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# Unleashing Innovation : The Apple Vision Pro Experience



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# History of Apple Company

- It was founded in 1976 by Steve Jobs
- Apple was first known for creating computers until later on they started releasing innovative products such as ; iPod , iPhone, iPad, and other softwares.



## 1977-2016

From its start, Apple has shaped and influenced more markets than nearly any company in any industry.



**1977**

**Apple II**  
Personal computing



**1984**

**Macintosh**  
Simple user interface



**1985**

**LaserWriter**  
Desktop publishing



**2001**

**iPod**  
Digital music players



**2003**

**iTunes store**  
Online music



**2007**

**iPhone**  
Smartphones



**2010**

**iPad**  
Tablets

Fig.1 : A timeline of Apple products released

# What is the Apple Vision Pro ?

- The Apple Vision Pro is a mixed-reality headset that uses **Virtual Reality (VR)** and **Augmented Reality (AR)**.
- This means that you can use to either place yourself in a virtual reality environment or an augmented reality layer in your environment
- Users can control the headset with eye and hand tracking
  - They would pinch to select and flick to scroll
- This product is selling for \$3,499



Fig. 2 : This shows how you would use it

# Features

- The Apple Vision Pro run popular Apple apps like Books, Camera, Contacts, FaceTime, Mail, Maps, iMessage , Music, etc.
- You're able to arrange apps anywhere and scale to them your desirable size all within your natural space and environment
- One of its popular features is Entertainment

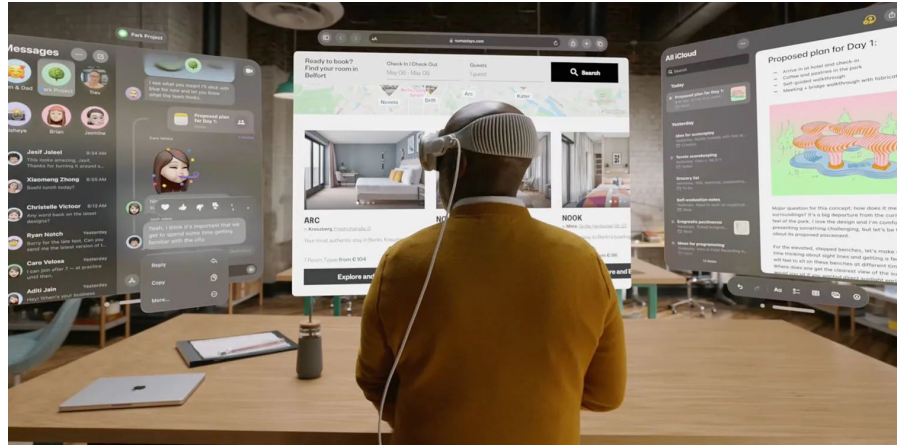


Fig. 3 : Overview of when using various apps at once

# Features

- This can transform any room into your own personal theatre.
- Through movies, shows, and games can be experienced in **Spatial Audio**
- It would make users feel as if they are physically present in the video
- Apple Tv has its own **Immersive Video** feature where you can watch movies in 3D 8k recording format.



Fig. 4 : Real life view of Immersive Video

# The Way of the Future

- The Apple Vision Pro gives us a glimpse of our future technology within the VR/AR world. Using features such as Spatial Audio and Immersive Environments.
- It pushes away from Apple's main products such as the MacBook, iPhones, iPads, and AirPods and creates a new innovative technology
- It is helping those within the medical field through apps such as surgical planning, clinical education, and more.

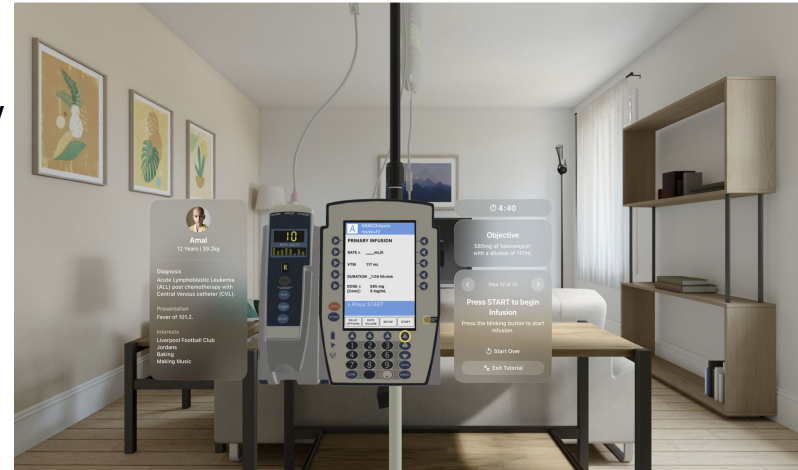



Fig. 5 : An app that offers immersive, comprehensive training using medical equipment

# Resources



*Apple Vision Pro FAQ: Price, features, hands-on insights, and Everything You Need To Know.* ZDNET. (n.d.). <https://www.zdnet.com/article/apple-vision-pro-faq-price-features-hands-on-insights-and-everything-you-need-to-know/>

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*Apple Vision pro.* Apple. (n.d.). <https://www.apple.com/apple-vision-pro/>