

Augmented & Virtual Reality Standardization Efforts

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About CTA

Consumer Technology Association (CTA)TM is the trade association representing the \$321 billion U.S. consumer technology industry, which supports more than 15 million U.S. jobs. More than 2,200 companies – 80 percent are small businesses and startups; others are among the world’s best known brands – enjoy the benefits of CTA membership including policy advocacy, market research, technical education, industry promotion, standards development and the fostering of business and strategic relationships. CTA also owns and produces CES[®] – the world’s gathering place for all who thrive on the business of consumer technologies. Profits from CES are reinvested into CTA’s industry services.

CTA Membership AR/VR WG

- **Mission:** To support the growth of companies developing technologies and services for the virtual and augmented reality segment of the technology industry.
- **Key initiatives:**
 - **Market Research** – conduct annual market research on augmented and virtual reality, products and services as well as market research presentations from CTA research analysts.
 - **Communications** - Increase consumer education and awareness of AR and VR technologies.
 - **Industry Collaboration** – Support standards initiatives to create best practices related to augmented and virtual reality

Market Research

- Below is a list of recent research studies sponsored by the AR/VR Working Group.
 - [*Virtual Reality – Reality Check: Consumer Experiences and Expectations*](#)
 - [*Consumer Sentiments: Virtual Reality In-Store Demonstration: VR Headset and Content*](#)
 - [*Augmented Reality and Virtual Reality: Consumer Sentiments*](#)

Definitions for CES

- Prior to CES 2017, CTA's Membership AR/VR WG finalized a minimal set of industry definitions to help companies better explain the spectrum of experiences their technologies deliver to consumers and the media in a consistent way.
...but there was a need for additional consistency beyond CES and that's where standards come in.

CTA Standards Program

- CTA is an ANSI Accredited Standards Developer with a long history of standards development.
 - Standards program addresses a wide range of topic including audio, video, health, fitness & wellness, drones, etc.
- Both CTA Members and non-CTA members can participate in the standards program.
 - Complimentary participation for CTA Members as a benefit of membership.

AR/VR Standards

- In May 2016, CTA formed its first standards WG on AR/VR technology.
 - WG created by request of industry members noting the need to expand common terminology and to create best practices as needed.
 - First effort focused on common terminology for consumer tech looking at both industry needs and consumer messaging.
 - Additional efforts discussed include best practices for content – creating a better viewer quality of experience.
 - WG has a broad range of participants from content creators to hardware manufacturers.
 - WG hopes that best practices will help grow the industry by improving the quality and quantity of content available, and by improving the consumer experience.
- WG Leadership: Kam Diba (RevergeVR) and David McIntyre (Xperi).