

# Extended Reality Applications For Businesses



Extended Reality (XR) is a mix of immersive technologies and offers many applications for businesses.

➤ XR is beneficial for retail businesses as it provides customers with the ability to virtually try products before they buy.

XR provides hyper-realistic training tools to healthcare professionals, chemists, mechanics, etc.



Through XR, workers can connect to professionals around the world in a way that they feel to be in the same room.



Marketing professionals can potentially use XR to their company's advantage by engaging with prospective customers.

Real estate industry can flourish through XR when buyers or tenants can experience “virtual tour” of the properties.



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