

**ITU Workshop on
“TV and content delivery on Integrated Broadband Cable Networks”
(<https://itu.int/en/ITU-T/Workshops-and-Seminars/201705>)**

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**Shaping the Technology Roadmap of Virtual Reality (VR) and Augmented Reality (AR):
Challenges and Standardization Needs**

ABSTRACT

Virtual Reality (VR) and Augmented Reality (AR) have been evolving significantly in every aspect since their births. What would be the ultimate experiences that VR and AR have to offer? When could we get there, in 5 years or 50 years? What enabling technologies are still missing or yet to be developed? What need to be standardized or are being standardized in today's VR and AR industry? What outcome can be expected from these standards activities? How can they change the industry? This presentation will give you an update of the latest trends and ongoing efforts.