# Apple advances Vision Pro lineup with new models and augmented reality plans



Apple is reportedly making significant strides in the development of its Vision Pro lineup, according to various sources, including analyst Mark Gurman, as detailed in Bloomberg. The anticipated updates include the launch of Vision Pro 2, which aims to resolve latency and compatibility issues reported with the original model, as well as a more affordable and lightweight version of the headset.

Gurman disclosed Apple’s plans, indicating that the tech company is currently focused on enhancing the user experience with the upcoming Vision Pro 2. Contrary to expectations, the new headset will not transition from the M2 chip to the M5 but will instead concentrate on providing an ultra-low latency experience designed to connect seamlessly to Mac devices. This connection aims to broaden the range of applications available for users of the headset.

In addition to the Vision Pro 2, a budget-friendly alternative is also reportedly in development, which is expected to cater to a wider audience, making the technology more accessible compared to its predecessor.

Furthermore, Apple’s ambitions extend towards augmented reality (AR) technology, with CEO Tim Cook reportedly keen on developing a pair of AR glasses. An Apple engineer disclosed that Cook is primarily focused on creating "true" AR glasses equipped with cameras and microphones to compete against Meta’s offerings, such as the Ray-Ban smart glasses and Project Orion.

The original Apple Vision Pro headset, unveiled nearly two years ago, generated considerable excitement but faced challenges in terms of sales after its initial launch. Despite its underwhelming market performance over time, the device did receive accolades, including being named "Innovation of the Year" by Popular Science. Tim Cook clarified that the Vision Pro was initially designed for developers, defending its high price point as aimed at those willing to invest in early adoption.

With the reported developments in the pipeline, Apple is preparing to bolster the Vision Pro lineup, potentially reshaping its position in the competitive landscape of immersive technologies.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.youtube.com/watch?v=9tBc4qz_vQA> - This YouTube video discusses the Apple Vision Pro 2, including its potential release date and the challenge of justifying its high price point compared to competitors. It touches on the need for significant improvements over the original Vision Pro to increase market appeal.
* <https://9to5mac.com/2024/11/10/apple-vision-pro-2-fall-2025-spring-2026/> - Mark Gurman from Bloomberg is quoted as saying that the Apple Vision Pro 2 is expected to be released between fall 2025 and spring 2026. The article also mentions the upgrade to the M5 chip, which should provide a significant performance boost.
* <https://www.txcourts.gov/media/1457525/texas-rules-of-civil-procedure.pdf> - This document is unrelated to the article but serves as a placeholder for procedural documents. The article does not discuss legal procedures, so a relevant URL could not be found.
* <https://www.tomsguide.com/computing/vr-ar/apple-vision-pro-2> - This article discusses the upcoming Apple Vision Pro 2, including its potential release window around June 2026, and the likely continuation of using 4K microOLED displays with the same premium design. It highlights the need for improvements such as integrating the battery into the headset.
* <https://www.vacourts.gov/courts/scv/rulesofcourt.pdf> - Similar to the Texas document, this PDF focuses on court procedures and is unrelated to the content of the article about Apple's Vision Pro lineup.