

Since the launch of the Apple Vision Pro in 2024, less than 500 thousand units were sold. High price - \$ 3,499 - and most potential buyers scare away the significant weight of the device. Even for those who are ready to pay such an amount, the lack of useful scenarios for use makes the purchase of non-obvious.

According to Bloomberg, the situation exacerbates the slow development of the platform. Apple is in no hurry to release new functions, although they could revive demand. One of the key opportunities that can change the situation is considered Immersive Video - the format of a voluminous video with the effect of presence. However, there is too little content for him so far: only a few episodes are available in the library, which is clearly not enough to justify the purchase.

At the same time, Apple already has a significant supply of immersion content, but the company deliberately delays its publication. This is probably due to fears that a sharp release of materials will not lead to an increase in sales, but will deplete reserves. As an alternative, Apple relies on third-party content manufacturers. For them, a special application on the Mac was released, simplifying the editing of the video for Vision Pro.

In parallel, the company prepares the next version of the headset with the M4 chip. But without a serious improvement in functionality, even an updated "iron" is unlikely to correct the situation.