MOTIVATEXR

Maintenance, Support & Operation Training using Immersive Virtual and Augmented Technology for Efficiency with XR

D2.7 MOTIVATE XR WORKSHOPS

30/11/2025

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D2.7 MOTIVATE XR WORKSHOPS

WP2 – Task 2.3 - BeyondXR Cluster Webinar

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Abstract	This deliverable presents a comprehensive overview of the first iteration of community-oriented engagement activities carried out under Task 2.3 of the MotivateXR project, with a particular focus on the webinar delivered to the BeyondXR Cluster.
Keywords	XR Webinar; Community Engagement; Beta Tool Showcase

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EXECUTIVE SUMMARY

This deliverable provides a comprehensive overview of the "Beta Phase Showcase & Community Engagement" webinar, a pivotal dissemination activity conducted under Task 2.3 (Open Community, Synergies & Standardisation) of the MOTIVATE XR project. Strategically scheduled during the project's transition from core development to pilot validation, this event was a key milestone for Work Package 2 (Impact & Visibility), designed to demonstrate tangible progress and foster connections within the European XR ecosystem.

The webinar was driven by clear objectives: to showcase the functional capabilities of the project's beta tools, enhance visibility among key stakeholders like the BeyondXR Cluster, and lay the groundwork for future collaboration and adoption. Its methodology effectively combined pre-recorded video demonstrations from five consortium technology providers with live expert narration. This hybrid format ensured a smooth, professional presentation of tool features, user experience, and interoperability, while respecting pilot confidentiality by using abstracted applications.

Key outcomes included successfully raising the project's profile, strengthening ecosystem relationships, and generating qualitative feedback indicating strong audience engagement. The event also established a framework for longitudinal feedback analysis, setting a baseline for tracking stakeholder perception. The immediate next steps involve the full execution of the five industrial pilots, which will generate the performance data and case studies to be presented in a second, evidence-based webinar at M36, shifting the narrative from technological potential to validated impact.

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ABBREVIATIONS

AI	Artificial Intelligence
AR	Augmented Reality
BIM	Building Information Modelling
CA	Consortium Agreement
EC	European Commission
EU	European Union
GA	Grant Agreement
VR	Virtual Reality
WYSIWYG	What You See Is What You Get
XR	Extended Reality

1. INTRODUCTION & SCOPE

This document provides a detailed overview of the first major dissemination activity conducted under *Task 2.3 (Open Community, Synergies & Standardisation)* of the MOTIVATE XR project. The report focuses specifically on the "Beta Phase Showcase & Community Engagement" webinar, which represented a significant milestone in the project's engagement strategy with the wider XR community. This activity formed an integral component of *Work Package 2 (Impact Maximisation and Outreach)*, strategically scheduled to coincide with the project's transition from core technical development to the validation phase through industrial pilots.

The webinar was conceived as a platform to share the project's advancements with key stakeholders across the European XR ecosystem. With the platform components reaching a sufficiently mature stage of development, the event provided an optimal opportunity to demonstrate functional progress and gather valuable external perspectives. This approach aligns with the project's fundamental commitment to transparency and ensures that its developing outcomes remain relevant and responsive to community needs and expectations.

This comprehensive report documents the entire lifecycle of the webinar initiative, from initial planning and preparation through to execution and outcome analysis. It provides a structured account of the organizational methodology, presentation content, audience engagement strategies, and the event's contribution to the project's broader dissemination objectives. The scope encompasses not only what was presented but also how the event fits into the larger context of building sustainable relationships within the XR ecosystem.

2. MOTIVATION & OBJECTIVES

The organization of this webinar responded to a natural progression point in the project's development timeline - the important transition from internal building and testing to broader community engagement. This shift was recognized as essential for building awareness around the project's outputs and establishing meaningful connections with potential users, collaborators, and stakeholders within the XR community.

The event deliberately built upon insights generated during the earlier "Bridging Value" workshop, which had emphasized the importance of creating XR tools that genuinely address user needs, particularly in professional environments where technology adoption is often part of workplace requirements rather than personal choice. The webinar served as a practical demonstration of how the MOTIVATE XR platform was being developed with these considerations at its core, with particular emphasis on usability, practical application, and interoperability across different systems and contexts.

The specific objectives established for the webinar were:

- To **demonstrate tangible project development** by showcasing the current capabilities of MOTIVATE XR's beta tools, providing clear evidence of the project's advancement from initial concepts to functional prototypes with practical applications in industrial training scenarios.
- To **enhance project recognition and visibility** among important European XR stakeholders, with particular focus on engaging members of the BeyondXR Cluster and the broader XR research and development community, thereby strengthening the project's position within the ecosystem.
- To **establish foundations for future collaboration** by presenting the project's methodological approach and technological foundations to potential users, partners, and adopters, creating opportunities for dialogue and synergy that could extend beyond the project's formal timeline.
- To **prepare the conceptual groundwork for subsequent communications** about pilot implementation results, establishing a narrative continuity that will allow stakeholders to follow the project's evolution from technological development to validated practical application in industrial settings.

These objectives were designed to create a natural progression from initial awareness-building toward the development of relationships that could support the project's long-term impact and sustainability, ensuring that the knowledge and technologies developed continue to provide value beyond the project's completion.

3. GENERAL METHODOLOGY

The methodology for this community engagement activity was designed around a balanced approach of structured presentation and interactive dialogue. The webinar format was selected as it offered the optimal balance between reach and engagement potential, allowing for efficient dissemination to a geographically dispersed audience while maintaining opportunities for real-time interaction. This hybrid approach acknowledged the importance of both broadcasting project developments and creating space for community response.

The presentation methodology emphasised clarity and practical demonstration over technical complexity. The content was structured to showcase the tangible functionality and application potential of the MOTIVATE XR tools in terms of accessibility to both technical and non-technical audience members. This approach ensured that the core value propositions of the platform could be understood by a diverse viewership with varying levels of familiarity with XR technologies.

The development philosophy guiding the beta phase was presented as fundamentally iterative and user-centred, highlighting how continuous feedback and testing mechanisms have informed the current implementations. This transparent discussion of the development process served to build credibility and demonstrate the project's commitment to creating solutions that address genuine industrial training challenges through collaborative refinement.

4. IMPLEMENTATION: FIRST ITERATION

This chapter documents the practical execution of the webinar, detailing the organizational framework, participant contributions, and strategic outcomes that characterized this key dissemination activity. It provides a comprehensive account of how the event was structured and delivered to achieve its communication objectives.ù

4.1 RATIONALE FOR A TOOL-SPECIFIC WEBINAR

The decision to focus the webinar on tool demonstrations was driven by the project's current developmental phase and audience expectations. With the beta tools reaching functional maturity, a demonstration-based format provided the most direct way to communicate progress and capabilities. This approach allowed the project to move beyond conceptual discussions and provide concrete evidence of development, which was particularly important for building credibility with technical audiences and potential adopters.

The timing of the webinar was strategically aligned with the project's transition from core development to pilot preparation, creating a natural opportunity to showcase tools that would soon be deployed in industrial settings. This alignment helped contextualize the demonstrations within the project's broader narrative of progression from development to practical application.

The event was conceived not only as a dissemination action but also as a moment of exchange, allowing the consortium to share progress with a wider XR community and to gather perspectives from other European initiatives working in related domains.

Four partners led the session: **MAGGIOLI (MAG)**, **TECNALIA (TEC)**, **CS Group (CS)** and **2Freedom (2F)**. Each contributed with a different component of the MOTIVATE XR ecosystem, offering attendees a broad view of the technological developments taking shape within the project.

4.2 STRUCTURE AND OBJECTIVES OF THE WEBINAR/WORKSHOP

The webinar followed a carefully sequenced narrative structure:

1. **Contextual Foundation**: Initial positioning within the project's WP2 objectives and overview of webinar goals.
2. **Project Update**: Concise overview of MOTIVATE XR's strategic direction and specific beta phase accomplishments.
3. **Conceptual Bridge**: Brief connection to prior workshop insights to provide methodological continuity.
4. **Core Demonstrations**: Focused presentations of the key platform tools.
5. **Interactive Dialogue**: Structured Q&A session to facilitate community engagement.

6. **Forward Perspective**: Summary and preview of upcoming project phases.

This has been consolidated in the generation of the following Webinar Agenda.

The session was planned with a compact and well-defined agenda to guide attendees through the project context and the technical demonstrations:

Time	Item	Presenter
14:30 – 14:40	General introduction	Nikos Achilleopoulos (MAG)
14:40 – 14:45	Tool presentation: Inscape VTS	CS
14:45 – 14:50	Tool presentation: KAYROX	TEC
14:50 – 14:55	Tool presentation: 2Freedom technologies	2F
14:55 – 15:00	Digital Twin Platform MIRA	MAG
15:00 – 15:10	Q&A session	All presenters

TABLE 1 AGENDA OF THE WEBINAR

This structure was designed to balance clarity, tempo and equal visibility for each partner involved in the development of MOTIVATE XR.

4.3 KEY OUTPUTS AND TAKEAWAYS

- **Enhanced Project Visibility**: Successfully presented the MOTIVATE XR platform to a targeted external audience, increasing awareness of the project's scope and capabilities.
- **Strengthened Ecosystem Connections**: Fostered a sense of awareness and open communication with key stakeholder groups.
- **Stimulated Interest**: Generated qualitative insights and questions during the Q&A, indicating audience engagement and potential future collaboration avenues.

4.4 INTEGRATION WITH WP2 AND TASK 2.3 GOALS

The webinar served as a direct implementation of the WP2 and T2.3 strategy for ecosystem engagement. By showcasing the tools to a targeted audience, the project advanced its objectives of building recognition, creating awareness for potential synergies, and promoting the visibility of the MOTIVATE XR approach within the European XR landscape. The activity demonstrated the project's commitment to open communication and community building as essential components of its impact strategy.

5. WEBINAR: TOOL DEVELOPMENT & SHOWCASE

This chapter provides a comprehensive overview of the technical demonstrations presented during the webinar, detailing the specific tools featured, their current capabilities, and the methodological approach taken to showcase their functionality. The presentations were designed to give attendees a clear understanding of the project's technical progress while maintaining appropriate boundaries around confidential pilot information.

5.1 PARTICIPATING TOOLS AND TECHNOLOGY PROVIDERS

The webinar featured coordinated presentations from 4 selected technology providers within the MOTIVATE XR consortium, each demonstrating their respective contributions to the integrated platform:

- Tool 1: Inscape VTS, AI assisted Authoring and Experiencing tools, to create and experience XR Training contents showcased on the Pilot 1 Use Case (CS)
- Tool 2: Kayrox + brief description (TEC)
- Tool 3: 2fVideoModeling + 2fVideoModeling converts photos and videos from mobile phones, drones or cameras into high-precision 3D models, generating points clouds, textured meshes and orthophotos. (2F)
- Tool 4: MIRA, digital twin platform (MAG)

Each provider presented their tool's current state of development and functional capabilities, representing the collaborative effort across work packages and showcasing both authoring and experiencing tools that form the complete MOTIVATE XR ecosystem.

5.2 SHOWCASE FORMATS AND PRESENTATION MODALITIES

The webinar employed a carefully considered presentation methodology utilising pre-recorded video demonstrations or presentations accompanied by live narration from technology providers. This hybrid approach was selected to ensure optimal delivery quality and viewer experience. The pre-recorded videos showcased tool functionality without the risks of connectivity issues, software instability, or performance lag that can affect live demonstrations in virtual environments. Each technology provider delivered live narration synchronised with their respective video demonstrations, providing real-time explanation of features, design rationales, and practical applications. This format maintained the personal connection and expertise of live presentation while guaranteeing smooth, professional demonstration of the tools' capabilities. The videos were professionally edited to highlight key workflows and user interactions, ensuring that attendees received a clear, uninterrupted view of each tool's core functionality.

5.3 FOCUS ON FEATURES, UX, AND INTEROPERABILITY

Across all presentations, consistent emphasis was placed on three key aspects: core features, user experience considerations, and interoperability capabilities. The video demonstrations highlighted specific functionalities that address identified industrial training challenges, with particular attention to how each tool simplifies complex processes or enhances training effectiveness. User experience design principles were explicitly discussed during the live narration, with technology providers explaining how interface choices and workflow designs contribute to reducing cognitive load and improving accessibility for both content creators and end-users. The presentations also detailed how the various tools interoperate within the MOTIVATE XR platform, demonstrating through the video sequences the seamless exchange of assets and data across different components of the system.

5.4 COORDINATION WITH PILOTS AND CONFIDENTIALITY MANAGEMENT

Given that many pilot owners are constrained by **Non-Disclosure Agreements (NDAs)**, the showcases were carefully managed. The focus remained on the tools themselves—their features, current status, and UX design—using possible applications in abstracted form rather than disclosing proprietary pilot data. This approach allowed for a demonstration of real capabilities while respecting the confidentiality agreements in place with industrial partners.

5.5 TOOL OWNER PRESENTATIONS

Opening Presentation

The session opened with a welcome and general introduction by MOTIVATE XR coordinator Nikos Achilleopoulos (MAG). His remarks placed the webinar in context, explaining the project's vision and the significance of entering the beta phase. He also highlighted why engaging with the BeyondXR community at this stage is particularly valuable: it provides an early opportunity to test assumptions, compare approaches and build connections with other European XR projects facing similar challenges.

Rather than focusing solely on formalities, the introduction established a clear narrative for the session. It guided attendees through the project's current position and invited them to follow how MOTIVATE XR is progressing from internal development toward real-world validation in its pilots.

Tool Demonstrations by Project Partners

Following the introduction, each technology provider delivered a concise five-minute presentation showcasing their respective tools. The aim was to offer a clear and accessible overview, illustrating not only what each tool can do, but also how it contributes to the larger MOTIVATE XR environment.

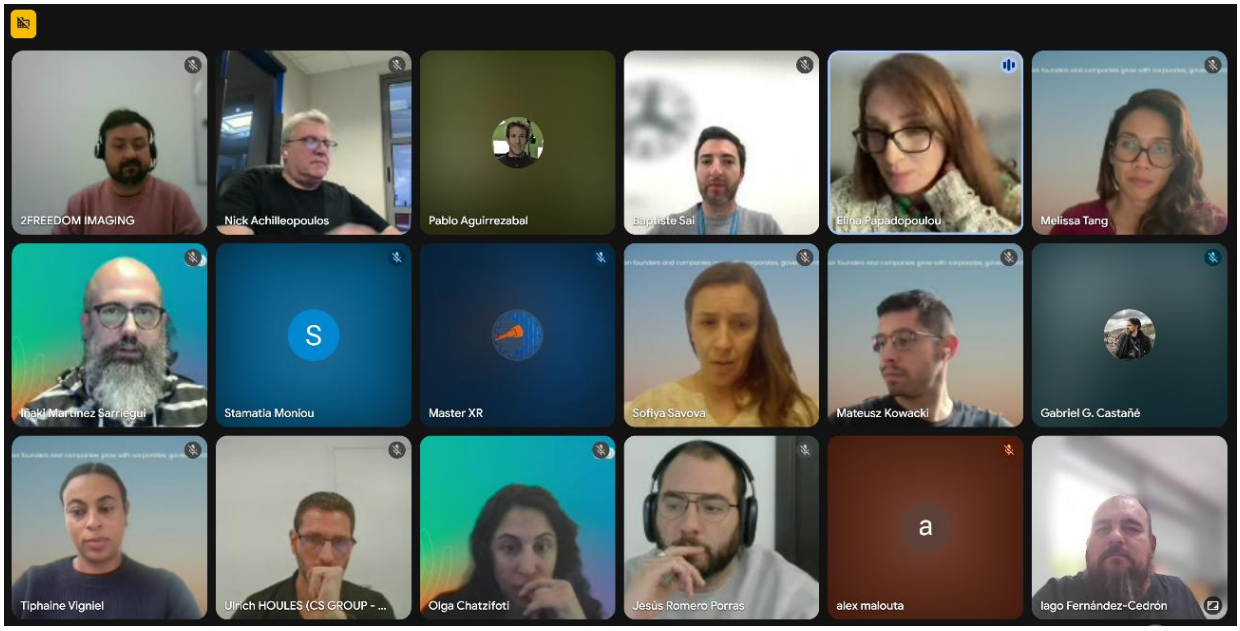

FIGURE 1 ASSISTANTS AT THE WEBINAR

CS GROUP: INSCAPE VTS ENHANCED WITH AI (PILOT 1 BASED DEMO)

The BeyondXR webinar provided CS GROUP with an excellent opportunity to present the capabilities of Inscape VTS, a suite of tools that allows to create immersive training content, and to experience this content either on Desktop or on XR device:

1. First, based on **existing capabilities** of the software suite
2. Also the **innovations** developed within the **Motivate XR project** and validated during the **pilot activities**.

For Pilot 1 – Aerospace Industry, the focus was on showcasing how Inscape VTS supports the creation and deployment of immersive training experiences of Maintenance Procedures for the Aerospace Industry.

FIGURE 2- CS GROUP PRESENTATION (1)

We began by introducing the core components of the existing Inscape VTS suite:

- **Authoring Tools** for creating XR content
- **Desktop and XR Players** for delivering interactive experiences

Building on this foundation, we highlighted the new features developed during the project, particularly **AI-assisted training content creation, provided by SOP** during the authoring phase. This functionality is illustrated in the workflow below by leveraging technical industrial documentation as a starting point and transforming it into rich XR experiences with reduced manual effort:

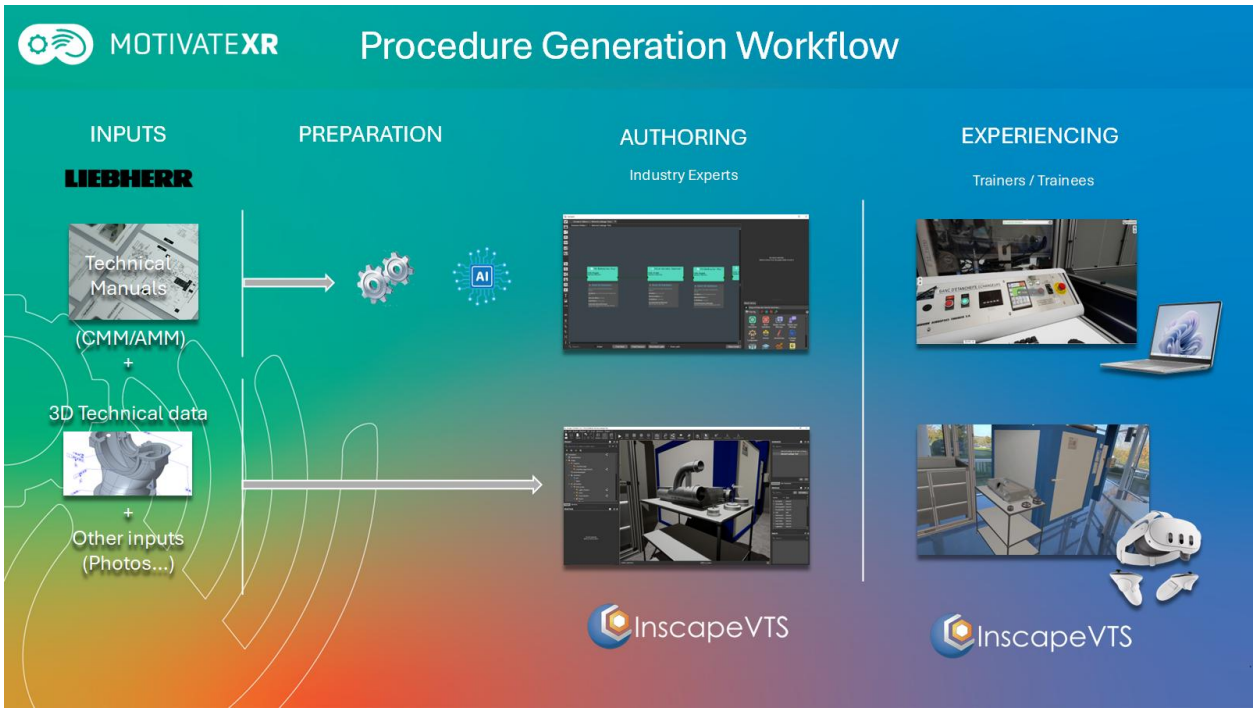

FIGURE 3- CS GROUP PRESENTATION (2)

The demonstration illustrated the complete process:

- Applying AI-driven content generation to accelerate authoring
- Publishing and experiencing the final XR scenario

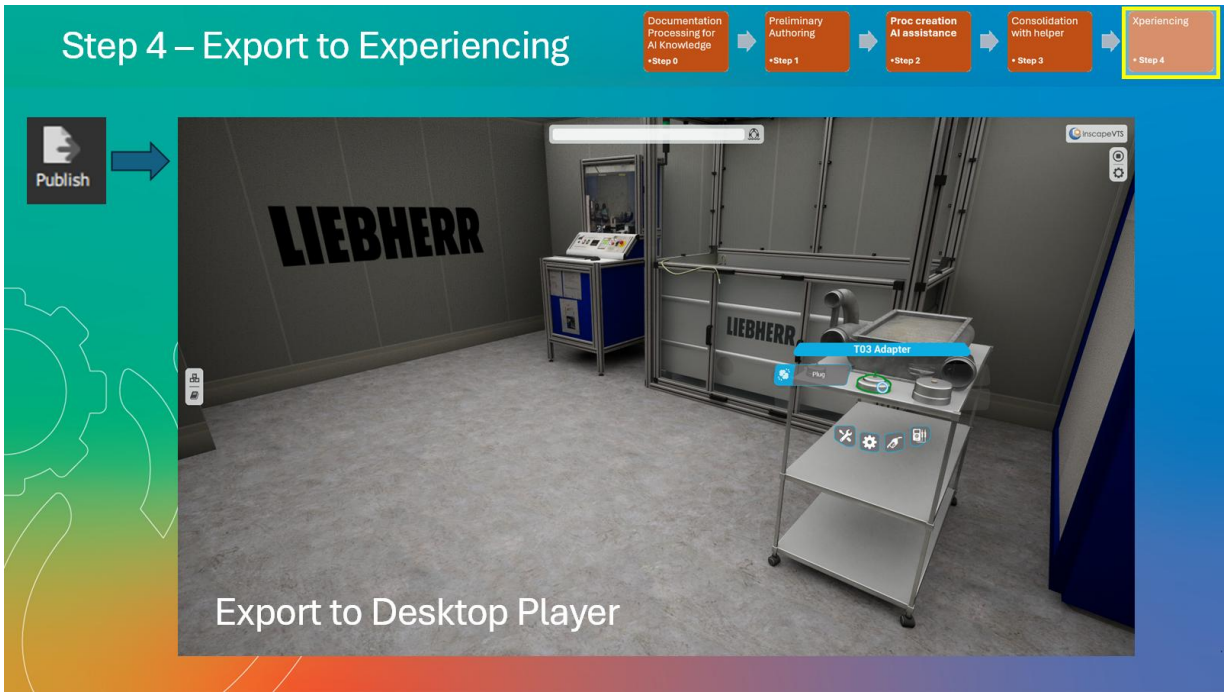

FIGURE 4 -CS GROUP PRESENTATION (3)

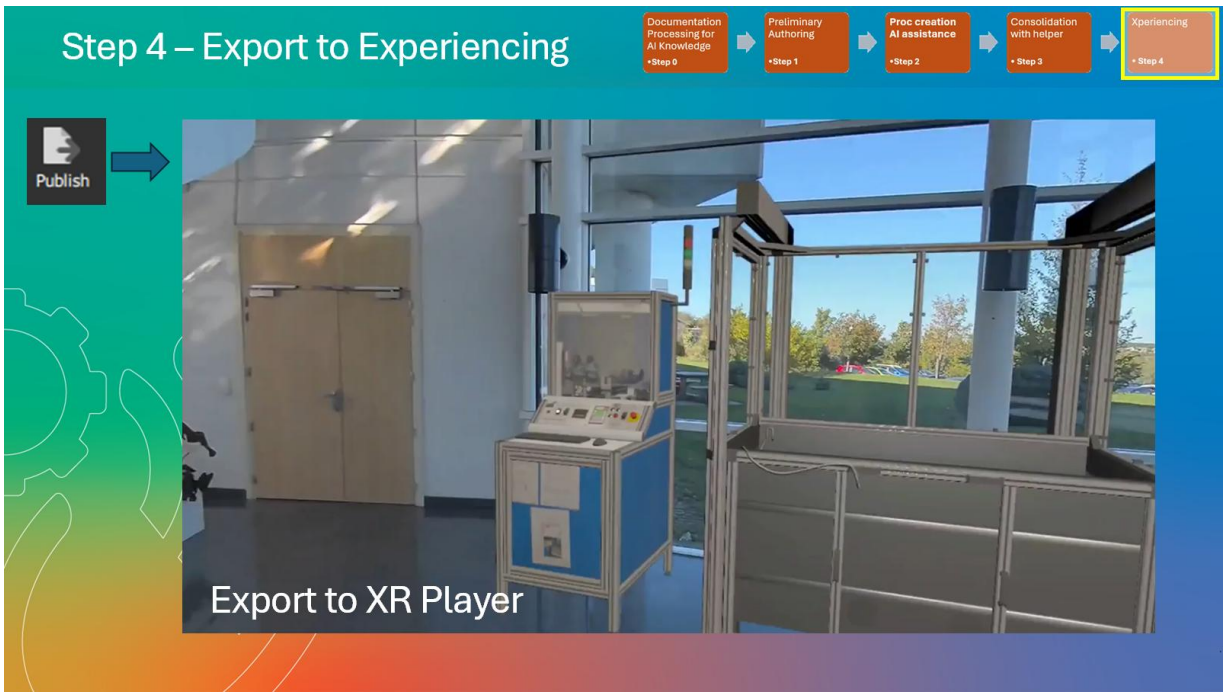

FIGURE 5 - CS GROUP PRESENTATION (4)

These enhancements are meant to significantly reduce development time and improve consistency, enabling aerospace stakeholders to create high-quality, context-aware training modules efficiently.

By integrating SOP AI components into the authoring process, Inscape VTS not only simplifies XR content creation but also ensures scalability and adaptability for complex industrial environments.

KAYROX

The BeyondXR webinar was an opportunity for Tecnalia to contribute and showcase what KAYROX brings to the Motivate XR project, as well as the developments carried out within the project and validated during the pilot activities.

During the BeyondXR webinar, we presented KAYROX, our no-code XR authoring platform, highlighting how it empowers non-technical users to create and deploy virtual and augmented reality content. Based on a web approach, KAYROX enables teams across the Motivate XR project to collaboratively build immersive experiences and seamlessly publish them to VR/MR headsets, smartphones, tablets, or desktop environments. This unified authoring and asset-management environment has played a key role in structuring and accelerating content development during the project.

One of the most relevant technical contributions showcased was the integration of 3D Gaussian Splatting to support hyper-realistic VR training scenarios. By enabling the use of photorealistic 3D reconstructions captured from real environments, KAYROX significantly enhances the fidelity and immersion of training experiences developed and tested in Motivate XR pilots. This capability opens the door to creating high-quality simulations with minimal 3D modelling effort.

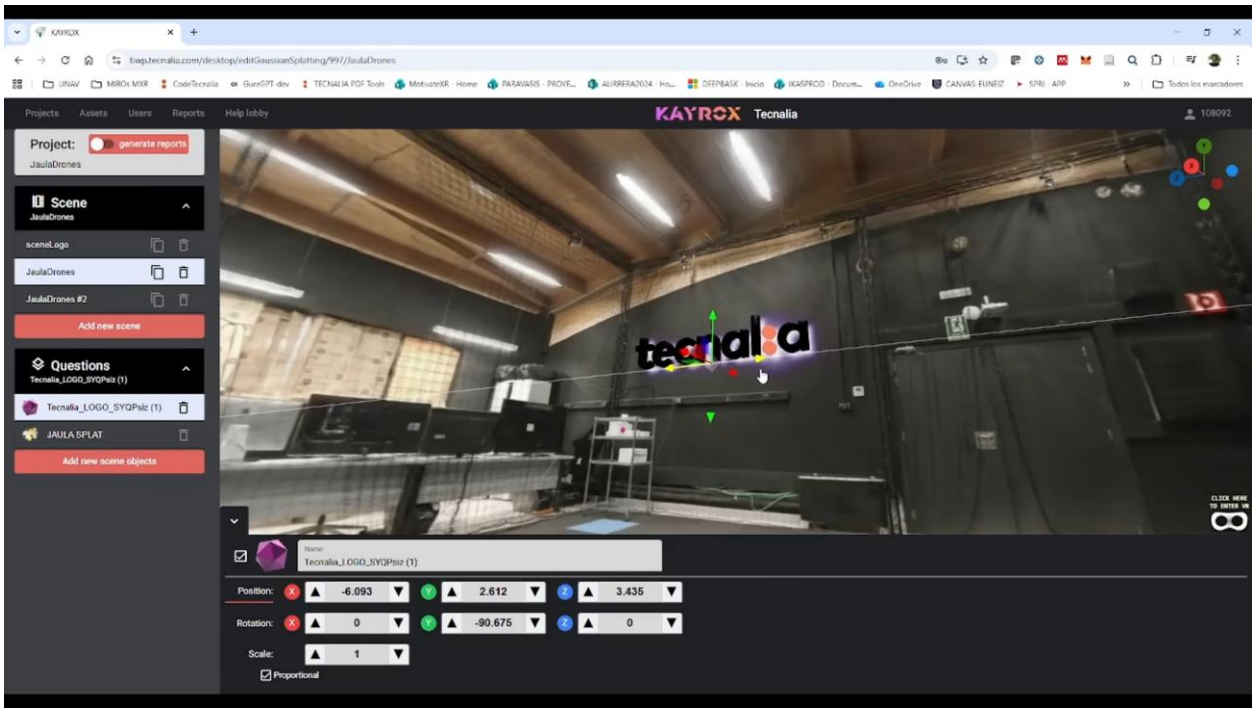

FIGURE 6 - KAYROX PRESENTATION (1)

We also demonstrated KAYROX's in-situ authoring of augmented manuals on Meta Quest 3, a feature extensively used and evaluated throughout the project. With this functionality, authors can position, scale, and anchor instructional steps directly on real equipment using mixed-reality headsets or smartphones. This is complemented by robust spatial persistence and automatic alignment, ensuring that annotations remain correctly aligned across repeated uses—an essential capability tested and validated during the pilots.

FIGURE 7 - KAYROX PRESENTATION (2)

Finally, the webinar highlighted KAYROX's remote assistance module, which supports live AR annotations, document sharing, and now full video recording of support sessions. This feature proved highly valuable during pilot evaluations, enabling traceability, knowledge capture, and post-session review. Together with the flexible cloud or on-premise deployment options, these innovations demonstrate how KAYROX contributes to the broader objectives of Motivate XR: delivering practical, scalable, and high-impact XR solutions across industrial, energy, and healthcare scenarios.

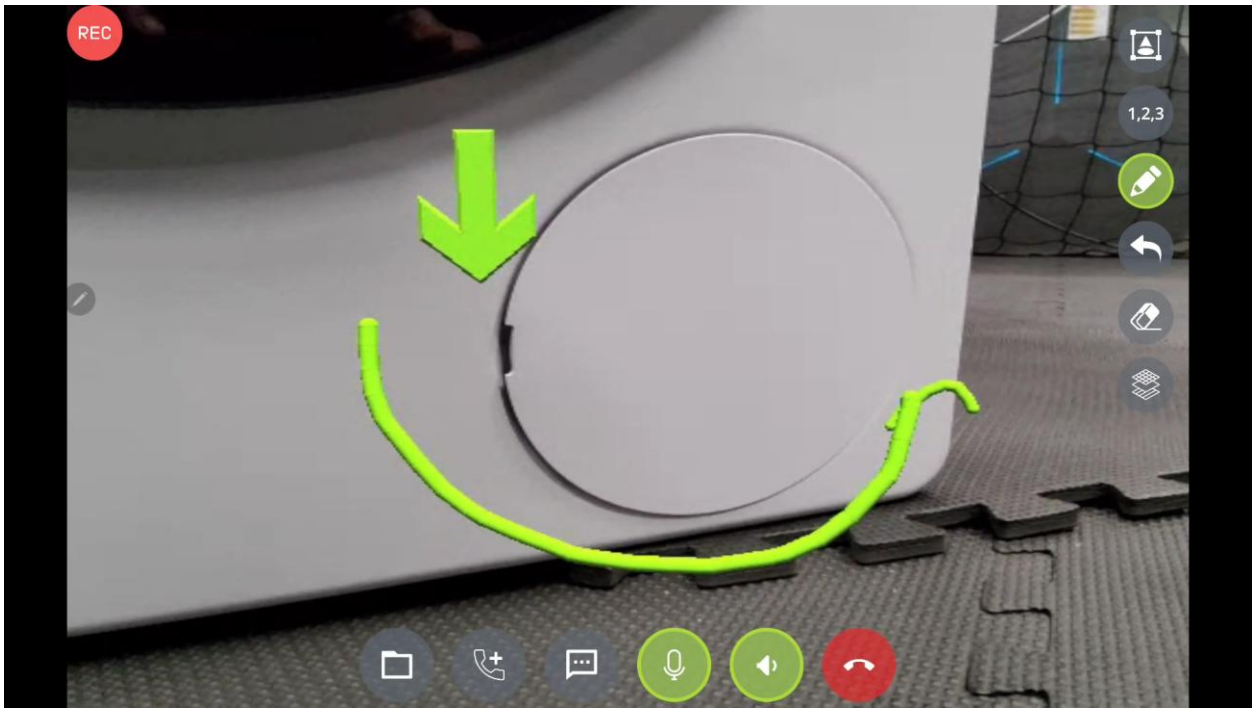

FIGURE 8 - KAYROX PRESENTATION (3)

2FREEDOM

At 2freedom, we took advantage of the opportunity offered by the BeyondXR webinar to present our work within MOTIVATE XR. During the session, we showcased 2fVideoModeling, our professional videogrammetry and photogrammetry software, as well as its integration with the MOTIVATE XR platform.

2fVideoModeling enables the conversion of photos and videos captured with mobile phones, drones, or cameras into high-precision 3D models, generating point clouds, textured meshes, and orthophotos. This technology facilitates the creation of detailed 3D content ready for use in XR experiences, improving workflows, and expanding users' capabilities in immersive environments.

FIGURE 9 - 2FREEDOM PRESENTATION (1)

FIGURE 10 - 2FREEDOM PRESENTATION (2)

Additionally, through the MOTIVATE XR platform, this conversion process can be carried out in a very simple and intuitive way, allowing any user to transform their photos and videos into high-quality 3D models without technical complexity. At BeyondXR, we aimed to demonstrate the integration we have developed with our services, highlighting the ease of use and added value it brings to XR content creation.

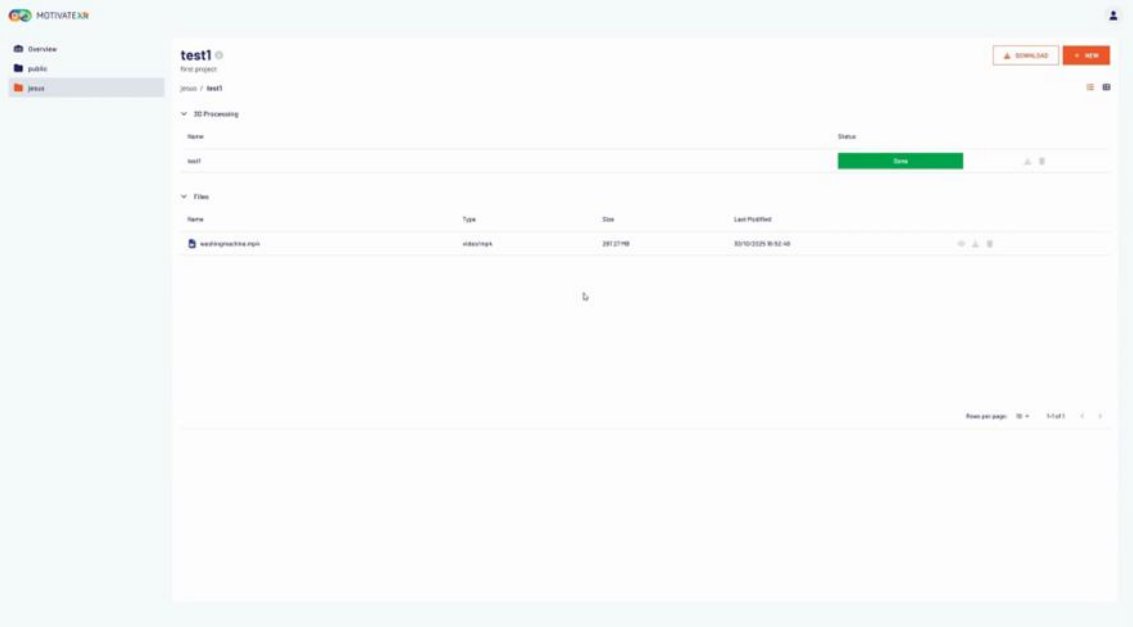

FIGURE 11 - 2FREEDOM PRESENTATION (3)

MIRA Digital Twin platform

MIRA is Gruppo Maggioli's digital twin platform which functions as a MOTIVATE XR backend service allowing XR authors to enrich the ecological validity of their trainings with real-world data. XR authoring tools can connect to MIRA through a REST API to securely retrieve relevant data during runtime and provide it to the user, appropriately contextualized, to reinforce their learning. At the simplest, XR applications can retrieve MIRA data about the asset(s) of interest to amplify a training scenario (e.g. historical data about an asset for the user to empirically assess its weathering, or real-time data about an asset for the user to assess any incongruencies in behavior). But XR authors can also use and develop MIRA-connected services modelling real-world relationships to enable data computations in what-if scenarios, allowing trainees to experiment during training without affecting the digital twin itself – or its physical counterpart, of course. Lastly, MIRA back-end support can be extended from training processes to actual operations, offering stakeholders a smooth technical transition from simulation to practice.

mira Solution

Create **DIGITAL REPRESENTATION** (digital twin) of assets or operations.

- Real-time **monitoring** with data aggregation from different information sources
- Various **visualizations** for improved data monitoring and digestion
- Basic **analytics** (correlations, predictions,...)

- - - - - - - - - - - - - - -

- Integrate **services** on top of each digital twin (third-party)
- Balance **Scorecard** and KPIs inter-relationships
- **Digital Product Passport** for supply chain tracing

2

FIGURE 121 – MIRA PRESENTATION (1)

6. COMMUNITY ENGAGEMENT & FEEDBACK

This chapter details the strategic approach to stakeholder engagement and the methodologies employed for gathering and processing community feedback during the webinar. The focus was on creating meaningful connections with key ecosystem players while establishing frameworks for future collaborative opportunities.

6.1 STAKEHOLDER ANALYSIS AND ENGAGEMENT STRATEGY

The webinar primarily targeted members of the BeyondXR Cluster, a strategic European initiative that brings together leading organisations and experts in the extended reality domain. This cluster represents a crucial network for fostering collaboration, innovation, and excellence in XR technologies across Europe. The event successfully engaged this core audience while also reaching a broader segment of the XR developer and research community.

To ensure that the session delivered genuine value for both MOTIVATE XR and the BeyondXR community, the consortium held several preparatory meetings with representatives of the cluster in the weeks leading up to the webinar. These discussions were essential for aligning expectations, understanding the cluster's ongoing activities, and identifying topics that would be most relevant for its members. The agenda, and the level of technical depth were refined based on these conversations, enabling the consortium to tailor the session to the specific interests and needs expressed by the cluster. This collaborative preparation contributed to a webinar that was not only informative but also well aligned with the broader goals of engagement, interoperability and knowledge sharing across European XR initiatives.

The engagement strategy was carefully designed to maximise dissemination impact and knowledge transfer to these strategically important groups. The approach prioritised broad visibility and awareness of the project's progress, with content structured to demonstrate both immediate capabilities and long-term potential. This methodology successfully positioned MOTIVATE XR within the competitive landscape of XR solutions and stimulated interest in its potential applications among influential community members.

6.2 FEEDBACK MECHANISMS AND DATA COLLECTION INSTRUMENTS

Although the agenda planned for a ten-minute Q&A session at the end, the tool presentations generated considerable interest and extended slightly beyond their allocated times. As a result, the Q&A session could not be carried out during the live webinar.

The primary mechanism for capturing structured feedback was a post-webinar survey distributed to all attendees. The specific design parameters, deployment methodology, and analytical framework for this instrument require final review and validation by the responsible team members

The survey architecture was conceived to serve as a baseline measurement of external perceptions at the beta development stage. This initial data collection is designed to enable longitudinal comparison with identical survey instruments to be administered after future project milestones, particularly following the final-phase webinar (M36). This planned comparative analysis will facilitate quantitative assessment of evolution in stakeholder perceptions, tracking measurable shifts in technology acceptance factors, including perceived usefulness, ease of use, and behavioural intention to adopt.

To ensure that feedback from the BeyondXR community was collected in a structured manner, the consortium implemented an alternative process:

Both the presentation videos and slides along with the feedback survey were subsequently shared with the BeyondXR Cluster, with a request for redistribution among the technical partners of the participating projects.

This approach ensured broader coverage, allowing individuals who could not attend the live session to review the material and contribute feedback. The responses collected through this method will be incorporated into the next refinement cycle for the MOTIVATE XR tools.

6.3 INTEGRATION OF FEEDBACK INTO REFINEMENT CYCLES

While the immediate focus remained on dissemination, the established framework for longitudinal analysis ensures that community perceptions will be quantitatively integrated into the final project evaluation. This structured approach allows the consortium to correlate internal development progress with external stakeholder sentiment, providing a comprehensive view of the project's advancement and ecosystem positioning as it moves toward completion.

7. FURTHER WORK & NEXT ROUND OF ENGAGEMENT (M36)

This chapter outlines the planned trajectory for continued community engagement and the strategic evolution of dissemination activities as the project progresses toward its final phases. The approach shifts from raising initial awareness to demonstrating validated outcomes and practical impact.

7.1 PLANNED PILOT ACTIVITIES FOR SECOND ITERATION

The immediate next step following the webinar involves the comprehensive execution of the five industrial pilots across the aerospace, home appliance, aluminium, energy distribution, and human-robot collaborative manufacturing sectors. These pilots will generate substantial operational data, performance metrics, and validated case studies that will form the evidentiary foundation for the next phase of community engagement activities.

The pilot implementations are designed to stress-test the MOTIVATE XR platform in authentic industrial environments, providing crucial data on usability, performance, and training effectiveness. The outcomes from these pilots will provide the substantive content needed to transition project communications from technological potential to demonstrated impact.

7.2 SECOND WEBINAR: PILOT-CENTERED SHOWCASE

A second webinar is strategically planned for M36, representing a significant evolution in the project's communication approach. This session will transition from the current dissemination-focused model to an evidence-based outcomes presentation. The webinar will showcase concrete case studies, performance metrics, and validated lessons learned from the pilot deployments, providing stakeholders with tangible evidence of the platform's capabilities and impact in real-world industrial settings.

The focus will shift from technological features to demonstrated value proposition, highlighting measurable improvements in training efficiency, knowledge retention, and operational performance across the different industrial domains addressed by the pilots.

7.3 CONTINUATION OF COMMUNITY ENGAGEMENT STRATEGY

The engagement strategy will mature through the M36 webinar to leverage the substantial evidence gathered during pilot implementations. This evolution in approach will enable the project to present the matured MOTIVATE XR curriculum and platform capabilities based on empirical data and validated outcomes, thereby strengthening the project's value proposition and credibility.

This next phase of engagement is crucial for fostering a community oriented toward practical application and exploitation of project outcomes, supporting sustainability beyond the project's formal timeline. The strategy includes maintaining open channels for community input and creating pathways for continued collaboration and adoption of the MOTIVATE XR approach and technologies.

8. CONCLUSIONS & NEXT STEPS

The Beta Phase Showcase webinar served as a strategic dissemination activity within the MOTIVATE XR project's broader engagement strategy. The event achieved its primary objective of showcasing the project's beta-phase developments to key stakeholders in the European XR ecosystem, particularly members of the BeyondXR Cluster and the wider XR research community. The carefully structured demonstrations provided tangible evidence of the project's progression from conceptual frameworks to functional technological solutions.

The methodology employed - combining pre-recorded tool demonstrations with live expert narration - proved effective in delivering clear, professional presentations while mitigating the technical risks associated with live software demonstrations in virtual environments. This approach ensured that attendees received an uninterrupted view of the platform's capabilities while maintaining the engagement value of direct commentary from technology providers.

The webinar successfully established a foundation for the project's next phase of communication and engagement. By demonstrating the current state of development and outlining the path toward pilot implementation, the event created a narrative bridge that will enable stakeholders to follow the project's evolution from technological development to validated application in industrial settings.

Acknowledging the dissemination-focused nature of this event, the feedback mechanisms established provide a framework for more substantive data collection in future engagements (D2.8).

The immediate next steps involve the thorough execution and monitoring of the five industrial pilots, which will generate the performance data and case studies necessary for the evidence-based presentations planned for the M36 webinar. In parallel, the project team will define the methodology, media channels, and structure for the next workshop

This event reinforces the project's commitment to transparency and community building as essential components of its impact strategy. The connections established and awareness generated through this webinar create a solid foundation for the next stage of stakeholder engagement, where the focus will shift from technological potential to demonstrate impact and value delivery.