

118TH CONGRESS
2D SESSION

S. 5473

To establish the Immersive Technology Advisory Panel to promote the use of immersive technology in the United States, and for other purposes.

IN THE SENATE OF THE UNITED STATES

DECEMBER 11, 2024

Mrs. BLACKBURN introduced the following bill; which was read twice and referred to the Committee on Commerce, Science, and Transportation

A BILL

To establish the Immersive Technology Advisory Panel to promote the use of immersive technology in the United States, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “United States Leader-
5 ship in Immersive Technology Act of 2024”.

6 **SEC. 2. FINDINGS.**

7 Congress finds the following:

8 (1) Immersive technology was included in the
9 initial list of key technology focus areas in section
10 10387(c) of the Research and Development, Com-

1 petition, and Innovation Act (42 U.S.C. 19107(c))
2 because it is an important part of the integrated
3 ecosystem of emerging technologies.

4 (2) Immersive technology has been designated a
5 critical technology by both the National Science and
6 Technology Council and the Department of Defense
7 because of its importance to both economic competi-
8 tiveness and national security.

9 (3) Immersive technology, which includes aug-
10 mented reality, virtual reality, and mixed reality, is
11 widely expected to function as the next major com-
12 puting platform.

13 (4) Immersive technology will affect all sectors
14 of society, creating new employment opportunities,
15 new economic incentives, and new ways of commu-
16 nicating, learning, and engaging with the world.

17 (5) Immersive technology was invented in the
18 United States, and the United States is home to the
19 leading companies in the industry.

20 (6) Other countries, including competitors of
21 the United States, such as the People's Republic of
22 China, have recognized the transformative nature of
23 immersive technology and are implementing robust
24 strategies in a race to dominate the sector.

1 (7) It is in the best interests of the United
2 States to lead the world in the use of immersive
3 technology such that the next computing platform is
4 imbued with the fundamental values of the United
5 States.

6 **SEC. 3. DEFINITIONS.**

7 In this Act:

8 (1) **ADVISORY PANEL.**—The term “Advisory
9 Panel” means the Immersive Technology Advisory
10 Panel established by section 5(a).

11 (2) **AGENCY.**—The term “agency” has the
12 meaning given that term in section 551 of title 5,
13 United States Code.

14 (3) **APPROPRIATE COMMITTEES OF CONGRESS**
15 **DEFINED.**—The term “appropriate committees of
16 Congress” means—

17 (A) the Committee on Commerce, Science,
18 and Transportation of the Senate; and

19 (B) the Committee on Energy and Com-
20 merce of the House of Representatives.

21 (4) **AUGMENTED REALITY.**—The term “aug-
22 mented reality” means a changed version of reality
23 created by overlaying digital information onto the
24 view of the physical world through the use of a de-
25 vice.

1 (5) IMMERSIVE TECHNOLOGY.—The term
2 “immersive technology” means technology that is de-
3 ployed into interstate commerce and that integrates
4 the physical environment with digital content to sup-
5 port user engagement, including augmented reality,
6 mixed reality, and virtual reality.

7 (6) MIXED REALITY.—The term “mixed re-
8 ality” means an immersive technology tool that
9 blends augmented and virtual reality, allowing users
10 to experience simulated content within their physical
11 worlds and to manipulate and interact with virtual
12 elements in real time.

13 (7) SECRETARY.—The term “Secretary” means
14 the Secretary of Commerce.

15 (8) VIRTUAL REALITY.—The term “virtual re-
16 ality” means an immersive technology tool that oc-
17 cludes the physical surroundings of a user and re-
18 places it with a simulated virtual or digital environ-
19 ment.

20 **SEC. 4. PRINCIPAL ADVISOR ON IMMERSIVE TECHNOLOGY.**

21 (a) IN GENERAL.—The Secretary, in consultation
22 with the appropriate committees of Congress, shall des-
23 ignate a principal advisor on immersive technology.

24 (b) RESPONSIBILITIES.—The principal advisor on
25 immersive technology shall—

1 (1) support and promote the development, im-
2 provement, deployment, and security of rec-
3 ommendations on the development and use of
4 immersive technology in the United States; and

5 (2) consider policies and programs to encourage
6 and improve coordination among agencies with re-
7 spect to immersive technology.

8 **SEC. 5. IMMERSIVE TECHNOLOGY ADVISORY PANEL.**

9 (a) ESTABLISHMENT.—Not later than 180 days after
10 the date of the enactment of this Act, the Secretary shall
11 establish the Immersive Technology Advisory Panel to
12 make recommendations on the use of immersive tech-
13 nology in the United States.

14 (b) CHAIRPERSON.—The Secretary, in consultation
15 with the appropriate committees of Congress, shall ap-
16 point a chairperson of the Advisory Panel.

17 (c) MEMBERSHIP.—The Advisory Panel shall consist
18 of the following members:

19 (1) The Chairperson, appointed under sub-
20 section (b).

21 (2) A Vice Chair, who shall be selected by the
22 Secretary, in consultation with the appropriate com-
23 mittees of Congress, from among the members listed
24 in paragraph (3).

25 (3) Each of the following (or their designee):

1 (A) The Director of the Office of Science
2 and Technology Policy.

3 (B) The Secretary of Defense.

4 (C) The Secretary of Energy.

5 (D) The Secretary of State.

6 (E) The Secretary of Labor.

7 (F) The Secretary of Education.

8 (G) The Secretary of Health and Human
9 Services.

10 (H) The Secretary of Veterans Affairs.

11 (I) The Secretary of Transportation.

12 (J) The Secretary of Agriculture.

13 (4) Not fewer than 6 and not more than 10 ex-
14 perts appointed by the Secretary, in consultation
15 with the appropriate committees of Congress, from
16 among the following:

17 (A) Academic institutions.

18 (B) Think tanks.

19 (C) Private sector technology firms.

20 (D) Civil society, with respect to expertise
21 in the impact of immersive technology on con-
22 sumers.

23 (E) Any other sector as the Secretary, in
24 consultation with the appropriate committees of
25 Congress, determines appropriate.

1 (d) OBJECTIVES.—The Advisory Panel shall—

2 (1) assess the economic impact of immersive
3 technology; and

4 (2) make recommendations on—

5 (A) the manner by which immersive tech-
6 nology can be used to ensure the economic com-
7 petitiveness of the United States;

8 (B) institutional processes that promote
9 collaboration between the Federal Government
10 and the private sector on matters relating to
11 immersive technology, including—

12 (i) technical standards;

13 (ii) strategic investments;

14 (iii) cybersecurity; and

15 (iv) commercialization;

16 (C) safeguards that are necessary to en-
17 sure that immersive technology is used ethically
18 to protect individual data and privacy; and

19 (D) the manner by which the Federal Gov-
20 ernment can provide global leadership in
21 immersive technology and collaborate with allied
22 nations.

23 (e) MEETINGS.—The Advisory Panel shall meet not
24 less frequently than once every 4 months.

1 (f) ADMINISTRATIVE AND TECHNICAL SUPPORT.—

2 The Secretary shall provide to the Advisory Panel admin-
3 istrative and technical support.

4 **SEC. 6. STUDY AND REPORT ON IMMERSIVE TECHNOLOGY.**

5 (a) STUDY.—

6 (1) IN GENERAL.—Not later than 2 years after
7 the date of the enactment of this Act, the Advisory
8 Panel shall complete a study on the state of the
9 immersive technology industry and the effect of such
10 industry on the economic competitiveness and na-
11 tional security of the United States.

12 (2) REQUIREMENTS.—In conducting the study
13 required by paragraph (1), the Advisory Panel
14 shall—

15 (A) assess the role of immersive technology
16 in the broader emerging technology ecosystem
17 and the manner in which the United States can
18 make strategic investments that support the
19 key technology focus areas identified in section
20 10387(c) of the Research and Development,
21 Competition, and Innovation Act (42 U.S.C.
22 19107(c));

23 (B) examine the economic impact of the
24 use of immersive technology across key sectors,
25 including manufacturing, energy, public safety,

1 health care, urban planning, construction, auto-
2 motive, agriculture, workforce development, re-
3 tail, education, and entertainment;

4 (C) assess the ways in which immersive
5 technology benefits businesses (including small-
6 and medium-sized businesses), including—

7 (i) by facilitating the delivery of es-
8 sential human services; and

9 (ii) by supporting workforce develop-
10 ment in critical sectors;

11 (D) determine the investment and per-
12 sonnel needed for the timely and successful de-
13 ployment of immersive technology that ensures
14 the global leadership of the United States;

15 (E) identify any voluntary standard or best
16 practice needed to ensure that immersive tech-
17 nology is designed, developed, and deployed in
18 a manner that—

19 (i) facilitates ease of use; and

20 (ii) protects individual rights, includ-
21 ing with respect to—

22 (I) privacy;

23 (II) accessibility;

24 (III) digital identity; and

25 (IV) intellectual property;

1 (F) assess the national and economic secu-
2 rity benefits and risks associated with
3 immersive technology and the ways in which the
4 benefits can be maximized and the risks miti-
5 gated; and

6 (G) address the objectives described in sec-
7 tion 5(d).

8 (b) REPORT.—

9 (1) IN GENERAL.—Not later than 90 days after
10 the date on which the study is completed under sub-
11 section (a)(1), the Secretary shall submit to the ap-
12 propriate committees of Congress a report on—

13 (A) the findings of the study; and

14 (B) recommendations based on the find-
15 ings of the study for congressional action.

16 (2) PUBLICATION.—The Secretary shall publish
17 the report required by paragraph (1) on a publicly
18 accessible website of the White House.

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