

Virtual legality: Virtual Reality and Augmented Reality - legal issues

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With Newsweek predicting that 2017 will be shaped by Virtual Reality (VR) and Augmented Reality (AR)¹ Dentons, as part of its on-going TechTalk series, thought it was timely to examine the legal issues associated with this new technology. The hype is real at least. There are predictions of the AR and VR sectors generating \$150 billion by 2020.

This article aims to get you comprehensively up to speed and up to date. It will be of particular interest to anyone in sectors such as media, retail, hotels, education, manufacturing, finance and healthcare.

Read on if you need a “VR and AR 101” session which gives you an overview and covers the legal issues. This article provides you with what you need to know right now about:

1. What are VR and AR?
2. How does the VR/AR technology work?
3. Who is who in the world of VR and AR?
4. Key legal issues associated with VR and AR.
5. The future of VR and AR

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1. See “Digital Trends: Why 2017 Will Be Shaped By VR, AR, AI and Personalized Digital Assistants” published by Newsweek.com, 3 January 2017 ↩

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