# Sony and Siemens unveil innovative AR and VR headset at CES 2025



At the recent Consumer Electronics Show (CES) 2025 in Las Vegas, Sony and Siemens showcased their collaboration on an augmented reality (AR) and virtual reality (VR) headset, revealing significant advancements in what they term the "industrial metaverse". This initiative aims to transform how businesses utilise spatial content creation, which is gaining traction across various sectors.

The event served as a platform for both companies to demonstrate the capabilities of their technologies. Sony introduced its XYN brand of software and hardware solutions, highlighting the headset as a pivotal component of this system. XYN utilises mirrorless cameras to capture and create photorealistic 3D objects. Attendees experienced how, through the XYN headset, these objects can be visualised and manipulated within 3D production software for applications such as animation and video game development.

A user’s experience during a demo involved stepping into an animated environment where they could interact with a geode-like object, which was scanned using the XYN spatial capture technology. While the demonstration revealed some initial challenges, it effectively showcased the potential of the XYN pipeline, from the capture of a 3D object to its application in a virtual environment. Despite being in its prototype phase, the headset demonstrated solid construction and user-friendly design features, including a display that flips up for quick re-engagement with the real world.

Siemens, meanwhile, shifted the focus of the same headset and controllers to enterprise applications. At CES, the company presented its vision for the "industrial metaverse", illustrating how the headsets could enhance design and engineering processes by enabling professionals to work in a virtual space where they can manipulate large-scale 3D models. This integration allows users to access Siemens’ NX Immersive Designer software, providing greater interactivity and a deeper understanding of complex designs.

Pre-orders for Siemens' headset, now branded as XR HMD, are currently available at a price of $4,750, with anticipated shipping set to begin next month. The swift progression from a prototype to a market-ready product highlights Siemens’ readiness to supply these advanced tools to enterprise customers, a contrast to Sony's ongoing development of its software and hardware integration.

Nathan Ingraham, reporting for Engadget, noted that while the utility of these products is evident, the companies face challenges in conveying their value to potential users outside of engineering and content creation fields. The companies aim to position these tools not as typical consumer products, but as specialised solutions for industries that could benefit from enhanced spatial design capabilities.

As the landscape of AR and VR technology continues to evolve, the collaborative efforts of Sony and Siemens underscore a growing trend of applying sophisticated digital tools in professional settings, setting the stage for new innovations in the future.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.sony.net/corporate/information/news/202501/25-001E/> - This link corroborates Sony's introduction of the XYN brand of software and hardware solutions, including the XYN Headset and its use in capturing and creating photorealistic 3D objects.
* <https://www.sony.net/corporate/information/news/202501/25-001E/> - This link explains the XYN spatial capture solution and its application in 3D production software for various industries.
* <https://www2.deloitte.com/us/en/insights/focus/tech-trends/2024/tech-trends-constructing-the-industrial-metaverse.html> - This link supports the concept of the 'industrial metaverse' and its application in enterprise settings, including design and engineering processes.
* <https://www.chain.com/blog/chain-research-an-exploration-of-the-industrial-metaverse> - This link provides an overview of the Industrial Metaverse, including its use of digital twins, VR, AR, AI, and machine learning, which aligns with the technologies showcased by Sony and Siemens.
* <https://www2.deloitte.com/us/en/insights/focus/tech-trends/2024/tech-trends-constructing-the-industrial-metaverse.html> - This link discusses the integration of spatial technologies in industrial applications, such as using digital twins and spatial simulation, which is relevant to Siemens' vision for the industrial metaverse.
* <https://www.sony.net/corporate/information/news/202501/25-001E/> - This link details the user-friendly design features of the XYN Headset, including the display that flips up for quick re-engagement with the real world.
* <https://www2.deloitte.com/us/en/insights/focus/tech-trends/2024/tech-trends-constructing-the-industrial-metaverse.html> - This link highlights the potential of the industrial metaverse in enhancing design and engineering processes, aligning with Siemens' presentation at CES.
* <https://www.chain.com/blog/chain-research-an-exploration-of-the-industrial-metaverse> - This link explains the concept of digital twins and their role in the industrial metaverse, which is relevant to both Sony and Siemens' demonstrations.
* <https://www.sony.net/corporate/information/news/202501/25-001E/> - This link mentions the prototype phase of the XYN Headset and its solid construction, despite initial challenges in the demonstration.
* <https://www2.deloitte.com/us/en/insights/focus/tech-trends/2024/tech-trends-constructing-the-industrial-metaverse.html> - This link discusses the revenue projections and growth potential of the industrial metaverse, which supports the trend of applying these technologies in professional settings.