Apple’s Vision Pro is the Retina display moment for headsets

I still remember using the iPhone 4 for the first time in 2010. That was when Apple shipped its first-ever Retina display and Steve Jobs said that, once you use it, “you can’t go back.” It was something I couldn’t *unsee*, like looking through prescription glasses for the first time.

That’s exactly how I felt after a demo of the Apple Vision Pro yesterday at the company’s headquarters in Cupertino, California. A computer you strap to your face should be primarily judged not only by what you can do with it but also by the *quality* of what you can see through it. The Vision Pro blows away every other headset in this regard. It’s the industry’s Retina display moment. There’s no going back.

The headset packs an insane 23 megapixels into dual MicroOLED panels, meaning that each eye looks through a roughly 4K display. The $1,000 Meta Quest Pro, by contrast, has a resolution of 1800 x 1920 per eye. For those who need vision correction like me, Apple has partnered with Zeiss to sell prescription inserts that clip onto the inner-facing displays. That helps make the headset not only thinner but, in my experience, also much more comfortable to wear.

After scanning my face and ears on an iPhone to calibrate the device to my head (the experience will be immediately familiar to anyone who has set up Face ID), I handed my glasses to an optometrist Apple had on-site to have my prescription made for the demo. After a few minutes, I was whisked into another brightly lit, temperature-controlled room with a headset that

had my prescription inserted.