



#6 PRESS RELEASE

Human-Robot Harmony: BI-REX and MOTIVATE XR Reveal the Intuitive Factory of the Future

[Brussels, Belgium – 29 July 2026] The EU-funded MOTIVATE XR consortium, in partnership with the [BI-REX Competence Center](#), announces the successful demonstration of the final pilot in its series: a vision for Industry 5.0 where humans and collaborative robots (cobots) operate as a single, synchronised team. By moving away from rigid robotic interaction toward **Advanced Perceptual Guidance**, the project is making human-robot interaction (HRI) as natural as a peer conversation.

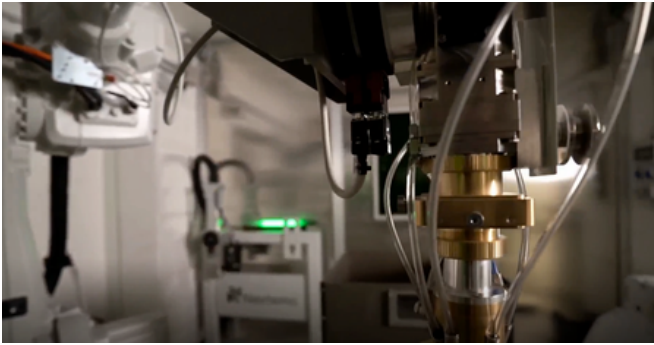
This fifth major milestone marks the transition of the MOTIVATE XR toolset into hybrid manufacturing environments. By projecting dynamic safe zones directly into the operator's field of view, the platform builds the trust and spatial awareness necessary for humans to work safely within the same physical envelope as autonomous machines

Overcoming the Robotic Complexity Barrier

Traditional industrial environments treat robots as isolated machines behind safety barriers – programmed through screens, operated at a distance, and fundamentally separate from the human workflow. This separation creates a tangible cost: longer onboarding cycles, operator hesitation, and a persistent psychological gap between worker and machine that limits the full potential of automation.



MOTIVATE XR **Pilot 5: Human-Robot Hybrid Manufacturing** overcomes these challenges by replacing buttons and screens with an "XR interface." Using **Hand Gesture Recognition** technology and holographic tools, operators can now interact with industrial robots using simple, intuitive movements, effectively treating the machine as a teammate rather than a tool.



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Proven Results with BI-REX

Real-world trials involving autonomous and collaborative robots have validated the platform's ability to harmonise human skill with robotic precision:

- **Accelerated Onboarding:** Pilot results demonstrate that XR-guided hybrid manufacturing reduces onboarding time for complex assembly by over 25%.
- **Enhanced Safety & Trust:** Real-time AR feedback overlays safe zones and useful information directly onto the user's view, creating a secure shared workspace.
- **Adaptive Training Pathways:** The XR system monitors operator performance and task progression, automatically adjusting the robot's behaviour and delivering additional guidance to match the user's needs.
- **Psychological Comfort:** By making the boundaries of robotic action explicitly visible, the platform aims to increase worker comfort and confidence when working alongside autonomous systems.

This launch concludes the initial series of five strategic pillars in the MOTIVATE XR roadmap. Following the success of the aerospace, home appliance, aluminium, and energy distribution pilots, the project is now focused on integrating advanced data-processing tools to capture deep insights during training.

The upcoming phase will leverage these insights to continuously customise training paths for individual workers, ensuring a smarter, more adaptable ecosystem. By the end of 2026, the MOTIVATE XR consortium aims to solidify this framework as the standard for European industrial workforces, ensuring that the heritage of craftsmanship is perfectly preserved within the precision of the digital age.



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, to technological industry experts, all committed towards the same goal.



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