

Agenda

- **Introduction and presentation of XR4ALL project**
Oliver Schreer (XR4ALL coordinator, Fraunhofer HHI)
- **Interactive digital storytelling – the future of media communications**
Selma Rizvic (Prof. of Computer Graphics, University of Sarajevo, Bosnia and Herzegovina)
- **Challenges in AR & VR**
Morgan Bouchet (Dir Innovation & Digital Content/Head of VR-AR, Orange and NEM Chairman)
- **Industrial Augmented Reality – current state-of-the-art and future challenges at DAQRI**
Jürgen Rattenberger (Director Business Operations DAQRI)
- **Roundtable discussion with the speakers and audience on
“Future challenges of interactive technologies”**

XR4ALL (eXtended Reality for All) in a nutshell



stere@psia

b com



- **Coordination and Support Action**

- in ICT-25-2018-2020 Interactive Technologies
- Call H2020-ICT-2018-2

- **Duration**

- 1st December 2018 – 31st May 2021, 30 months

- **Partners**

- Fraunhofer Heinrich Hertz Institute (Germany) - coordinator
- Europe Unlimited S.A (Belgium)
- Image & 3D Europe (Belgium)
- BCOM (France)
- LucidWeb (Belgium)

XR Industry problems

- EU XR landscape faces strong competition and is fragmented
- Lack of a European developer platform
- Difficult to raise enough investment
- No common research agenda
- Weak links between research and market
- Lack of industry knowledge

XR community and XR forum

- 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
- XR Forum will be a central place for the community to share information and news
- Annual Meetings where best practices and XR stars will be highlighted

XR developer platform

- To improve the maturity of XR technologies thanks to DevOps tools and existing frameworks.
- To ease the development and the sharing of European XR products
- Set up a XR Catalogue to publish solutions

Open call for funding opportunities

1.5 M € TOTAL

Open call:
50 projects phase 1
25 projects phase 2

Looking for:

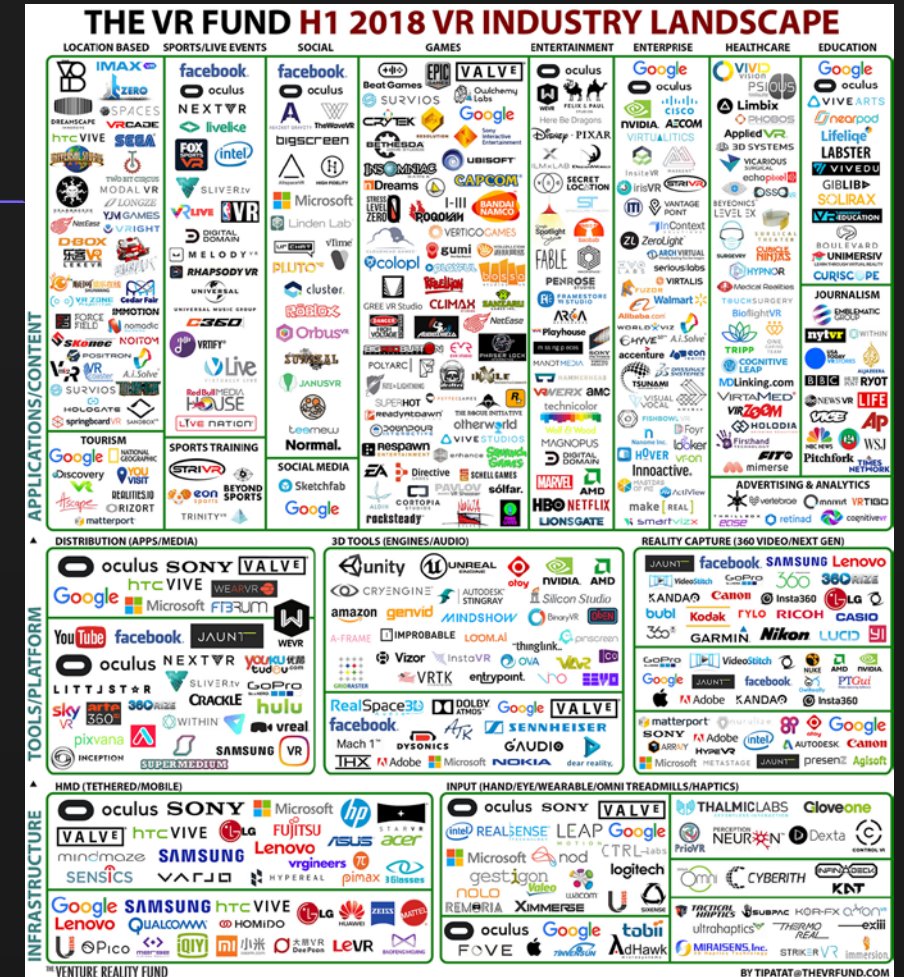
- Geography: Europe & Associated countries
- Focus: R&D in interactive technologies
- Launch date: June 2019
- Targeting SMEs and research teams
- Follow us on social media for more information

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

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



Fostering technology transfer and investments

- Identifying opportunities barriers and available funding sources for XR technologies
- Raising 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 and industrial partners

Promoting the XR achievements

- Establish and maintain social media channels to celebrate the achievements of the community
- Promote and share the most relevant news on **Linkedin – Twitter – Facebook**
- Highlight success stories as role models
- We will share: new partnerships, new hires, funding, acquisitions and exists, important news about interactive technologies to a larger audience highlighting the promising future of the XR EU industry



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— @XR4ALL —

