XRA unites the XR ecosystem around shared goals that will benefit both your company and employees, and the industry as a whole.

associate member details

Associate Members are companies from the broader XR ecosystem that have a stake in the growth of the industry. Eligibility for Associate Membership requires that the company fall into one of the categories set forth below, and that the company is committed to the mission of XRA -- to promote responsible development and thoughtful advancement of XR that foster positive societal outcomes.

- **Component and Peripheral Companies** are any company that makes systems, components or hardware that are used in or accompany another company's end product. This can include position, eye, and gesture tracking; display technologies; chip processors; hand controllers, heads up displays, etc.

- **Infrastructure Companies** are companies that provide or build the system of hardware, software, facilities, and service components on which immersive technologies rely for transmission and services. (i.e. broadband providers, cloud and edge providers and the hardware companies that facilitate transmission and services of these products).

- **Enterprise Solution Providers** are any company that integrates XR technologies with an end user's mission or needs. These solutions enable an end-user to retrieve, disseminate or use mission-critical data and immersive or spatial technologies for the benefit of the end-user (i.e. greater productivity, reduced error, increased workforce training, etc.).

- **End Users** are companies and institutions that deploy immersive technologies to achieve desired outcomes. This includes but is not limited to companies from the following sectors: healthcare, education, manufacturing, entertainment, gaming, social media, AEC, retail, job training, travel, and tourism.

associate member benefits

- Associate Members have an unlimited number of slots to provide input to and audit XRA standing committees, including its Health & Inclusion, Policy, and Communications committees.

XRA Community Benefits

- Network and build relationships with key leaders from the major XR headset manufacturers and larger XR ecosystem.
Work side-by-side on XRA’s active committees and working groups to ensure the limitless future of the XR industry.

Gain access to XRA’s members-only YourMembership community forum.

**XRA Leadership Benefits**

- Ensure that your XR product and services are ready for the future by engaging with XRA member companies and stakeholders on XRA leadership initiatives.
- Highlight your brand and products or services through association communications and marketing efforts.
- Receive biweekly *CEO Update*, invitations to XRA members-only special events, and expanded access to XRA research reports.

**XRA Advocacy Benefits**

- Gain XR-specific insights about the impact of new legislation and regulations on your XR product or services.
- Contribute to the development of XRA public policy priorities to support the further expansion of your XR business.
- Highlight your XR product or services to policymakers and regulators in written materials as well as in XRA’s policy-focused communications efforts.
- Receive weekly *XRA Policy Update* and invitations to participate at or attend XR policy-related events.

**member dues**

Dues for associate members are based on reported revenue or investment.