

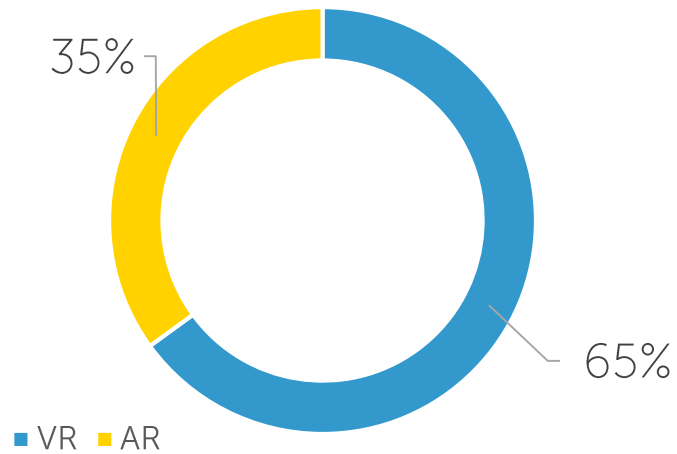
Virtual Reality vs. Augmented Reality:

The Future of Gaming Industry



Toluna asked 3000 members in Australia, Italy, Singapore, Spain and United Kingdom which technology, Virtual Reality (VR) or Augmented Reality (AR), will be the future of gaming industry. Here is what they think!

Virtual Reality is a predominant concept among all respondents



Virtual Reality is also a mutual preference among both genders

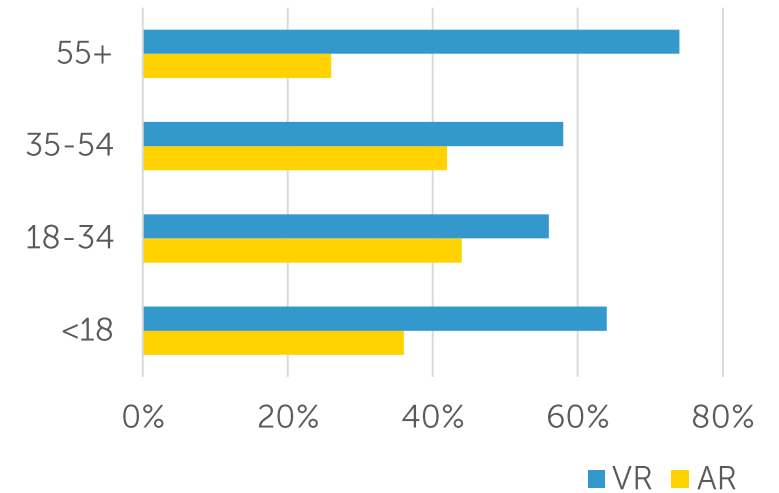


VR: 68%
AR: 32%



VR: 61%
AR: 39%

There is a stronger preference to VR among elderly and millennials



VR: 60%
AR: 40%

Australia



VR: 63%
AR: 37%

United Kingdom



VR: 70%
AR: 30%

Spain



VR: 68%
AR: 32%

Singapore



VR: 60%
AR: 40%

Italy