Co-Host of ATPS-APAC 2017
Worldpay – The 360 consumer, how VR is RESHAPING the CONSUMER EXPERIENCE

Opinium RESEARCHED with over 16,020 consumers across EIGHT MARKETS on the current take up of VIRTUAL REALITY and AUGMENTED REALITY technologies
What we’re being told

$692 BLN
Market for AR and VR by 2025

36% of consumers have NOT TRIED VR because they feel no need

55% of consumers globally believe AR and VR to be as POPULAR as smartphones in the future

99 MLN AR and VR HEADSETS SHIPPED by 2021

VR will be the most IMMERSIVE way to interact with the virtual world and it will REVOLUTIONIZE how we work and play

GAMING industry set to see FASTEST adoption

Gaming
The state of VR in Travel and Airlines

84% say they would be interested in using VR and VA for TRAVEL EXPERIENCES

Travel is one of the only purchases where you take nothing PHYSICAL away from your purchase.

We are building an EXPERIENCE for consumers

EXPEDIA is working on offering VR versions of their listings.

Take a WALKING TOUR of your hotel before you BOOK

KLM did the same for passengers to EXPERIENCE the various CABINS of the latest Boeing’s Dreamliner

ATPS Asia-Pacific
29th – 31st August 2017
The state of VR in Travel and Airlines

HIGH STREET opportunity to build a ‘WOW’ experience and pull consumers back from ecommerce

CONTENT is a new APP being developed in Mexico PROMISING TOURISTS to experience life in famous ruins through 3D RECREATIONS on ancient buildings

42% believe these technologies REPRESENT THE FUTURE of tourism

GOOGLE translate has an AR feature that allows REAL TIME TRANSLATIONS of foreign language text, viewed through a SMART PHONE SCREEN

ATPS Asia-Pacific
29th – 31st August 2017
The technology gap just got smaller

Comfort around VR is **LOW** so consumer **CONFIDENCE** needs to grow before we move from an experience to **FULL BOOKING**
VA and VR a reality or novelty; overcoming the barriers

Where does the **MOST VALUE** sit, with the **CONSUMER** or the **RETAILER**?

**ONE THIRD** of those surveyed admitted **HIGH** cost a **DETERRENT**

Most **ADVANCED HEADSETS** from Oculus and Vive still cost upwards of **$700**
What’s next? Bridging the gap between cost and technology

Still seeking VR’s **KILLER APP**; “the ability to pick up a gadget and do things without **OVERTHINKING** how it works is not only a good thing, its what buyers have come to **EXPECT**”

*James Kendrick, ZDNet journalist*

How to **INTEGRATE** VA and VR into the booking process and **TECHNOLOGY PLATFORMS**

**PAYMENTS in VR**— retailers need to address issues around data **VR SECURITY** and **DATA ENTRY**
Your thoughts?

"REALITY is merely an ILLUSION albeit a very PERSISTENT one"

Albert Einstein