

MOVING THE EUROPEAN

XR TECH INDUSTRY FORWARD



Fraunhofer

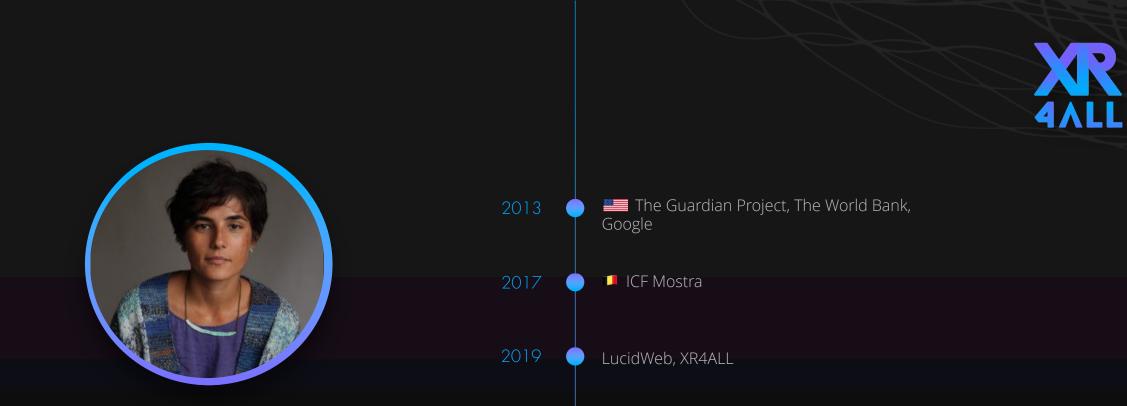
Heinrich Hertz Institute





This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N° 825545.

2007	Netlog
2011	 Focus on distribution of online video (Kaltura & Saffron Digital)
2014	- 🔎 🏴 COO Tech.eu
2016	 Founded LucidWeb - Distribution platform making use of WebVR API - & Women in Immersive Tech Europe (WiiT)
2017	
LEEN SEGERS 2018	Google Global Launchpad Accelerator, first angbank loan, new technical teamel investors & XR4ALL
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CONSORTIUM PARTNERS





Europe Unlimited S.A(Belgium): Provides event and online matching platforms between emerging innovative companies, investors and partners across Europe.



b com

BCOM (France): A private research foundation. Its objective is to achieve excellence in the most competitive sectors such as media coding and new immersive technologies. Fraunhofer Heinrich Hertz Institute



Fraunhofer Institute for Telecommunications, Heinrich Hertz Institute (Germany): A research institute in the fields of mobile broadband communications, photonic networks and electronic imaging for multimedia.



LucidWeb (Belgium): A leading WebXR startup. It makes XR content widely available by helping broadcasters and agencies to distribute unique branding and storytelling experiences through the browser.



XR EU INDUSTRY

SUCCESS STORIES

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THE EUROPEAN XR INDUSTRY

"Virtual reality (VR) and augmented reality (AR) are technologies which have the potential to transform the way we work, communicate, and experience things. Not only will they have an impact on our daily lives, but they are also expected to create a multi-billion-euro industry"

Biggest latest investment rounds

€2M RosieReality - AR Education Switzerland
€900K Osgenic - VR Healthcare Finland
\$21M Labster - VR Education Denmark

Top verticals

- Gaming
- Healthcare
- Education

Key strengths of European XR

- Cultural diversity, A skilled workforce,
- High-precision and niche manufacturing
- Public funding available for VR R&D.



75.8M €



c com

ultrahaptics

FEEL THE POWER SPECTACULAR! 5 STARS!

TREAST THE MELANIST

STRUCT







97M €

mindmaze



c com







44M €





c com Europe



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REALITY CHECK



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INDUSTRY PROBLEMS

- EU XR landscape faces strong
- competition and is fragmented
- Lack of a European developer platform
- Investment culture is risk averse
- No common research agenda
- Weak links between research and market
- Lack of industry knowledge

SOLUTIONS

- 1. XR Community and forum to coordinate and foster
 - collaboration
- 2. XR Developer platform
- 3. Open call for funding opportunities
- 4. XR Research agenda
- 5. Map of funding sources for XR technologies
- 6. Promoting the XR achievements



1. XR COMMUNITY AND XR FORUM

- A **XR Portal** will gather the community
- A mixed XR community of: Industry leaders, business incubators, co-

working spaces, entrepreneurs, investors, SMEs and corporates, Public policy

officers and stakeholders

• A XR Forum will be a central place for the community to share information

and news

• Annual **Meetings** where best practices and XR starts will be highlighted

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2. XR DEVELOPER PLATFORM

The XR platform will provide developers with an **open source** alternative to current commercial development Software development Kits (SDKs) or existing open-source solutions allowing to gather and **share knowledge**, algorithms and tools for the development and use of new interactive technologies.



3. OPEN CALL FOR FUNDING OPPORTUNITIES

1.5 M € TOTAL

OPEN CALL: 25-50 PROJECTS

Selection criteria:

- Geography: Europe and associated countries
- Focus: R&D
- Timeline: June exact date TBC
- Follow us on social media for more information

Phase I: Concept Validation €10,000

Define and validate a concept

Phase II: Development and integration €40,000

Develop a working version of the proposed solution

4. XR RESEARCH AGENDA

- Map research activities landscape and ongoing research activities in XR global and European level to categorize the research activities and identify gaps
- Develop a research agenda for the coming **3-5 years** and a vision for the research in the next **5-10 years**

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5. MAP OF FUNDING SOURCES FOR XR TECHNOLOGIES

- Identify opportunities barriers and available funding sources for XR technologies to improve their access to markets and investments
- **Raise awareness** of the potential of XR technologies among investors and industry players to increase their up-take and investments for technology providers
- Webinars and workshops \rightarrow To support XR entrepreneurs to improve their investment and

partnering readiness by providing them the needed business skills

Brokerage events \rightarrow To connect technology providers with funding sources or industrial partners

6. PROMOTING THE XR ACHIEVEMENTS

- Our social media channels will celebrate the achievements of the community by promoting and sharing the most relevant news on Linkedin – Twitter – Facebook
- We will share: new partnerships, new hires, funding, acquisitions and exists to a larger audience highlighting the promising future of the XR EU industry



REGISTER ON OUR WEBSITE FOLLOW US

www.xr4all.eu

— @XR4ALL —

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