**No Fad: Virtual Reality Has Reached a Tipping Point**

Piper Jaffray estimates consumers will buy more than 10 million VR headsets before year's end, and a recent Nielsen Media Lab study found that 24% will likely use or purchase VR in the next year. People interested in VR are early adopters who pay a premium for high-end products.

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<http://adage.com/article/digitalnext/virtual-reality-reached-tipping-point/306586/>

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