



MATHANGI SANDILYA – EXTENDED REALITY – THE OPPORTUNITY FOR TELCOS VIDEO TRANSCRIPT

Hello – I'm Mathangi Sandilya. And I'm Accenture's global technology lead for Communications & Media industries.

One of the technologies that has exciting possibilities for everyone is XR – extended reality. The global market size for XR is expected to be 31 billion U.S dollars this year – rising to 300 billion U.S. dollars by 2024.

I strongly believe that this massive growth is being powered by the global expansion of 5G. A seamless transition between physical and virtual worlds requires high-speed connections, increased network capacity and minimal delays, making investments in 5G networks and infrastructure a critical enabler of XR.

Telcos will therefore have a vital role to play – but they won't be able to do it alone.

Extended reality winners will need to collaborate with a wider set of partners to bring deep expertise, the right technology and the right opportunities.

Put any major telco name and XR into a search engine, and you'll see that, already, many are striking up partnerships with device and semiconductor companies, experimenting with mixed reality and cloud-powered platforms such

as Microsoft Mesh. Many others are making investments in premium hardware solutions such as Magic Leap.

At Accenture, our Extended Reality practice helps our clients imagine, create and deliver innovative XR experiences at enterprise scale, converting vision to value. We are the only end-to-end solution provider that delivers industry-specific XR.

The COVID-19 pandemic has shone a spotlight on technology as an enabler for enhancing life when we are unable to meet closely in person. As with every crisis, new opportunities are emerging, and I am certain that XR will be at the heart of them.

SEO information – XR, 5G, Telecom, MWC

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