

Apple's Vision Pro headset available in US on February 2

January 8 2024



The new Apple Vision Pro headset will set buyers back \$3,499.

Apple on Monday said it will release its highly anticipated Vision Pro mixed reality headset in the United States on February 2, in its first

major release since the Apple Watch in 2015.

Announced in June, the Vision Pro will cost a hefty \$3,499 before tax, more than double the price of Meta's top-of-the-range Quest Pro headset.

"The era of spatial computing has arrived," said Tim Cook, Apple's CEO, calling the Vision Pro "the most advanced consumer electronics device ever created."

The headset has been in [development](#) at Apple for years, and is seen as a much needed boost to a segment that Facebook-owner Meta has struggled to grow with its own releases.

Meta's experience with the so-called metaverse has been humbling despite it being a leader in the emergent sector, and many questioned whether Apple would in the end jump in.

Apple said the headset could be used in the workplace, to watch streaming entertainment and play games.

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