INDUSTRY USE CASES

AR and VR

PRODUCTS TESTED

AR Audio Glasses
AR Robots
AR Toys and Mobile Games
AR Holographic Software for Connected Cars
Enterprise Wearables and Integration

INSIGHTS

Roughly 39 million AR and VR units are expected to ship in 2025, and the broader XR market is accelerating as smart glasses move mainstream. In this fast-evolving space, many unique variables come into play during testing. Few industries must account for things like pupillary distance, which drastically affects customer impressions.

Centercode captures that unique information (like pupillary distance) and uses it to contextualize feedback during testing. By understanding the specifics of each customer, including head size and shape, environment, and technographics, you'll run more impactful tests and deliver products customers love.



TRUSTED BY LEADING GLOBAL BRANDS...

BOSE Honeywell LOWE'S JAUNT poly MATTEL

UNIQUE TESTING SCENARIOS

- Object tracking
- Focus and pupillary distance
- Visual inertial odometry
- Vergence accommodation conflict
- Frame rate, fatigue, eye strain, and motion sickness