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

executive member details

Executive members fulfill the following criteria:

- The company, in the normal conduct of business, engages in the manufacturing of, and/or operation of a platform for, XR-head mounted displays and mobile XR, including virtual, augmented or mixed reality displays, mobile AR, and other spatial or immersive computing use; and

- The company has a bona fide intent to bring its first-party hardware, or third-party hardware built to its platform specifications, to global market in a reasonable time period; and

- The company is committed to the mission of the XRA—to promote responsible development and thoughtful advancement of XR that foster positive societal outcomes.

executive member benefits

- Each Executive Member is eligible to appoint one director to the XRA Board of Directors.
- Executive Members have an unlimited number of slots on XRA standing committees, including its Health & Inclusion, Policy, and Communications committees.
- Executive Members have a voting right on the XRA Board of Directors and within 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