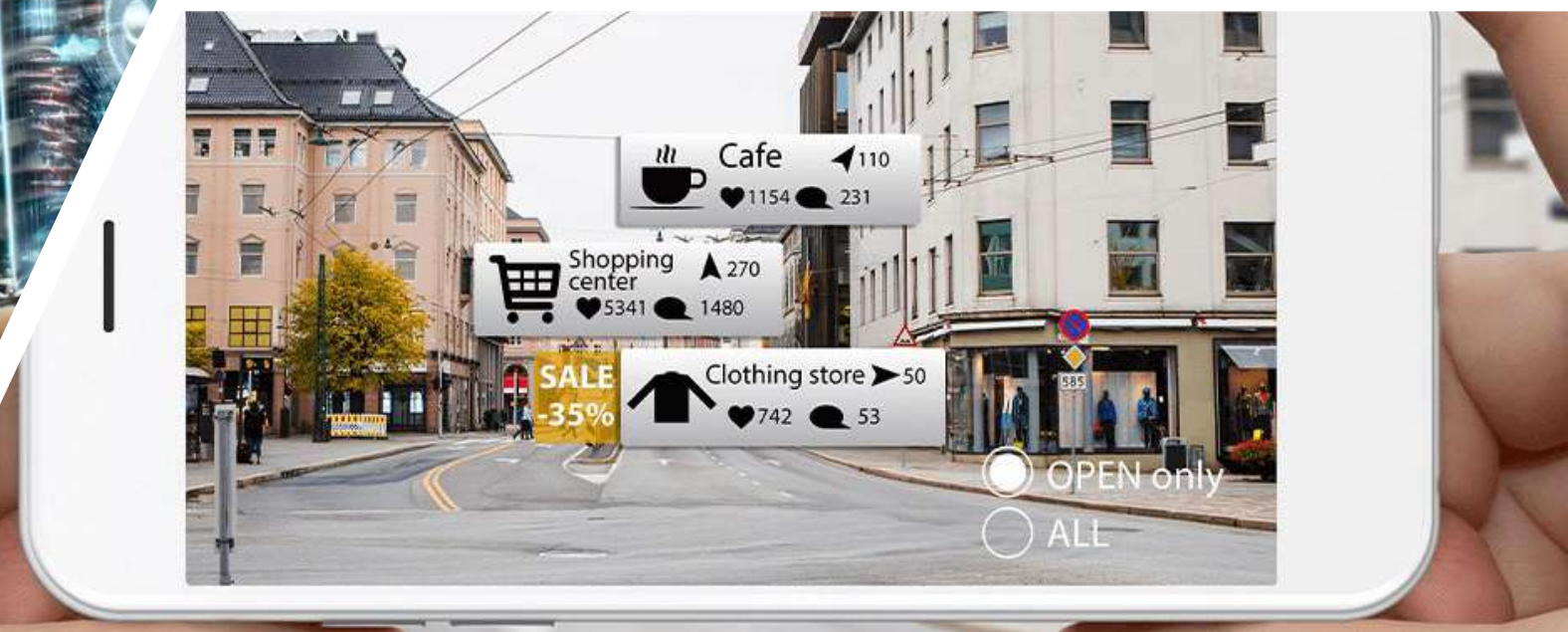
Journey Map



- Spatial Computing
- Apple Vision Pro
- Features
- What it capable of
- Tech specs
- Market opportunities
- Comparision to Meta Quest Pro
- visionOs for devs

Spatial computing

- A computing paradigm that enables interaction with digital content in the physical world in interactive and immersive way.
- It combines
 - [AR](#): overlays digital information onto the real world
 - [VR](#): Immerses users in a completely artificial digital environment
 - [MR](#): Combines AR and VR, allowing users to interact with both digital and physical objects




Apple Vision Pro


The image shows an Apple Vision Pro headset on a stand. The headset is white with a large, dark, reflective visor. The background is a blurred crowd of people at an event.

- It is a "revolutionary" spatial computer that seamlessly blends digital content with your physical space
- allowing users to stay present and connected to others
- It uses LiDAR, TrueDepth Camera, and dual-chip design for immersive experiences


Apple Vision Pro Features




Hand- and eye-based control




EyeSight



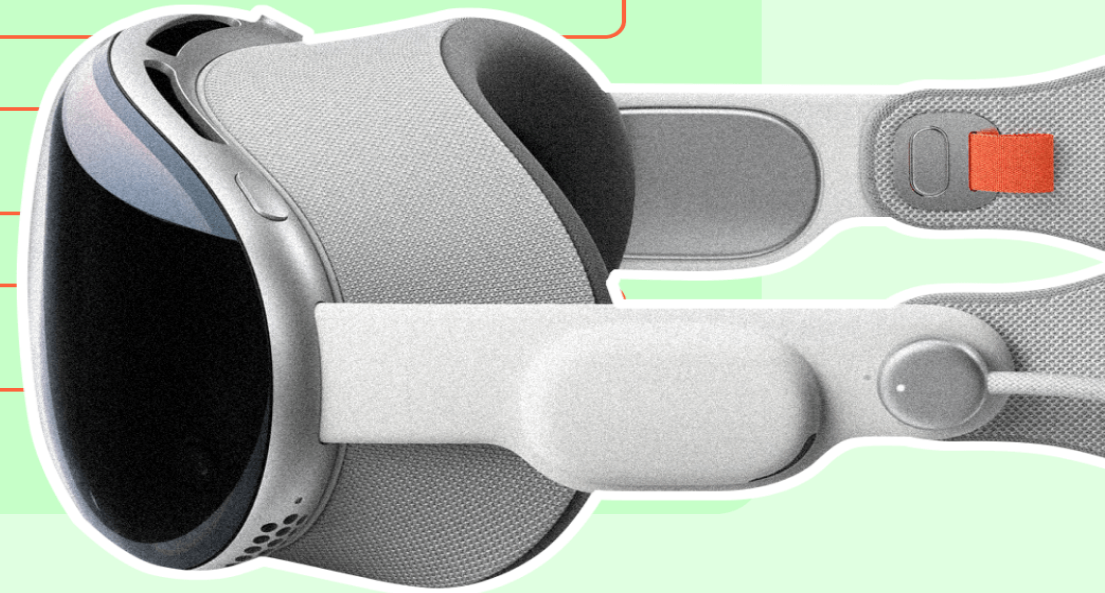
Immersive FaceTime video calls



Desktop mirroring



Entertainment



- EyeSight: Reveals eyes to indicate engagement
- VisionOS Navigation: Navigates by looking at apps and buttons
- Hand Gestures: Supports selections and scrolling with hand gestures
- Voice Dictation: Dictates text by looking at the microphone button
- Siri Integration: Enhances user experience with voice commands
- 3D Objects and Expanded Apps: Offers immersive experiences
- Mac Virtual Display: Wirelessly connects Mac as a display
- Bluetooth Accessories: Enhances productivity and convenience





What it is capable of ?

- **Spatial Computing:** Blends digital content with the physical world, creating immersive experiences.
- **Advanced Technologies:** Combines LiDAR, TrueDepth Camera, and a dual-chip design for high performance.
- **Accessibility:** Designed with accessibility in mind, offering a flexible input system.
- **App Integration:** Supports familiar apps with content automatically synced via iCloud.
- **Environmental Applications:** Versatile in creating immersive experiences in different environments.

Tech specs



Camera

Stereoscopic 3D main camera system
Spatial photo and video capture
18 mm, f/2.00 aperture
6.5 stereo megapixels

Capacity¹

256GB
512GB
1TB

Operating System

visionOS

Display

23 million pixels
3D display system
Micro-OLED
7.5-micron pixel pitch



Connectivity and Wireless

Wi-Fi 6 (802.11ax)

Bluetooth 5.3

Input

Hands

Eyes

Voice

Supported Input Accessories

Keyboards

Trackpads

Game controllers

Built-in Apps³



App Store



Encounter Dinosaurs



Files



Freeform



Keynote



Mail



Messages



Mindfulness



Music



Notes



Photos



Safari



Settings



Tips



TV



Books



Calendar



Home



Maps



News



Podcasts



Reminders



Shortcuts



Stocks



Voice Memos

Audio Technology

Spatial Audio with dynamic head tracking

Personalized Spatial Audio and audio ray tracing

Six-mic array with directional beamforming

Supports H2-to-H2 ultra-low-latency connection to AirPods Pro (2nd generation) with MagSafe Charging Case (USB-C)

Sensors

Two high-resolution main cameras

Six world-facing tracking cameras

Four eye-tracking cameras

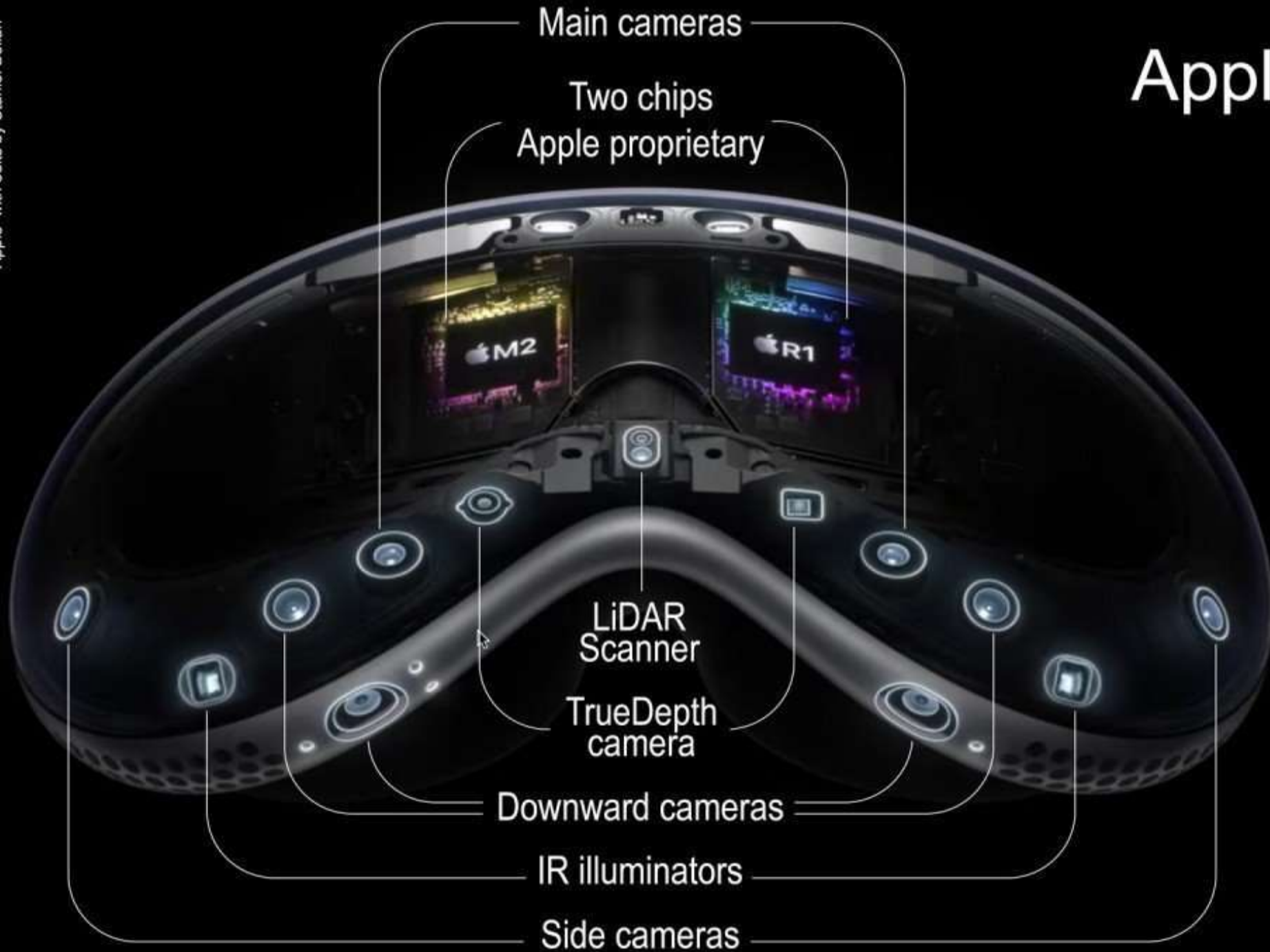
TrueDepth camera

LiDAR Scanner

Four inertial measurement units (IMUs)

Flicker sensor

Ambient light sensor



Apple Vision Pro

The most powerful
(real) Spatial
Computer

The next
tech revolution
has begun

Market opportunities

Entertainment Applications

- Offers new possibilities for gaming, movies, and TV experiences

Educational Impact

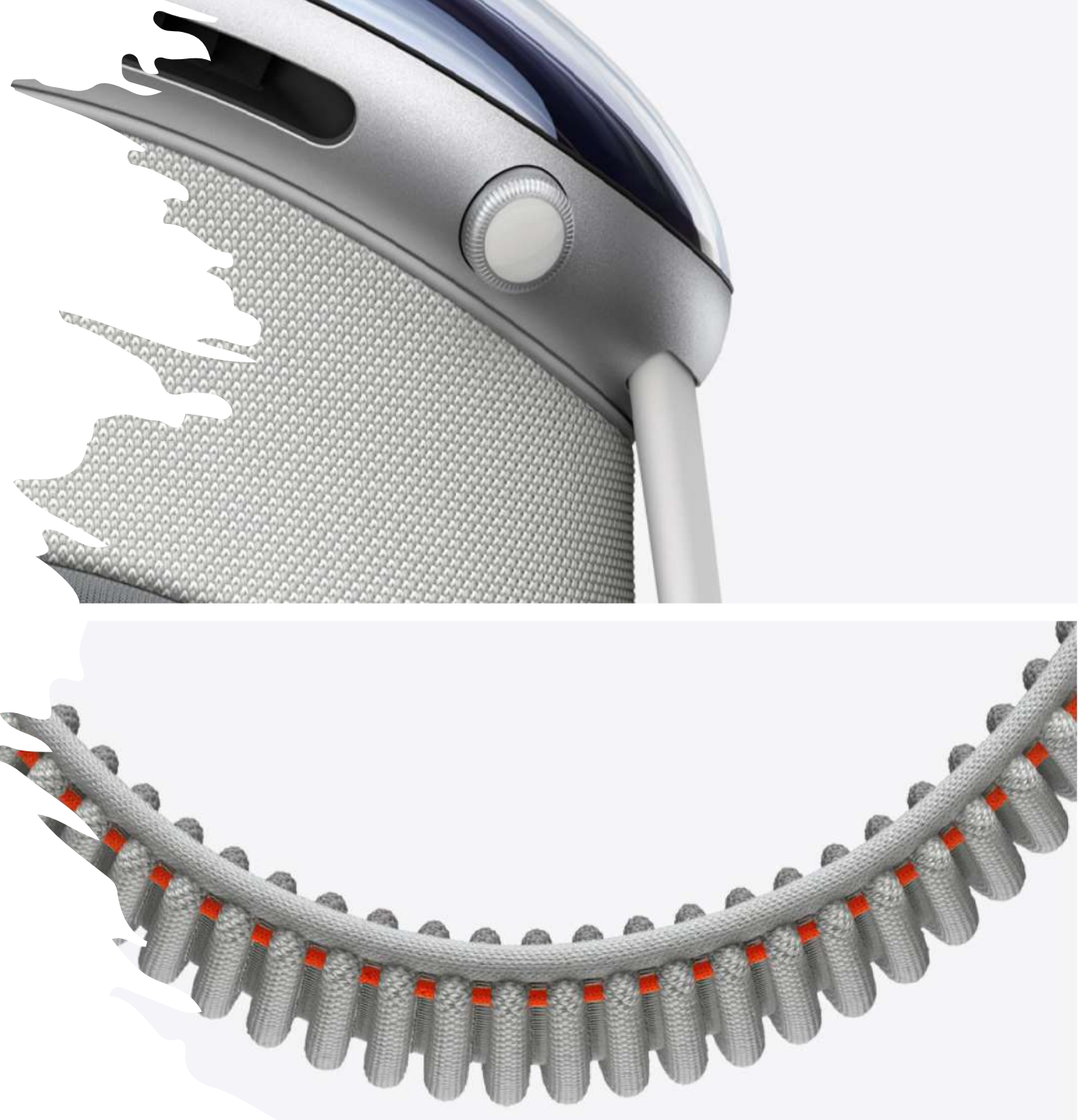
- Revolutionizes how educational content is consumed and taught

Accessibility Enhancements

- Enables individuals with disabilities to access digital content more easily

Healthcare and Telemedicine

- Remote patient monitoring, diagnosis, and treatment in telemedicine





Remote Assistance and Collaboration

- Real-time remote assistance for troubleshooting and guidance

Productivity and Professional Development

- Platform for professional development, virtual conferences, and expert consultations

Consumer Engagement and Product Demonstrations

- Product demonstrations in captivating 3D spaces for enhanced shopping experiences

Tourism

- Tourism through virtual tours, offering lifelike destination experiences

Anatomy

The heartbeat

A regular heartbeat is a timed contraction of valves, atria and ventricles. There are generally between 60-100 beats per minute (BPM).

Beat it

Pinch the heart to start beating.



Apps Free your desktop. And your apps will follow.

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Check Out
3 - May 08

Guests
1 guest

Search

NOVELA
in Willmersdorf, Konstanzer Str. 1
Get a taste of the good life in Berlin's trendy
Willmersdorf

NOOK
in Mitte, Große Hamburger Str. 23
Your gateway to Berlin's bustling Mitte

Notes

Today

- Proposed plan for Day 1: 2:00 AM Arrive at hotel

Yesterday

- Idea for screenplay
- Tennis scorekeeping
- Grocery list
- Self-evaluation notes
- Erasmus pectinases

13 Notes

Proposed plan for Day 1:

- Arrive at hotel and check in
- Coffee and pastries on the way
- Self-guided walk through the city
- Meeting + bridge walk



Entertainment
The ultimate theater.
Wherever you are.

Photos and Videos
Be in the moment.
All over agin.





Connection
Get on the same page.
In the same space.

Comparison to Meta Quest Pro

Apple Vision Pro:

- Unique design with larger OLED panel
- EyeSight technology, hand and eye-tracking
- M2 and R1 chipsets, high-res dual micro-OLED 4K panels
- 12 cameras, mixed reality and eye-tracking
- Runs on visionOS, seamless integration with Apple's apps
- Priced at \$3,499, premium option, limited accessibility

Meta Quest Pro:

- Battery at the back, in-built camera handsets
- Contrasting design and tracking methods
- Qualcomm Snapdragon XR2+, less crisp display
- 5 cameras, established presence in VR/AR market
- Large app library, more affordable and accessible



Decision Point

- Apple Vision Pro: High-end hardware, seamless Apple ecosystem integration, limited appeal due to unique design and high price
- Meta Quest Pro: Accessible alternative, broad app library, familiar design, budget-friendly choice
- Decision depends on individual preferences, budget, and desired features

visionOS

