

Press release**Technische Universität Chemnitz****Dipl.-Ing. Mario Steinebach**

06/27/2023

<http://idw-online.de/en/news816819>Cooperation agreements, Research projects
Information technology, Mechanical engineering, Media and communication sciences
transregional, national**Largest German Innovation Network for Extended Reality Launched****27 partners from science and industry under the leadership of the University of Technology Chemnitz want to develop new technologies and applications in the field of immersive and spatial computing.**

Immersive and spatial computing are regarded as the next stage in the development of human-computer interaction. Experiential virtual worlds and content that connect the digital and real worlds (Extended Reality/XR), it is assumed, will decisively change many areas of life and work. The development of the technologies behind this is being driven by international technology corporations by means of large investment programs. However, the German XR industry also has innovative technologies and internationally competitive competencies, but consists mainly of small and medium-sized enterprises, start-ups and research institutions. Strategic partnerships for joint research and development can help to better utilize the existing potential and reduce risks.

This is where the innovation network XR-INTERACTION, initiated by the Professorship of Ergonomics and Innovation Management at Chemnitz University of Technology, comes in. It consists of companies and research institutions that contribute different competences and are active in different fields of application. The common goal is to research and develop scalable systems of Extended Reality for broadly effective social and cultural applications. To this end, the network is funded by the German Federal Ministry for Economic Affairs and Climate Action (BMWK) as part of the Central Innovation Program for SMEs (ZIM).

"Extended Reality applications are extremely complex and based on a variety of technological layers. Many German research institutions and technology companies have individual key technologies for these layers," reports the network's initiator and speaker, Dr. Frank Dittrich, who works at the Professorship of Ergonomics and Innovation Management. "Our goal is to bring together these competencies across companies and universities to implement innovation projects that also advance the international state of the art. In doing so, the network considers the entire technological implementation chain from the basic technologies to the applications themselves and focuses on fields of application in the areas of e-commerce as well as culture and entertainment," Dittrich continues.

The network currently has 27 partners from science and industry, with a focus on small and medium-sized technology and software companies. However, the network also includes companies and organizations from potential application areas, such as SWR, as well as large technology companies, such as Vodafone GmbH. But it is not to stop there: "The network is to be expanded even further and extended to include additional competencies," says network manager Eckhart Wittstock, a member of staff at the Professorship of Production Systems and Processes, which is also involved in realizing the network at University of Technology Chemnitz. "In the first phase, the main task is to find a joint strategy and develop a technological roadmap that translates visions and project ideas into joint research concepts" Wittstock added. In a second phase, the roadmap is to be implemented with the help of public research funding, among other things.

Homepage: www.xr-interaction.com

contact for scientific information:

Eckhart Wittstock (Network Manager), phone +49 371 531-37667, e-mail eckhart.wittstock@mb.tu-chemnitz.de, from the Professorship of Production Systems and Processes, and Dr. Frank Dittrich (Network Speaker), phone +49 371 531-37878, e-mail frank.dittrich@mb.tu-chemnitz.de, from the Professorship of Ergonomics and Innovation Management

URL for press release: <http://www.xr-interaction.com>



Network logo
Graphic: Jacob Müller