



Extended Reality  
Berlin-Brandenburg e.V.



# 1. Who We Are

**XRBB: Founded in 2016, we are a publicly funded association advancing virtual, augmented, and mixed reality.**

**Members: HighTech companies, media firms, research institutes, universities, start-ups, freelancers, and XR enthusiasts.**

## Team:



**Finn Kortenbrede**  
Managing Director  
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**Elle Langer**  
Communications Manager for XReco  
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**Viola Tensil**  
Freelance Social Media & Website

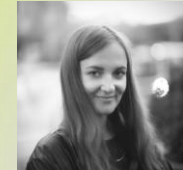
## Board:



**Kathleen Schroeter**  
Chairperson &  
Board Member  
Co-Founder and  
CEO at ootiboo



**Tim Deussen**  
Chairperson &  
Board Member  
Founder & Creative  
Director at Studio  
Deussen



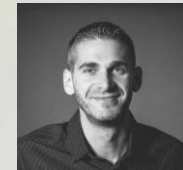
**Ioulia Isserlis**  
Board Member  
Co-Founder & CEO  
at AnotherWorld



**Stephan Schindler**  
Board Member  
Head of Delivery  
Unit at Endava



**Rahel Demant**  
Board Member  
Co-Founder of XR  
Bootcamp



**Sven Blieding**  
Board Member  
CEO at Volucap

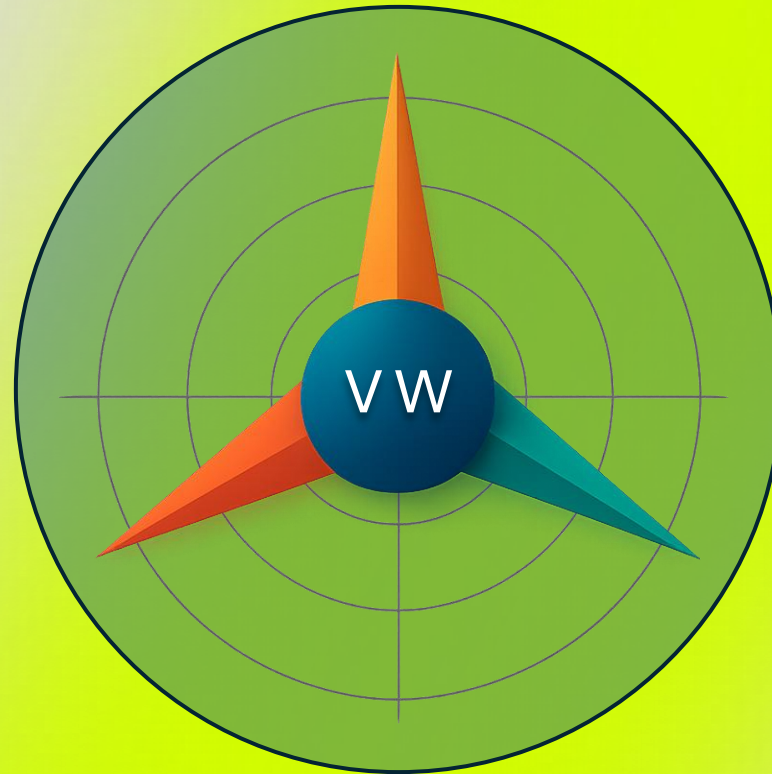


# Our Members



# XRBB

## Virtual Worlds (VW) Strategy as an Innovation Compass



Using Virtual Worlds as a compass,  
XRBB turns fragmented XR experiments into focused, chapter-driven  
innovation with real-world adoption.”

## Chapters – Shaping the Future of XR through Collaboration

*XRBB's chapter model to move ideas from discovery to deployment:*

XRBB's Chapter model forms topic- and region-based groups for focused action. These hubs drive exchange, co-creation, and shared learning, with members owning key themes and outcomes. Chapters deep-dive into Health, Media, Education, LBE (Location Based Entertainment) and Arts & Culture. Beyond Berlin, the network links Brandenburg and Europe, bridging local expertise with EU agendas via Chapter Leads connecting members, partners, and XRBB.

## ***Chapters – Shaping the Future of XR through Collaboration***

*Each Chapter acts as an accelerator within the innovation cycle—connecting research, industry, and creative studios to move from discovery to deployment.*

XRBB turns fragmented XR experiments into a clear cycle from **discovery to deployment**.

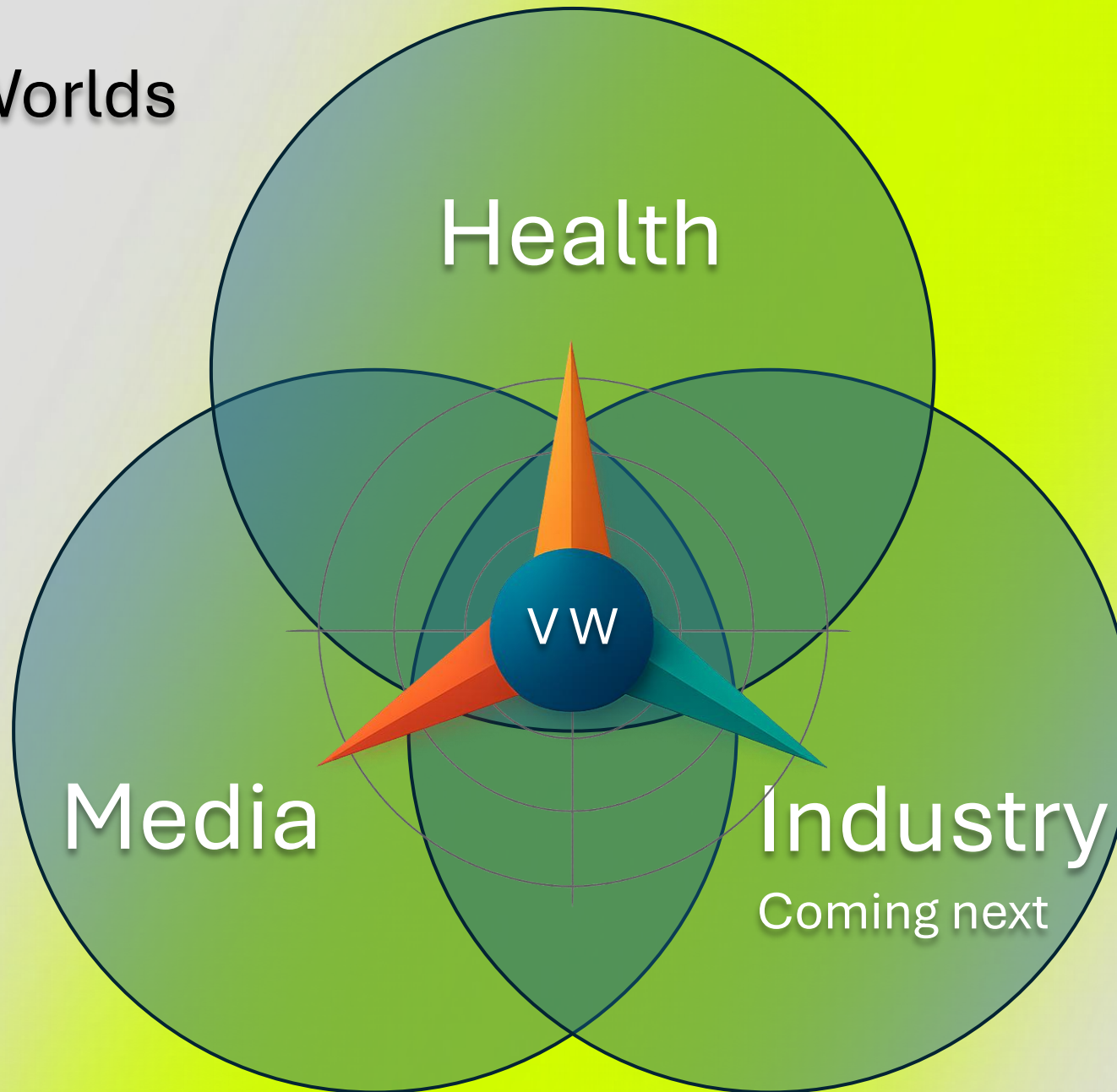
**Innovate:** Research & consortia turn science into usable methods.

**Disrupt:** SMEs & studios replace legacy steps with GenAI and sustainable workflows.

**Deploy:** Broadcasters & industry scale adoption across Europe.  
This operationalizes the

**Nobel principles:** scientific rigor → creative renewal → broad dissemination.

# Virtual Worlds Chapter







**Scientific Lead — XRBB Health Chapter  
Initiator of the Mind XR Conference and**

Prof. Dr. Thomas Wolbers

Aging, Cognition & Technology Group

German Center for Neurodegenerative Diseases (DZNE)

**What is your vision for the future of XR in the medical field?**

„I’m particularly interested in establishing XR technologies in psychiatry and neurology. There is tremendous potential here, already well supported by scientific evidence — yet practical use remains minimal. Many barriers still prevent adoption, and that’s what we need to change.“

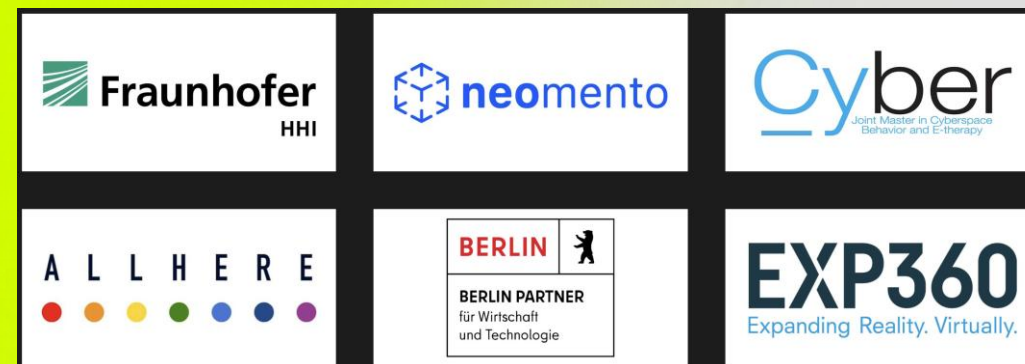
# MindXR Science Conference 2025

Advancing mental healthcare with XR technologies requires advancing scientific evidence at multiple levels

Mechanisms  
of cognitive-  
affective  
processing

Mechanisms of  
Human-XR  
interaction

Disease  
mechanisms





## Can Asal

Health Chapter lead  
Founder and director  
Non Nocere GmbH

### Vision & Research Focus (XRBB Health Chapter)

“Make XR a core enabler of patient-centered, data-driven, connected care—from training to treatment and research.”

### Strategic Focus Areas

- **Innovation:** New learning, therapy, and collaboration via immersive tech.
- **Implementation:** Embed XR in clinical routines, curricula, and workflows.
- **Evaluation:** Produce evidence, set standards, ensure interoperability.
- **Ecosystem:** Build a European network linking clinics, startups, and research.

**Goal:** Bridge technology, clinical practice, and research for measurable impact.

# Use Case Example: Non Nocere)



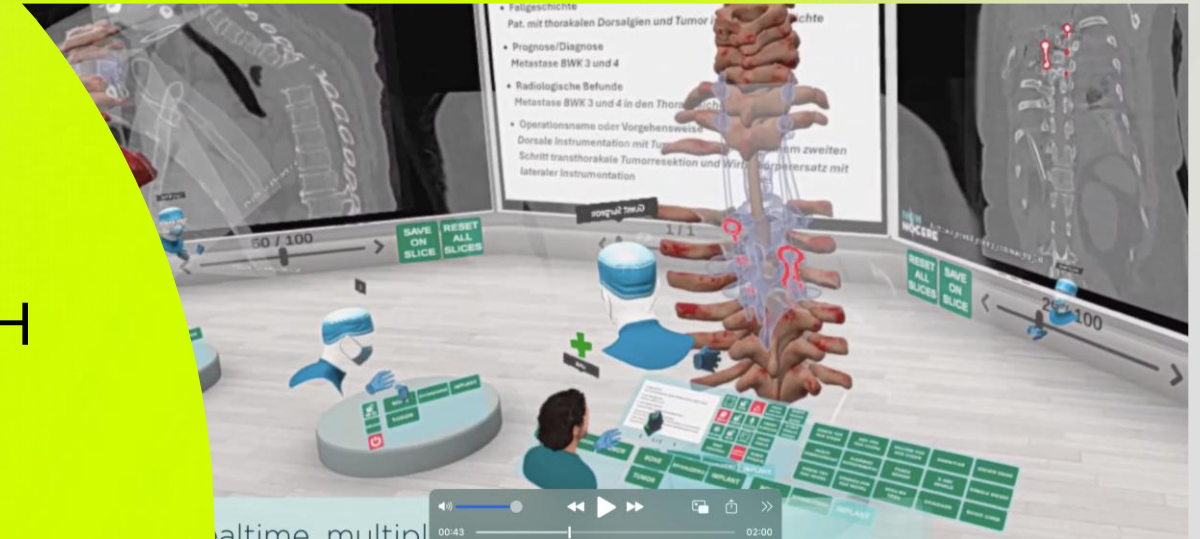
**Project:** Immersive VR for surgical training & pre-op planning.

**Partners:** UMC Göttingen (pancreas), RWTH Aachen (spine), LMU Munich (pelvis).

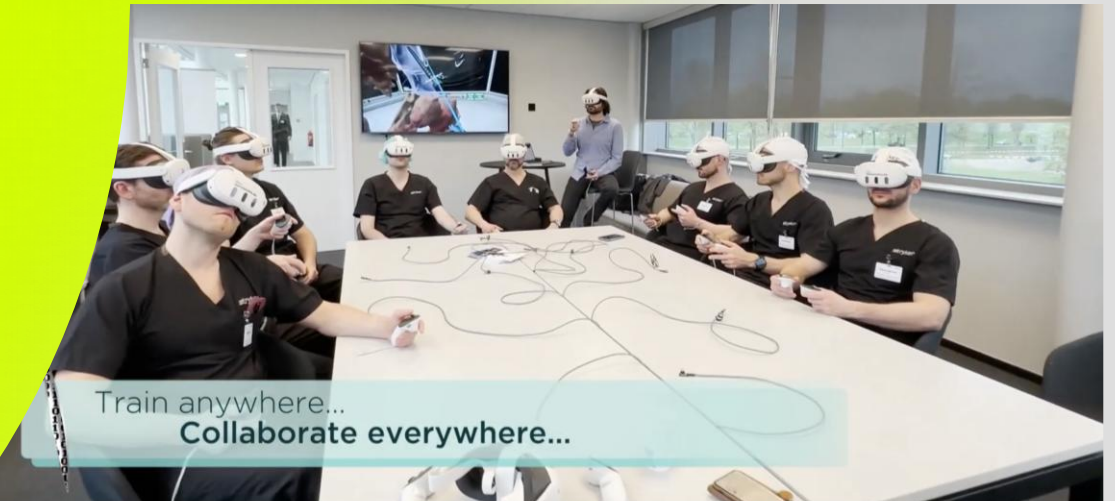
**Approach:** Case-based Digital Twins from real imaging; realistic sims with real-time feedback & analytics.

**Impact:** Faster learning, measurable quality gains, improved patient safety.

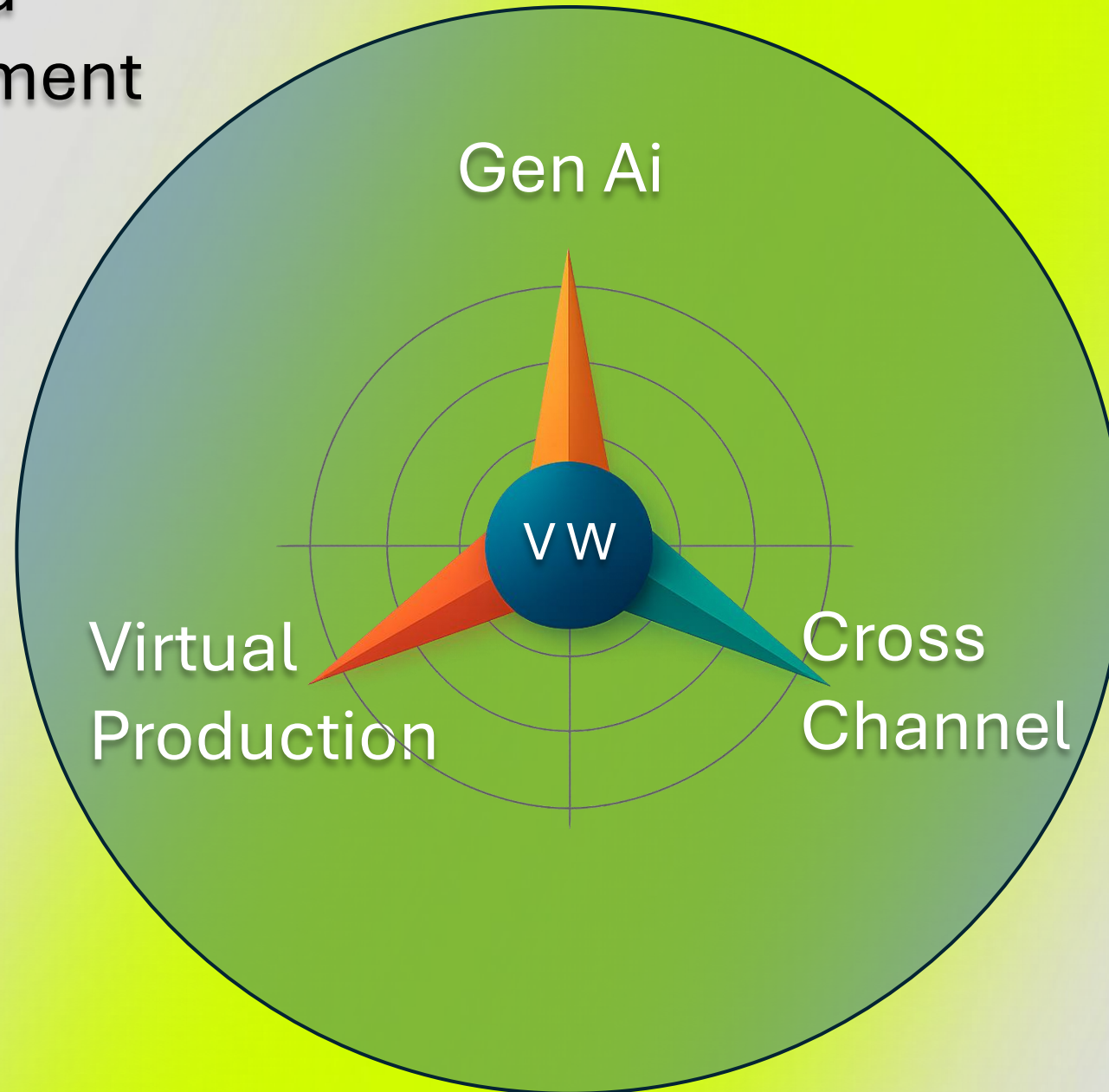
**Next:** Haptics, team training, AI-based performance assessment.



**From Vision to Practice “From Vision to Practice – Advancing Surgical Training through XR”**



# Media and Entertainment Chapter



# Nobel Principles → XRBB Chapters in Action

Our innovation cycle is guided by the spirit of the Nobel Prize: transforming foundational science into tangible human benefit. How SMEs, Industry, research institutions, and R&D consortia can unlock the innovation cycle.

## 1) Science → Useful Knowledge

*Principle:* Innovation succeeds when grounded in scientific method.

## 2) Creative Destruction → New Workflows

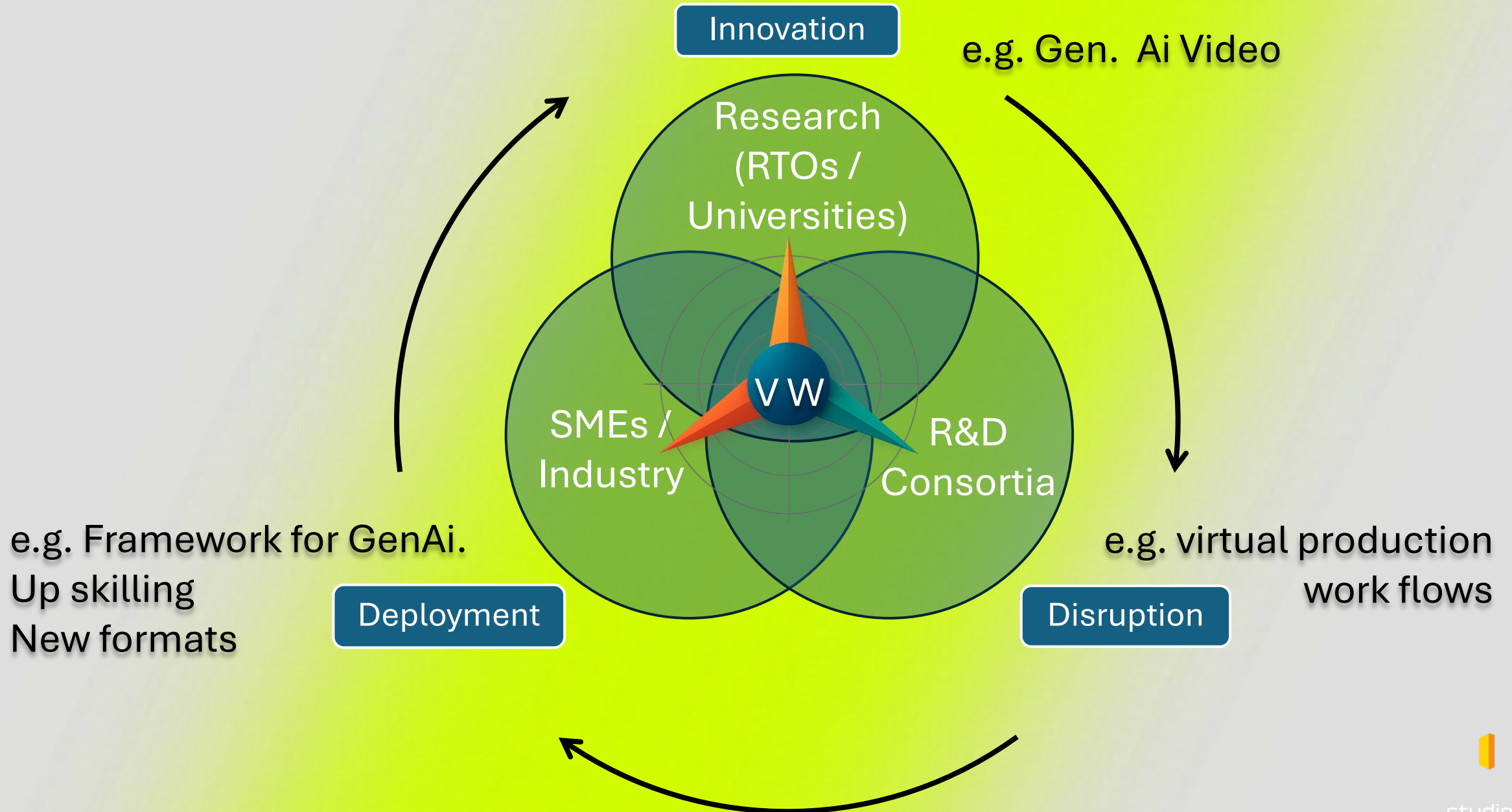
*Principle:* Progress requires replacing outdated models/tech.

## 3) Dissemination & Adoption → Market Impact

*Principle:* Openness, entry, and skills spread new tech.

XRBB puts the Nobel principles into practice. Research turns science into shared methods; consortia replace legacy steps with GenAI, provenance, and sustainable workflows; SMEs and broadcasters scale adoption. Our compass drives discovery → disruption → deployment, closing the innovation gap with clear TRL gates (Technology Readiness Level).

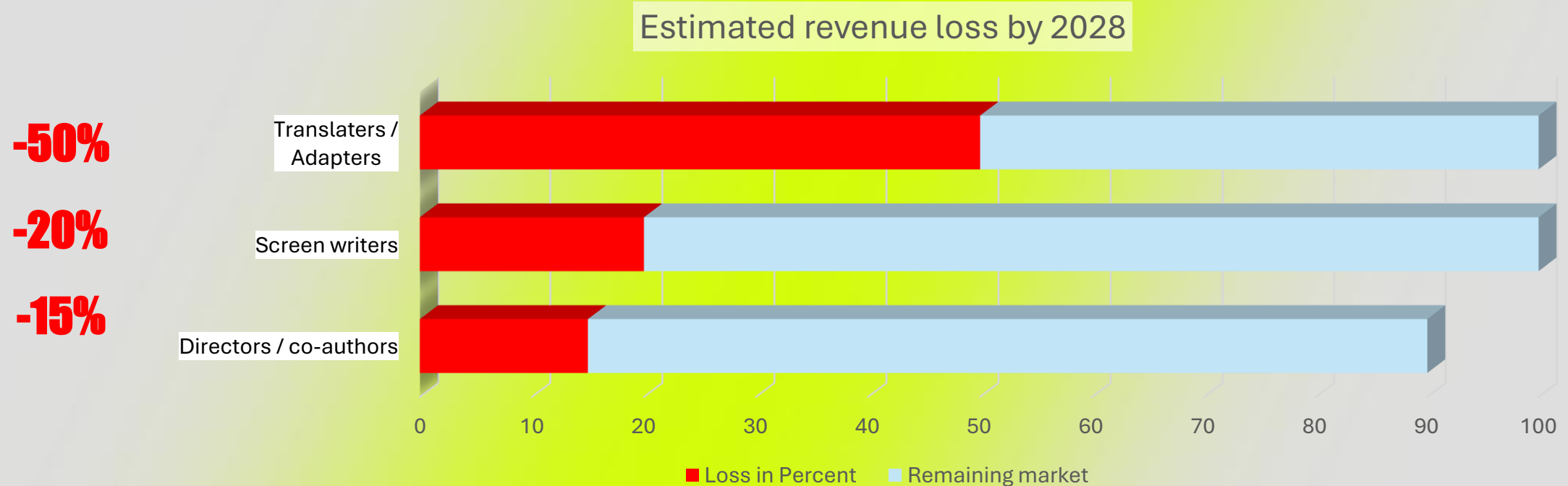
# Strategic Research and Innovation Agenda (SRIA) for Virtual Worlds



# Relevance of addressing Gen Ai



- Urgent need to understand co-creation with Ai to safeguard artistic expression
- Audiovisual creator's revenues cannibalization rates:



Grafik Based on: Study by CISAC on the economic impact of Generative AI in the Music and Audiovisual industries <https://www.cisac.org/services/reports-and-research/cisacpmp-strategy-ai-study>

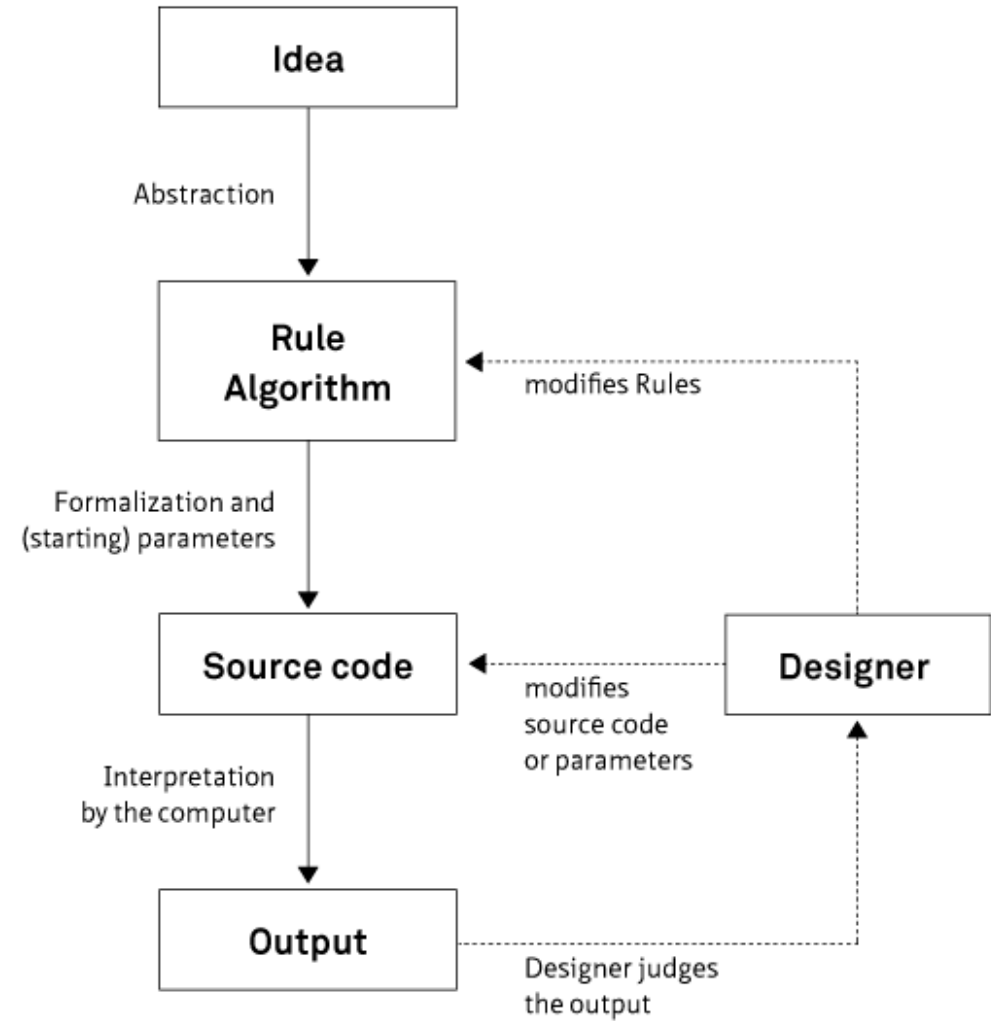


# KEY SKILLS FOR CREATOR?

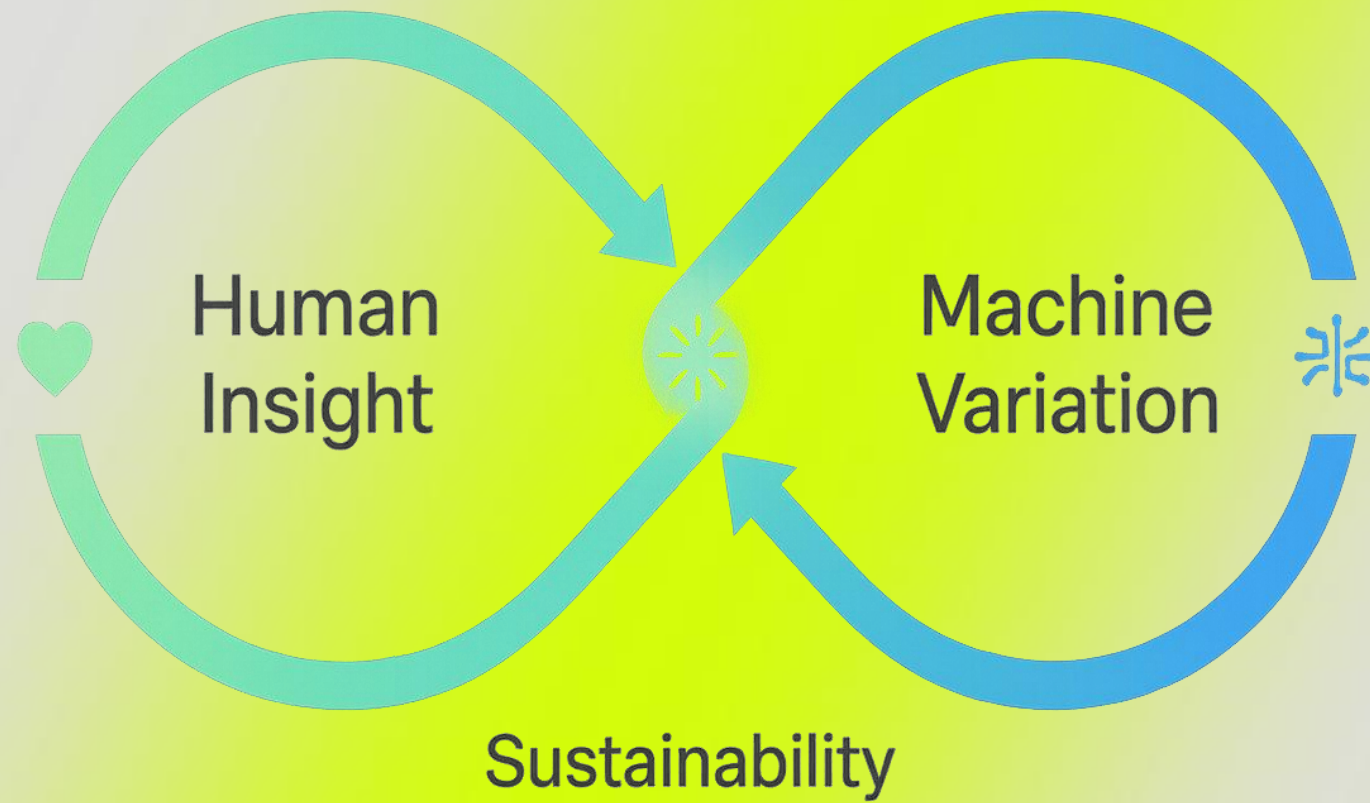
Human centered design  
Principle

Sustainability  
Principle

SPARK IDEAS GENERATE  
EVALUATE  
ITERATE  
REPEAT



# Symbiotic Intelligence

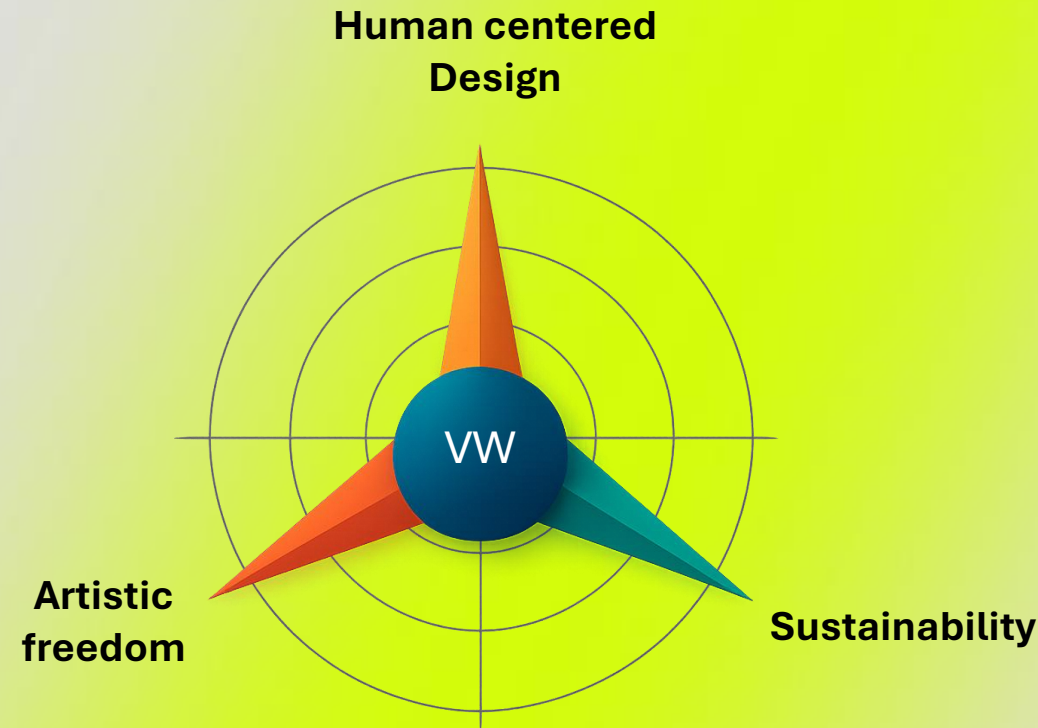


# **Symbiotic Intelligence**

## **Post-Transhumanism through Sustainable Co-Creation**

- Beyond the race to replace humans, we design systems where human insight and machine variation co-evolve.
- This post-transhumanist approach defines intelligence by energy efficiency, empathy, and shared creation.

Co-evolution, not replacement — creativity that conserves energy and amplifies humanity.



## **Symbiotic Intelligence:**

- **Human Centered design to assure artistic intention and copyright tracking.**
- **Higher sustainability through human creativity input.**
- **Need for Virtual Worlds Sandbox to assure creative freedom.**

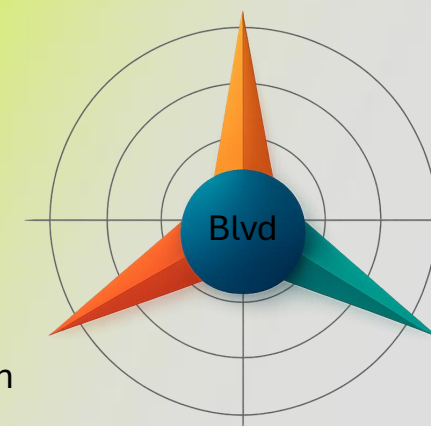


# BLVD-STORIES

AR STORY ABOUT JEWISH LIFE  
IN BERLIN IN THE 1930S

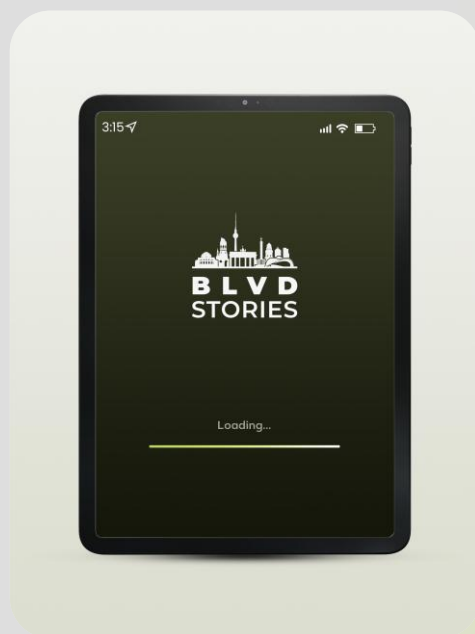
Innovation Compass

AR Based  
narrative



GPS  
Navigation

Historic  
characters



Follow the young Jewish author Ada on her last day in Berlin before escaping the rising anti-Semitism of the Nazi regime. Ada's story is fictional and was inspired by the author Vicki Baum, who fled Berlin in 1931.

Meet 3d characters that are freely based on historic figures such as the architect Erich Mendelsohn, Helmut Newton, who made his apprenticeship at Yva's famous Berlin studio. Albert Einstein, and Marlene Dietrich, who worked and lived at the locations Ada visits for the last time.

# Disruption in Storyboard Pipeline:

## From classical Storyboard Artist to 3d scene Layouts & GenAi visualizations

Character posing & Ai generations by junior 3d & Ai Artist: Carla Xu Posadas



AR Character posed by 3d Artist to  
Capture the essential intention.



Prompt to transform the artistic  
intention into a new media channel:  
a story board for a mini- series.





studio deussen



studio deussen  
Véco

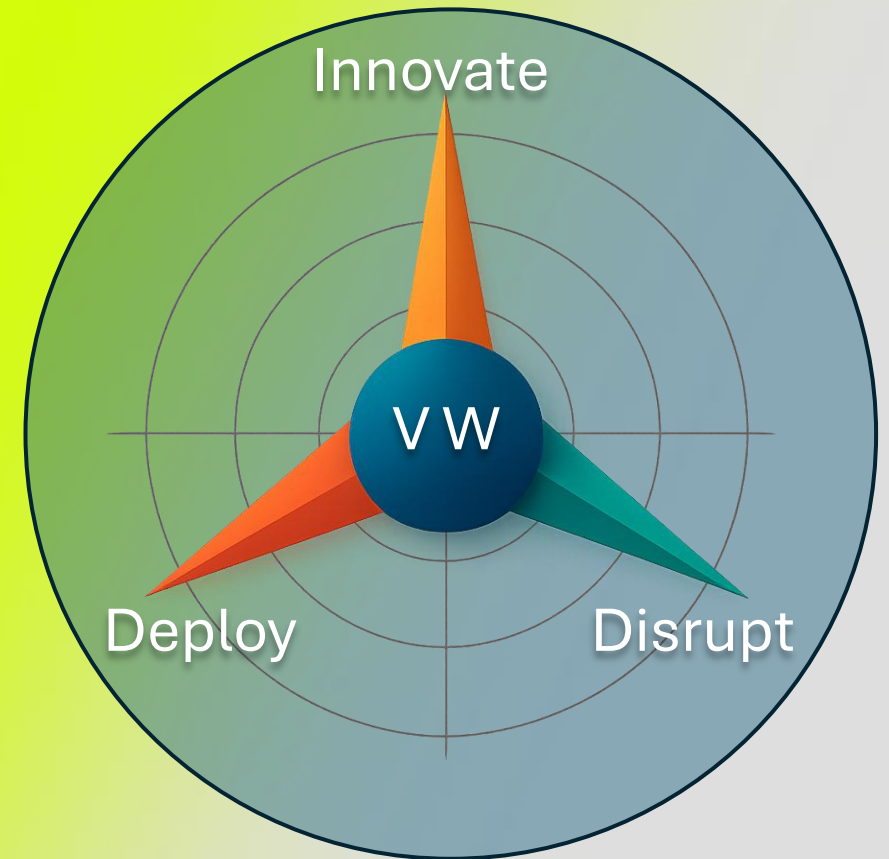
## Your Compass for Real-World Impact

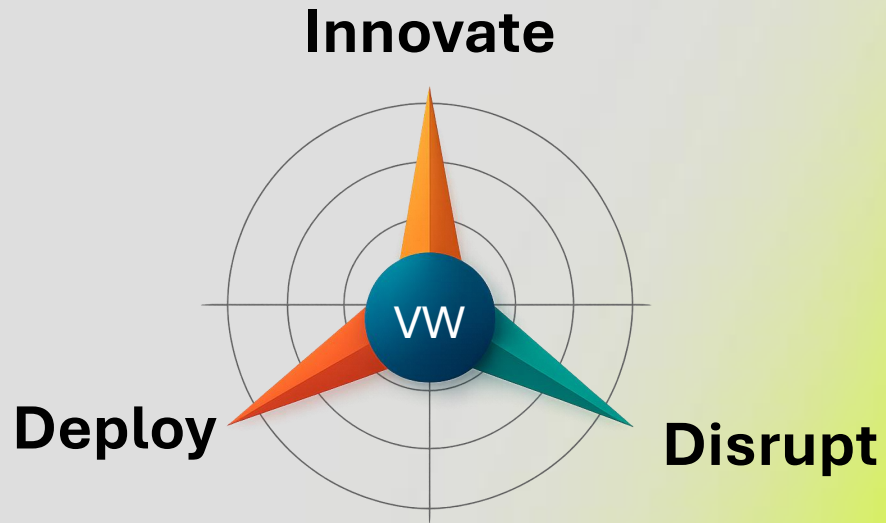
XRBB provides the ecosystem and process to turn fragmented ideas into market-ready solutions. Our innovation cycle guides you from concept to impact:

- **INNOVATE:** Turn scientific research into usable methods.
- **DISRUPT:** Empower SMEs to replace legacy workflows with sustainable, next-gen pipelines.
- **DEPLOY:** Partner with industry to scale your solution for broad European adoption.

**Partner with us to build the future.**

**Join our ecosystem. Partner with a chapter. Start the conversation.**





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Creative director Studio Deussen



studio deussen