



## Overview

Augmented Reality (AR) and Virtual Reality (VR) are two trends taking the technology landscape by storm. [International Data Corporation \(IDC\)](#) forecasts worldwide spending on AR and VR will reach \$17.8 billion in 2018, an increase of nearly 95% over the \$9.1 billion expected in 2017. Gaming is widely considered the most popular application in the market and **Novus Labs** is well-versed in testing AR/VR gaming rigs, but there are many other immersive technology solutions that can benefit from **Novus Labs'** customized testing.

AR/VR kits require customized testing, depending on tethering, phone access, or display pairing. Testing a tethered gaming headset is vastly different than testing for an enterprise video conferencing solution. **Novus Labs** is well-versed in every type of pre-consumer testing needed for AR and VR devices. Ranging from sensors to screen visibility, battery consumption to an assortment of essential hardware, and firmware and software tests for added security and ease of use, **Novus Labs'** services run the gamut.

## The Novus Labs Way

For game-changing technology like AR and VR, basic testing isn't enough. **Novus Labs** developed a unique, custom solution to meet additional testing needs: the 2-Axis Rate Table. Our exclusive testing solution is pivotal for guaranteeing that AR/VR devices are able to match the rapid movements that occur while the headset is in use. An automated solution, our [2-Axis Rate Table](#) device rotates and spins a tracker that measures what the application interprets versus actual activity.

Our sensor-focused solution ensures that your device reaches its sweet spot: predictive buffering, zero latency and the ability to track user movements; ultimately creating a seamless simulated experience.

## The Future of Reality

While gaming continues to be a major market focus for AR and VR technology, **Novus Labs** is excited to support clients whose products reach beyond gaming to shape our everyday lives. **Novus Labs** is dedicated to helping this disruptive technology reach its full potential — whether it's a VR-headset guided tour through a world-renowned museum or uniting remote employees through an AR-powered conference call.

The **Novus Labs** team has a proven track record of reliably and efficiently speeding clients' products to market. Contact us today to learn more about how your company can reach its product deployment goals by taking advantage of the cost savings, expertise, and accessibility provided by **Novus Labs**.