



SEATTLE (December 12, 2024) – Despite over a decade of significant investment, extended reality (XR) industry executives still believe that the sector is underfunded. But the rise of artificial intelligence (AI) presents new opportunities to integrate advanced technologies into XR, according to [Perkins Coie’s seventh XR Report](#), released today.

“The industry is at an inflection point, and we’re seeing significant growth opportunities emerge as AI and an evolving definition of the metaverse create new avenues for innovation in XR,” said Jason Schneiderman, co-lead of Perkins Coie’s Immersive Technology industry group. “At the same time, the need for strategic

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