

Understanding Apple Vision Pro & Its Strategy for the Enterprise

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Tim Bajarin



- Founder of Creative Strategies, Inc
- Technology consultant since 1981
- Worked with most of the major tech companies who created the PC and IT industry
- Predicted the Desktop Publishing trends, helped multiple companies create their mobile roadmaps and is currently working with major PC companies on VR-XR and AR strategies for IT

Barton Goldenberg



- President & Founder of ISM, Inc.
- Headquartered in Bethesda, Maryland

Awards & Featured Publications

- One of the first three inductees into the CRM Hall of Fame
- Has been featured in Wall Street Journal, USA Today, CIO Magazine, Direct Marketing News, CRM Magazine and many others
- Received 'Humanitarian of the Year' award in 2019

Author

- "The Definitive Guide to Social CRM" (2015)
- "CRM in Real-Time" (2008)
- "CRM Automation" (2003)
- "The Guide to Mobile and Social CRM", 20th Edition


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THE XR/METAVERSE RESOURCE CENTER
The Definitive Guide to XR/Metaverse

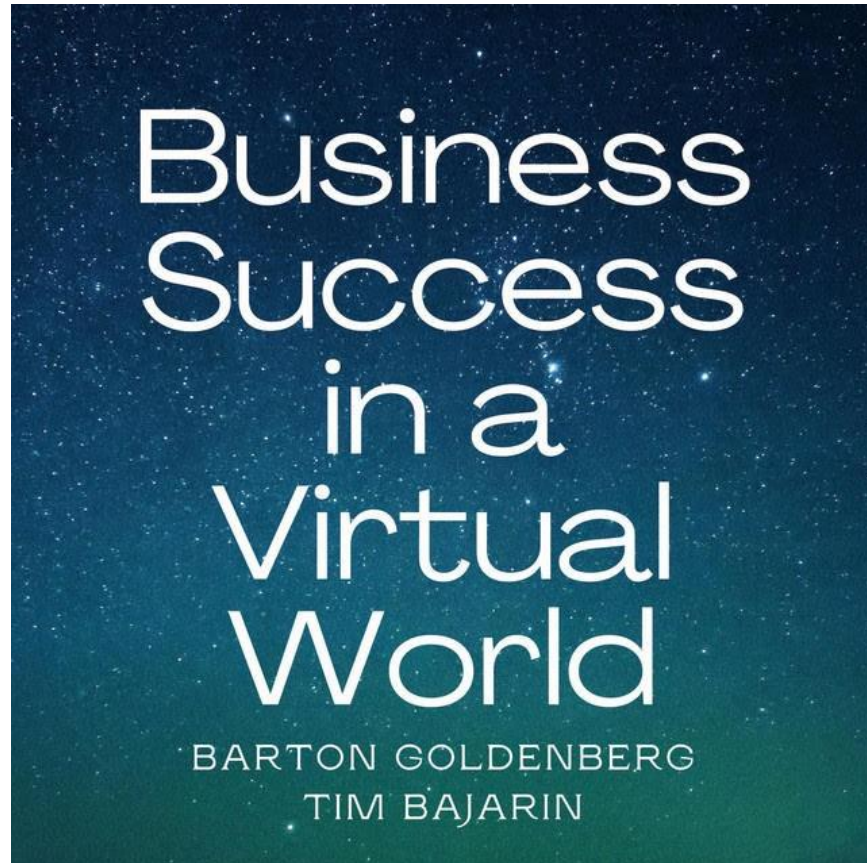


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Tips for Navigating the Resource Center

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- Northrup Grumman
- Next: Global car company

Poll Question #1

I have a good understanding of the Apple Vision Pro offering.

_____ Yes

_____ No

_____ Maybe

Format for Today's Special Briefing

- Tim will provide an overview of the Apple Vision Pro offering
- Barton will talk about why you need to create your Apple Vision Pro strategy today
- We will open the briefing to audience questions



A First-Hand Experience with Apple's Vision Pro

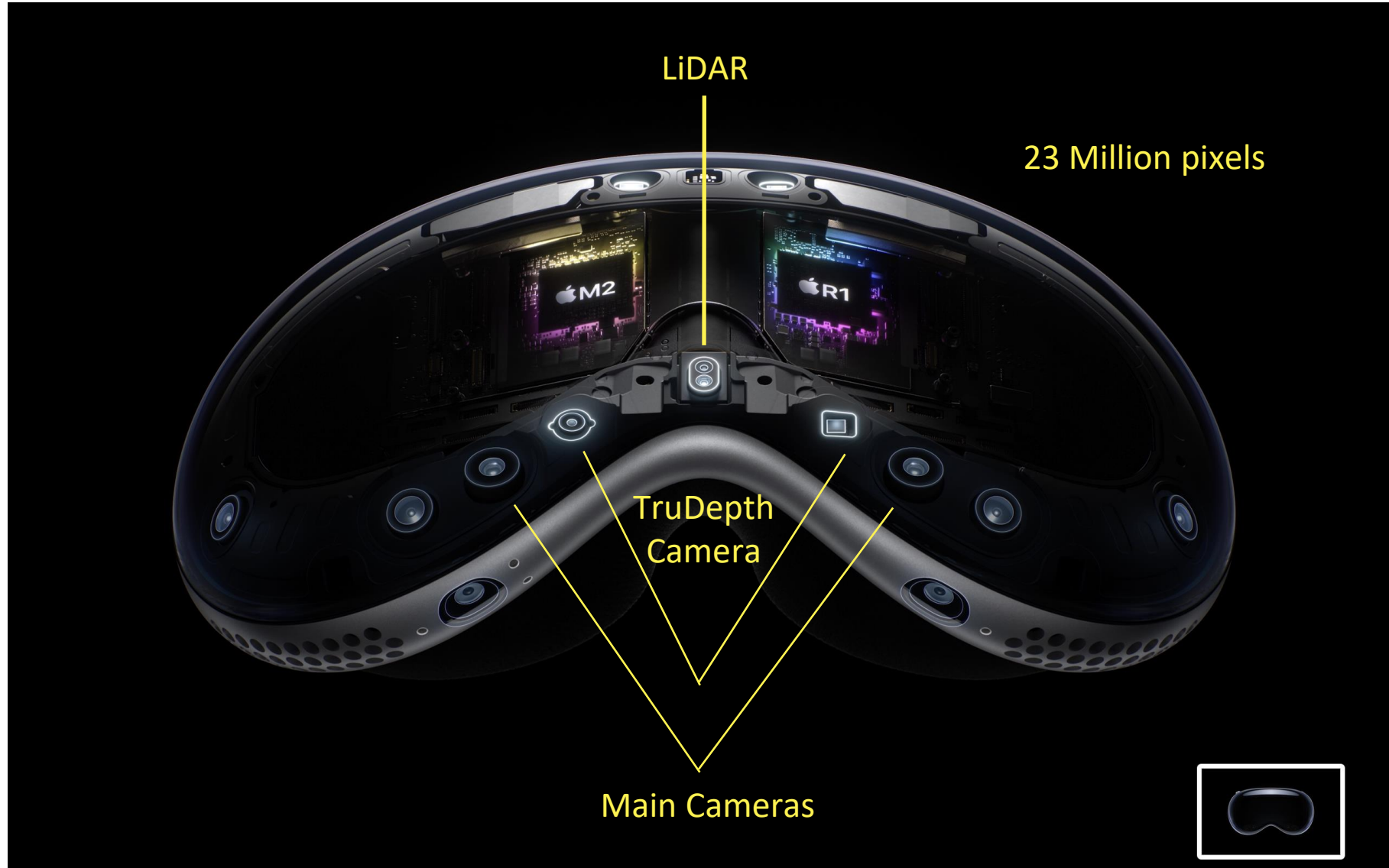
- Experienced demo while wearing Apple's Vision Pro headset
- Was blown away by the immersive experience it offers
 - Experience with 3D Camera
 - Makes Zoom, MS Teams and WebEx video calls
 - Provides virtual avatar of person using Vision Pro
- Could see room and all around me while using AR apps
- Create 3D video via Apple's 1st 3D camera for making memories
 - Example: Birthday Party



Vision Pro Can Create 3D Visual Content

- Apple has a tool for developers that can create 3D content:
 - Apple's Immersive tool in SDK
 - Example: Dinosaurs, Sports
 - Business
 - Automotive
 - Medical
 - Manufacturing
 - Design
 - Simulations
 - Marketing
 - Sales
 - Training
 - Customer Service

Apple Vision Pro: What Makes it so Special



Apple Believes *Business & Enterprise* will be Key Audience for 1st Gen Vision Pro

- Our recommendations:
 - Enterprises need to have a team of developers learning to use Vision OS and Vision OS SDK.
 - Can assign to internal programming staff or contract a third-party team who are skilled in using the Vision Pro SDK.
 - Begin to familiarize team with Vision Pro concept and brainstorm how it might be used to enhance business processes.
 - The SDK will come out this Q3, 2023.
 - Apple Vision Pro will ship late Q1 2024.

View of Apple's Strategy for the Vision Pro

- Apple believes Vision Pro will revolutionize personal computing.
- Major focus on AR and XR (not VR).
- Expect to have at least 2,000 Vision Pro Apps at launch.
- Many apps will be business-focused.
- Its impact in entertainment will be profound, e.g., 3D movies on demand.
- 3D games will drive sales initially but apps for business will show enterprises what will be possible.
- Price will be lower by 3rd generation; size will be reduced by 2025.

Poll Question #2

I understand why now is the time to create our company's Apple Vision Pro strategy.

_____ Yes

_____ No

_____ Maybe

Apple Vision Pro Enterprise Strategy: Why Now?

- **3D** is the way of the future for sales, marketing, customer service, field service, training, design, entertainment and so much more.
- Using **3D**, companies can create a more immersive and engaging customer experiences, which drive customer satisfaction.
- **3D** experiences lead to increased brand awareness, improved customer engagement, enhanced customer loyalty, and ultimately higher sales.

Apple Vision Pro Enterprise Strategy: Why Now?

- Apple has laid a strong foundation to bring AR & XR to businesses and consumers globally.
- You can trust Apple.
- Apple's marketing acumen and the Vision Pro Apps Store will unleash valuable business apps we have not even thought of (think of how iPhone unleashed Uber, Airbnb and so much more).



Apple Vision Pro Enterprise Strategy: Why Now?

- Gen Z, Gen Alpha.
- 70% of all businesses will be in the Virtual World by 2027.
- ISM's [XR/Metaverse Center](#) highlights >180 use cases, >160 articles and >30 videos of companies lowering costs and improving sales **today**.
- It is too risky to sit on the sidelines and watch your competition spearhead business in the Virtual World (think Xerox, Blockbusters, Borders).
- By taking a proactive position, you ensure your company's future.

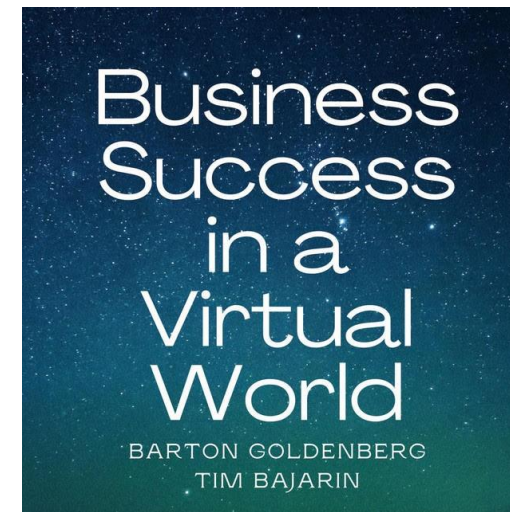
Your Next Three Steps

1. Learn all you can about Apple Vision Pro & the Metaverse/Virtual World

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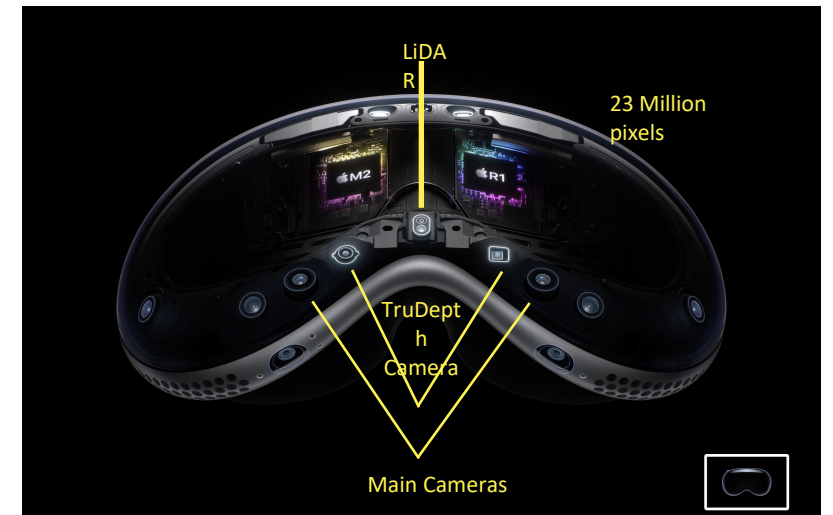


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Your Next Three Steps

1. Learn all you can about Apple Vision Pro & the Metaverse/Virtual World
2. Build a Metaverse/Virtual World strategy
3. Pilot your Metaverse/Virtual World strategy



Let's Continue the Dialog



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