

Xiaomi Intros VR Headset

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04 August 2016



Xiaomi clearly does not want to be left out of the virtual reality game as it announces the Mi VR Play, an "entry-level" Google Cardboard-style smartphone-powered VR headset.

Designed to "bring the VR experience to a much wider audience," the Play has a lycra-built body and fits smartphones between 4.7- and 5.7-inch in size. Content comes through a Mi VR app replete with content from select partners such as Conde Nast Traveler and YouKu. Future content is somewhat guaranteed, since last year Xiaomi pledged a \$1 billion investment in video content (including VR).

Interestingly, the Play has an extremely low initial price-- a lucky number of beta testers will be able to get the headset for just RMB 1 (around 0.13c).

As for everyone else, Xiaomi is still to announce availability dates or pricing, but the headset will come in "a selection of bold prints and colours."

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