



# PRESS RELEASE

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## **THE RESULTS ARE IN! AAMA PUBLISHES THEIR VR STANDARDIZATION SURVEY RESULTS**

### ***Survey Results Shared to Help Guide the VR Content Creators and Game Manufacturers***

**Cary, IL – Oct. 17, 2023** - The [American Amusement Machine Association](#), (AAMA) is excited to release the results of their recent Virtual Reality Standardization Survey. The survey is a welcome compliment to the existing video series **AAMA VR Connect** hosted on their [YouTube channel](#) and found [here](#).

#### **About The Virtual Reality Standardization Survey**

To better understand the needs of the Virtual Reality operating community, the AAMA VR Standardization Committee developed a concise survey asking operators to share their real-world experience in running VR attractions. The information gathered will be shared with VR creators and manufacturers, to provide them with actionable information to be used in the development of future attractions.



#### **About the Survey Content**

The survey questions were crafted to gain insight into the day-to-day challenges VR operators are faced with. Topics such as obstacles faced when implementing VR attractions, areas of desired standardization, challenges as they pertain to components and more. Find the report [here](#).

“With 93% of respondents indicating they’re either currently operating VR, or plan to in the near future, I think it’s safe to say VR has moved from being a fad to a solid trend,” said Danny Gruening, AAMA’s VR Committee Chair and Vice President of Business Development at [Creative Works](#) “With that success, there’s a demonstrable need for a set of industry standards which should include the nomenclature of components, consistent definitions for the experiences being offered, and improvements in the durability of high-use items.”

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AAMA's VR Committee will enlist the backing of VR manufacturers, content creators, and operators with the goal of developing industry standards. If you would like to part of this conversation, please contact AAMA Executive Vice President Pete Gustafson at (847) 290-9088 or [pete@coin-op.org](mailto:pete@coin-op.org). Over the years, the team at AAMA and their remarkable group of member-volunteers have learned, "We" are so much better than "Me."

### **About The AAMA**

The American Amusement Machine Association (AAMA) is an international not-for-profit 501(c)6 trade organization representing the manufacturers, distributors, suppliers, professional service providers and location owner/operators for the coin-operated amusement industry. Our mission is to make the industry better through collaboration, education, advocacy and networking. We never stop playing!

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