

today at its big announcement day (WWDC), Apple introduced its new VR headset. What does it do? How is it different from all the other headsets out there? Will anyone care? and How much will it cost? I'm looking at everything Apple said about the headset.

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0-8 Jamey Tucker/whatthetech.tv

ON-CAMERA TEASE

a huge announcement from Apple, introducing one of its most expensive products ever. I'm Jamey Tucker, coming up with a look at Apple's new augmented reality headset, is it worth the price tag?

ANCHOR INTRO

APPLE TOOK THE CURTAIN AWAY FROM A NEW PRODUCT THAT PROMISES TO TAKE YOU INTO ANOTHER DIMENSION. AN AUGMENTED REALITY HEADSET THAT PUTS A COMPUTER ON YOUR HEAD.

AND IT'S APPLE'S MOST EXPENSIVE GADGET YET. OUR CONSUMER TECHNOLOGY REPORTER JAMEY TUCKER TAKES A LOOK AT THE NEW 'VISION PRO HEADSET, AND WHETHER IT'S THE FUTURE OR APPLE'S MOST EXPENSIVE FAILURE EVER.

PACKAGE SCRIPT

Apple unveiled several new products coming soon, but everyone paying attention ahead of time wanted to see the 'one more thing'. Apple has been working on a virtual or augmented reality headset for years. And now we know what it's going to look like, and what it's going to do. Apple calls its Vision Pro its most ambitious product ever, but it may also be its riskiest. In its announcement, Apple never called it a virtual reality headset but rather a headset computer and augmented reality which means you can still see your surroundings while you use it.

The emphasis is on productivity and entertainment rather than gaming.

"your surroundings become an infinite canvas. Use your apps anywhere and make them any size you want."

Even demonstrating how people can see multiple screens by turning their heads. Showing a man wearing the headset walking through the office.

It also showed how the Vision Pro allows users to watch movies immersed in a theater-like setting. and joining Facetime calls.

you can join a group call and see everyone life-size

and how do they see you? this is where it gets amazing, if not a little weird
the headset scans your face and movements ahead of time

it delivers a natural representation that dynamically matches your facial and hand movement

There are no controllers, but users will be able to click icons and control the computer using only their eyes and fingers.

Virtual reality has been around for years without ever gaining a huge audience outside of video gamers. Headsets are uncomfortable, battery life isn't good enough to watch a long movie. Can Apple do what other companies haven't when it comes to headsets?

Apple doesn't have product failures. The iPhone, iPad, and Apple Watch, are all huge success stories so maybe the Vision Pro will succeed, but It may be difficult to gain a user base with the price tag of the Vision Pro starting at \$3,500.

That's What the Tech? I'm Jamey Tucker

ANCHOR TAG

APPLE SAID THE NEW VISION PRO AUGMENTED REALITY HEADSET WILL BE RELEASED NEXT YEAR.

WEB STORY

Apple unveiled several new products at its WWDC spring event Monday including a new 15" iPad Pro, a Mac Studio small desktop computer, and updates to iOS for iPhone, iPad, Mac, and Apple Watch all coming soon. Apple fans paying attention ahead of time wanted to see the 'one more thing'. Apple has been working on a virtual or augmented reality headset for years. And now we know what it's going to look like and what it's going to do.

Apple calls its Vision Pro its most ambitious product ever and at the price tag it may also be its riskiest.

In its announcement, Apple never called the Vision Pro a virtual reality headset but rather a headset computer and augmented reality headset which means you can still see your surroundings while you use it.

The emphasis is on productivity and entertainment rather than gaming. Apple said the Vision Pro allows people to see their computer on a large screen.

"Your surroundings become an infinite canvas," Apple CEO Tim Cook explained. "Use your apps anywhere and make them any size you want."

A video demonstrated how people can see multiple screens in 4K by turning their heads. The screens appear to float in the room. It showed a man wearing a headset walking through the office. Checking email, reading articles, and attending virtual meetings.

It also showed how the Vision Pro allows users to watch movies immersed in a theater-like setting and join Facetime calls with others popping up in the room life-sized.

No camera will be facing the user, so how do others on the call see you? This is where it gets amazing, if not a little weird.

The headset scans your face and movements ahead of time and then creates a visual representation of your hands and facial movement. At least in the video demonstration, it appears very lifelike.

There are no controllers and users will be able to click icons and control the computer using only their eyes and fingers. Unlike virtual reality headsets such as Meta's Oculus, others in the room will be able to see the eyes of the person wearing the headset.

Virtual reality has been around for years and has yet to gain a massive audience outside of video gamers. Headsets are uncomfortable, battery life isn't good enough to watch a long movie. Can Apple do what other companies haven't when it comes to headsets?

Apple hasn't had many product failures. The iPhone, iPad, and Apple Watch, are all huge success stories so maybe the Vision Pro will succeed, but It may be difficult to gain a large user base with the price tag of the Vision Pro starting at \$3,500.

Apple says it will be released sometime in 2024.

[watch the announcement here](#)
www.whatthetech.tv