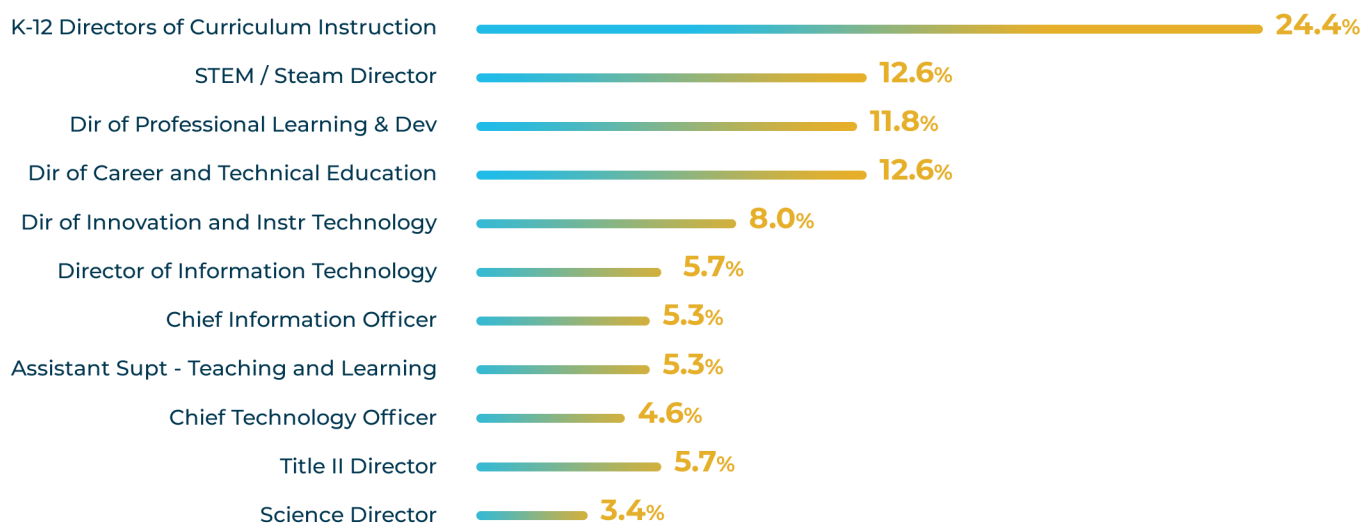


Why AR/VR is Important in Education

Each year, Catapult X conducts a survey with science and STEM district leaders on emerging technology. Below are just a few data nuggets from that survey, which could impact your marketing, product development, sales and more.

LEADERS COMMITTED TO STEM EDUCATION: OUR SURVEY RESPONDENTS

District leaders (n=262*) from across the country answered our survey in June 2020 on emerging technology in STEM. *Due to rounding, percentages do not equal 100%



WHEN THINKING ABOUT STEM EDUCATION IN YOUR DISTRICT, WHICH OF THE FOLLOWING TECHNOLOGIES ARE IMPLEMENTED OR WILL BE IMPLEMENTED WITHIN THE TIMEFRAME LISTED BELOW?

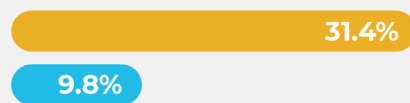
(Choose the answer that best describes your district plans overall.)

Top Growth Sectors: AR/VR for STEM

Virtual Reality for STEM



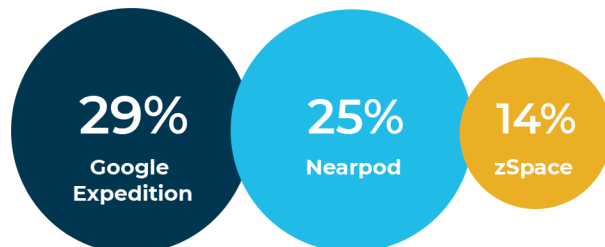
Augmented Reality for STEM



● 1-3 years school plan ● 2020/2021 adoption

WHO DO K-12 STEM EDUCATORS RECOGNIZE AS INDUSTRY LEADERS IN AUGMENTED AND VIRTUAL REALITY?

There are a lot of cool AR/VR products for education in 2020. Unaided, educators recall few company or product names. As of June 2020 when STEM leaders were presented with a list of AR/VR companies, three companies were top of mind.



ARE DISTRICTS PLANNING TO PURCHASE AUGMENTED OR VIRTUAL REALITY IN THE NEXT FEW YEARS?

Yes, according to our June survey. However, time will tell. The survey was conducted during a pandemic, and Catapult X plans to track buying sentiment over time.



WHY AR/VR IS IMPORTANT IN EDUCATION

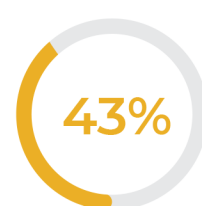
Top 3 benefits of AR/VR in the classroom



Increases student engagement



Replaces student experiences that would be impossible to do otherwise



Increases student learning vs. not using augmented reality

COMMENTS FROM EDUCATORS

"AR/VR is hands-on science that is impossible to do otherwise. Done well, a student could reach into a person's chest, pull out a heart, hold it in your hands, and view it from all angles."

"AR/VR counteracts obstacles posed by stay-at-home orders resulting from Covid-19. Students benefit from laboratory experiences without having to be in a physical lab."

Top 2 barriers to adoption

1

Cost



Teacher readiness

2

We have shared with you a portion of the data, focused on augmented and virtual reality. Catapult X, in collaboration with The Teich Group and MCH Strategic Data will publish a full report, **The National Survey on STEM Education: The Emerging Technology Edition** on January 15, 2021.

STEM Pulse is a monthly newsletter published in collaboration with Catapult X, The Teich Group and MCH Strategic Data. We feature exclusive data for science and STEM product developers, marketers and CEOs so that we can keep a pulse on the STEM market while we develop, market and distribute innovative products for the next generation of scientists and engineers.

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