XR 4ALL

MOVING THE EUROPEAN

XR TECH INDUSTRY FORWARD

b:com   Europe Unlimited   **Fraunhofer** Heinrich Hertz Institute   stereopsia   LUCIDWEB

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 — Imec istart accelerator program

2018 — Google Global Launchpad Accelerator, first angbank loan, new technical teamel investors & XR4ALL

LEEN SEGERS

LUCIDWEB

2013 🇺🇸 The Guardian Project, The World Bank, Google

2017 🇧🇪 ICF Mostra

2019 LucidWeb, XR4ALL

DIANA DEL OLMO

LUCIDWEB

CONSORTIUM PARTNERS

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

Image & 3D Europe(Belgium): Non-profit that brings together communities of professionals in the field of imaging. It also organizes the Stereopsia event.

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 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.

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.

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ultrahaptics

75.8M €

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REALITY CHECK

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

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**

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** → To support XR entrepreneurs to improve their investment and partnering readiness by providing them the needed business skills

- **Brokerage events** → To connect technology providers with funding sources or industrial partners

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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

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