



#3 PRESS RELEASE

MOTIVATE XR Fights E-Waste in the Home: AI-Driven Digital Twins and XR Democratise Appliance Repair

[Brussels, Belgium - 27 April 2026] The EU-funded MOTIVATE XR consortium, in partnership with [Gorenje](#), announces the successful deployment of an immersive maintenance framework designed to extend the lifespan of household appliances. By integrating Digital Twin technology with AI-powered diagnostics, the project is transforming how complex white goods -starting with washing machines - are maintained and repaired.

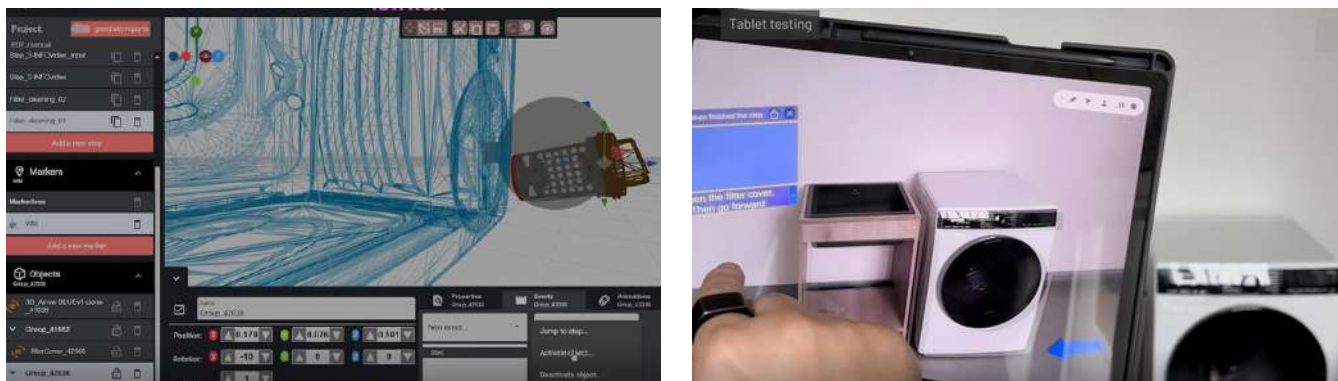
This second major milestone in the MOTIVATE XR roadmap resolves the "technical barrier" faced by non-experts by providing a "transparent" digital view of internal mechanics. This transition from high-end aerospace components to high-volume consumer goods demonstrates the massive scalability of the MOTIVATE XR toolset in driving a European circular economy.

Overcoming the Repair Barrier

The home appliance industry has long struggled with the increasing complexity of modern electronics, which often leads to premature disposal and significant e-waste. Historically, repairing a modern washing machine required specialised tools and deep technical knowledge, making it inaccessible to junior technicians and end-users alike.



MOTIVATE XR **Pilot 2: Home Appliances Industry** overcomes this barrier by leveraging the project's 3D scanning and videogrammetry tools to create high-fidelity Digital Twins. By integrating AI-powered chatbots and Knowledge Graphs, the platform does not just display visual instructions; it understands the specific state of the machine to provide real-time, context-aware guidance.



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Proven Results with Gorenje

Real-world trials involving the washing machine have demonstrated the platform's ability to empower users and third-party technicians to resolve issues locally. Using the AR-enabled interface, users can identify faults and execute repairs with professional-grade precision.

The pilot has validated the following strategic advances:

- **Accessible Maintenance:** Empowering non-experts to perform complex tasks, such as diagnosing and fixing a non-functioning water pump, using step-by-step 3D overlays on smartphones or AR glasses.
- **Reduced Carbon Footprint:** Significantly cutting the environmental impact of repair logistics by reducing the need for professional "Service Call" solicitations.
- **Automated Diagnostics:** Using AI to identify exact spare parts and fault codes, eliminating guesswork and ordering errors.
- **Democratised Expertise:** Transitioning technical knowledge from proprietary manuals into an intuitive, "No-Code" immersive workflow.

This launch marks the second of five strategic pillars in the MOTIVATE XR roadmap. Following the success of the aerospace and home appliance pilots, the project will now focus on deploying advanced iterations of the KAYROX-authoring suite and the AMR Player. By the end of the next phase, the consortium aims to further optimise usability based on beta-testing insights, ensuring that immersive technology becomes a standard, scalable utility for the entire European industrial and consumer workforce.



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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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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