



## #1 PRESS RELEASE

**MOTIVATE XR Consortium  
Meeting in Madrid | 25-28  
March 2025**

Hosted by the Universidad de Madrid

## MOTIVATE XR Consortium Makes Significant Progress at Madrid Meeting

**The MOTIVATE XR project**, an EU-funded initiative poised to revolutionise industrial training and assistance through Extended Reality (XR), recently marked a significant milestone with a highly productive three-day consortium meeting held in Madrid. Hosted by project partner [Universidad Politécnica de Madrid \(UPM\)](#), the assembly focused on key project aspects, including management, coordination, budget, and resource utilisation, setting a strong foundation for future development.

Recognising the immense potential of XR to enhance engagement, security, and inclusivity in complex industrial tasks, **MOTIVATE XR aims to overcome current barriers to adoption**. The project is developing a world-leading collaborative authoring, publishing, and experiencing tool suite specifically **designed for industrial operations such as assembly, manufacturing, maintenance, and dismantlement**. The innovative platform will empower a wide range of users, from large European industrial players to individual handymen/women, **to create and deploy XR experiences without requiring programming expertise**, thanks to its user-centred co-design methodology.



During the Madrid meeting, consortium partners engaged in in-depth discussions and demonstrations across various work packages. **Day one** saw a comprehensive review of project progress, detailed budget and resource updates, and focused sessions on SSH and Industrial Frameworks & Co-design. The crucial social, ethical, and legal implications of the project were also addressed, underscoring the consortium's commitment to responsible innovation. The day concluded with an engaging introduction and live demonstrations of the MOTIVATE XR Authoring Tools.

**Day two** highlighted technological advancements, featuring detailed sessions on the MOTIVATE XR Experiencing Tools, including an Interoperability Workshop with practical examples. A live demonstration of the Vision Module offered a tangible view of progress, alongside an update on [Youbiquo's](#) latest headset innovations. The afternoon shifted to critical discussions on MOTIVATE XR's Continuous Integration and Verification processes, including status updates and the roadmap for the upcoming beta release. A valuable Value Proposition Workshop concluded the day, aiming to solidify the project's impact.



The first months of the MOTIVATE XR project have laid a strong groundwork for future phases. Outreach efforts (WP2) have established vital communication channels for maximising the project's impact. The focus on ethical frameworks and co-design (WP3) ensures the project aligns with user needs and societal values. Furthermore, the development of powerful authoring and experiencing tools (WP4/WP5) is paving the way for the creation of innovative and user-friendly XR experiences across diverse industries.

Looking ahead, the MOTIVATE XR project will concentrate on refining business models, continuing its user-centric co-design activities, and preparing for upcoming pilot testing of its cutting-edge tools. With a committed and collaborative consortium, the project is well-positioned to achieve its ambitious goals and transform how industries approach training, collaboration, and digital transformation.

The assembly provided an invaluable opportunity for the consortium to reflect on their collective achievements and strategically plan for the future. 📺 **Watch our video to catch up on key moments from the assembly!** 🎬 <https://youtu.be/rbpPE0KiVuY>





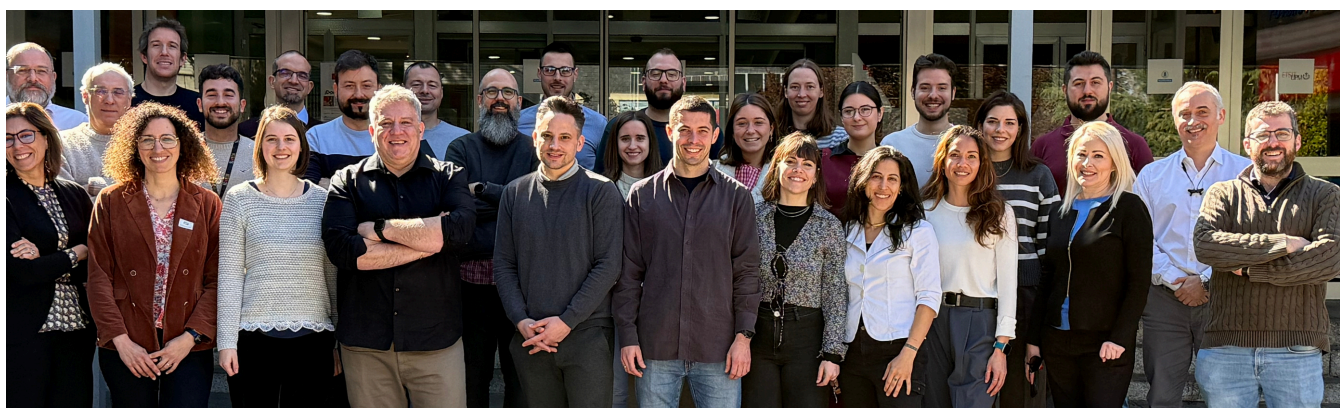
## About MOTIVATE XR:

MOTIVATE XR is an EU-funded project dedicated to creating a world's leading XR collaborative authoring, publishing, and experiencing tool suite for training and assistance in industrial operations. By adopting a user-centred co-design methodology, MOTIVATE XR aims to democratise the creation and deployment of XR experiences, making them accessible to a wide range of users without programming skills.

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Stay up-to-date with the latest progress of the MOTIVATE XR project by subscribing to the [MOTIVATE XR Newsletter](#).



## MOTIVATE XR Partners:

The project brings together an impressive consortium of 17 partners from 7 different countries, ranging from research institutions, universities, universities to technological industry experts, all committed towards the same goal.



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