



**VOX**Reality

# VOICE DRIVEN INTERACTION IN XR SPACES

**D7.2**

**Open call documents collection V2**


**WP 7**

31<sup>st</sup> May 2025

PENDING APPROVAL



Funded by  
the European Union

Version	1.0
WP	7
Dissemination level	Public
Deliverable lead	F6S
Authors	Mateusz Kowacki, Ana Rita Alves (F6S) Athanasios Ntovas, Georgios Papadopoulos, Konstantinos Konstantoudakis, Petros Drakoulis, Dimitris Zarpalas (CERTH)
Reviewers	SYN, ADAPT
Abstract	The 'Open Call Documents Collection V2' adds to already submitted 'Open Call Documents Collection V1' summarised conclusions from communication and dissemination activities of subprojects implemented by third parties selected in an open call procedure. Additionally, this deliverable present portfolio of communication activities carried out during application period by the project consortium.
Keywords	VOXReality project, Cascade funding, Guidelines, Promotional campaign of open calls
License	

This work is licensed under a Creative Commons Attribution-No Derivatives 4.0 International License (CC BY-ND 4.0). See: <https://creativecommons.org/licenses/by-nd/4.0/>

Dissemination Level	
<b>PU</b>	<b>Public</b>
PP	Restricted to other programme participants (Including the Commission Services)
RE	Restricted to a group specified by the consortium (Including the Commission Services)
CO	Confidential, only for members of the consortium (Including the Commission Services)
Nature	
PR	Prototype
<b>RE</b>	<b>Report</b>
SP	Specification
TO	Tool
OT	Other

## Version History

Version	Date	Owner	Author(s)	Changes to previous version
0.1	2025-04-22	F6S	Mateusz Kowacki	Outline
0.2	2025-05-06	F6S	Mateusz Kowacki, Ana Rita Alves	Final version ready for the review
0.3	2025-05-29	MAG, ADAPT, SYN	Spiros Borotis (MAG), George Kliafas (ADAPT) and Georgios Nikolakis (SYN)	Internal review
1.0	2025-05-30	F6S	Mateusz Kowacki, Ana Rita Alves	Final version

PENDING APPROVAL



# Table of Contents

Version History.....	3
Table of Contents.....	4
List of Abbreviations & Acronyms.....	5
Executive Summary .....	6
1. Overview of the Open Call documentation kit.....	7
1.1. Content of the Open Call documentation kit.....	7
2. Promotional campaign of the VOXReality Open Call.....	8
2.1. Registration Form .....	8
2.2. Promotional Campaign Toolkit.....	9
2.3. VOXReality Website .....	10
2.4. Public Relations and Media .....	11
2.5. Social Media Channels .....	13
2.6. Events and Complementary Actions .....	18
3. Application, selection and implementation period of subprojects.....	22
3.1. Application period .....	22
3.2. Selection.....	24
3.3. Implementation .....	28
4. Communication and dissemination of subprojects.....	33
4.1. Communication and dissemination of subprojects by the VOXReality Team .....	34
4.2. Communication and dissemination of subprojects by third parties .....	40
5. Closing remarks .....	45



## List of Abbreviations & Acronyms

AI	:	Artificial Intelligence
API	:	Application Programming Interface
AWU	:	Annual Work Unit
CV	:	Computer Vision
DSS	:	Digital Signature Services
EC	:	European Commission
ESR	:	Evaluation Summary Report
EU	:	The European Union
GDPR	:	General Data Protection Regulation
HE	:	Horizon Europe
IPR	:	Intellectual Property Rights
ISR	:	Individual Evaluation Report
KPIs	:	Key Performance Indicator(s)
ML	:	Machine Learning
MS	:	Member States
NLP	:	Natural Language Processing
ONNX	:	Open Neural Network Exchange
QSCD	:	Qualified Signature Creation Device
R&D	:	Research and Development
SMEs	:	Small and Medium Size Enterprise(s)
VR	:	Virtual Reality
XR	:	Extended Reality
TP	:	Third Party
GfA	:	Guidelines for Applicants
OC	:	Open Call



## Executive Summary

The Deliverable 7.2 *Open Call Documents Collection V2* is a comprehensive communication and dissemination report of the VOXReality project's open call during its promotional campaign and during execution of the third parties' projects. The open call opportunity created by the VOXReality project was a way to empower innovators and visionaries to shape the future of XR experiences. Additionally, this deliverable serves as a portfolio of activities and efforts carried out by the consortium during the launch of the open call presenting all streams and channels of communication about created opportunity.

Key additional highlights of this document include showcase of the events and carried out communication and dissemination activities to leverage visibility of VOXReality project's open call and its opportunities. It presents also channels used during the project execution. Moreover, this report describes summarised data of all received applications including countries of origin, challenges addressed and other anonymised characteristic of applicants. It presents also evaluation and selection period with profiles of selected applicants. Implementation period of sub-projects is also part of this deliverable.

The report presents all gathered activities in a transparent and comprehensive way to show the potential and achieved so far results. This include broad communication activities with various tools and streams which have been used and to showcase the effort performed by the third parties.

Overall, the *Open Call Documents Collection V2* serves as a valuable source of information considering summary of communication and dissemination activities carried out during the project execution and connected with open call opportunity created within VOXReality project.



# 1. Overview of the Open Call documentation kit

The deliverable 'Open Call documentation collection V1', submitted in M19, presented in a very comprehensive way all important documents, links, guidelines relevant from the applicants' perspective. Those documents have been binding for the application and implementation period and have not been updated or changed during this process. This deliverable 'Open Call documentation collection V2' will focus on activities carried out to promote and leverage visibility of the open call opportunity and its third parties.

## 1.1. Content of the Open Call documentation kit

The previous version of deliverable consisted of the following document:

### **Guidelines for applicants**

This annex represents the detailed information, rules, and procedures for participation in the open call. It addresses who is eligible to participate, where to submit a proposal, and what information must be included, how the evaluation process is carried out, the implementation of awarded projects, and additional responsibilities when participating in the programme.

### **Annex 1 Application form template**

This annex replicates the specific open call proposal form on the VOXReality F6S page, which can be found at <https://www.f6s.com/voxreality-open-call/apply>.

### **Annex 2 Technical proposal annex (template)**

This annex is a Word template that indicates all the sections that must be completed as part of the technical proposal to be submitted. The sections are Excellence, Impact, Implementation, Value, and Ethics and Security. The first four sections are aligned with the evaluation criteria previously described. This is a mandatory annex of the proposal. If it is not submitted, the proposal will not be eligible.

### **Annex 3 Sub-grant agreement (template)**

This annex is a template of the sub-grant agreement (contract) that will be signed by all parties (VOXReality coordinator, Treasurer, and the third party). It describes all the rights and responsibilities of the signing parties.

### **Annex 4 Declaration of Honour SME (template)**

This annex is provided as reference at the proposal stage and will only be requested (mandatory) if the applicant is selected for funding. It will be requested from applicants that have submitted a proposal as non-individuals (e.g., research organisations, companies), which declare that all conditions of the open call are accepted by the entity's legal representative.

### **Annex 5 Consortium Declaration of Honour (template)**

This annex is provided as reference at the proposal stage and will only be requested (mandatory) if the applicant is selected for funding. This annex must be signed by applicants submitting as 'individuals', which declare that all conditions of the open call are accepted by the individual.

### **Annex 6 SME Self-Declaration (template)**

This annex is mandatory for all SMEs and provides information on the status of the SMEs.

### **Annex 7 Bank account information (template)**

This annex is an administrative document that collects information about the bank account to which payments to beneficiaries will be made.

All abovementioned documents are considered as comprehensive open call documentation kit and have been made public during the launch of the open call and presented in D7.1.

## 2. Promotional campaign of the VOXReality Open Call

The VOXReality Open Call's promotional campaign leveraged the project's existing communication tools across various established channels to effectively reach micro, small, and medium-sized enterprises (SMEs). The VOXReality consortium utilized the F6S Community<sup>1</sup>, media outreach, blog relations, event participation, collaborations with related projects and initiatives and relevant social media platforms. Key details about the Open Call, such as the application process, eligibility requirements, and available resources, were consistently highlighted through updates all throughout the open call application period.

Adapting the project's overarching communication and dissemination strategy, the campaign tailored its approach for the Open Call. This involved identifying specific target audiences and crafting relevant, targeted messages and value proposition. For instance, the messaging strategically addressed the XR and VR community, and other sectors such as manufacturing, media, and telecommunications. Potential applicants also benefited from readily available information regarding the project's progress and key contributions from project partners.

The Open Call's messaging extended beyond the specific topic to include broader information about the Project and the consortium. Communication efforts also emphasized collaborations with external initiatives, events, and projects.

### 2.1. Registration Form

The application form for this call was available through the F6S platform<sup>2</sup>. A dedicated page was created to provide some pivotal information to all applicants (Figure 1).

---

<sup>1</sup> <https://www.f6s.com/>

<sup>2</sup> <https://www.f6s.com/voxreality-open-call>





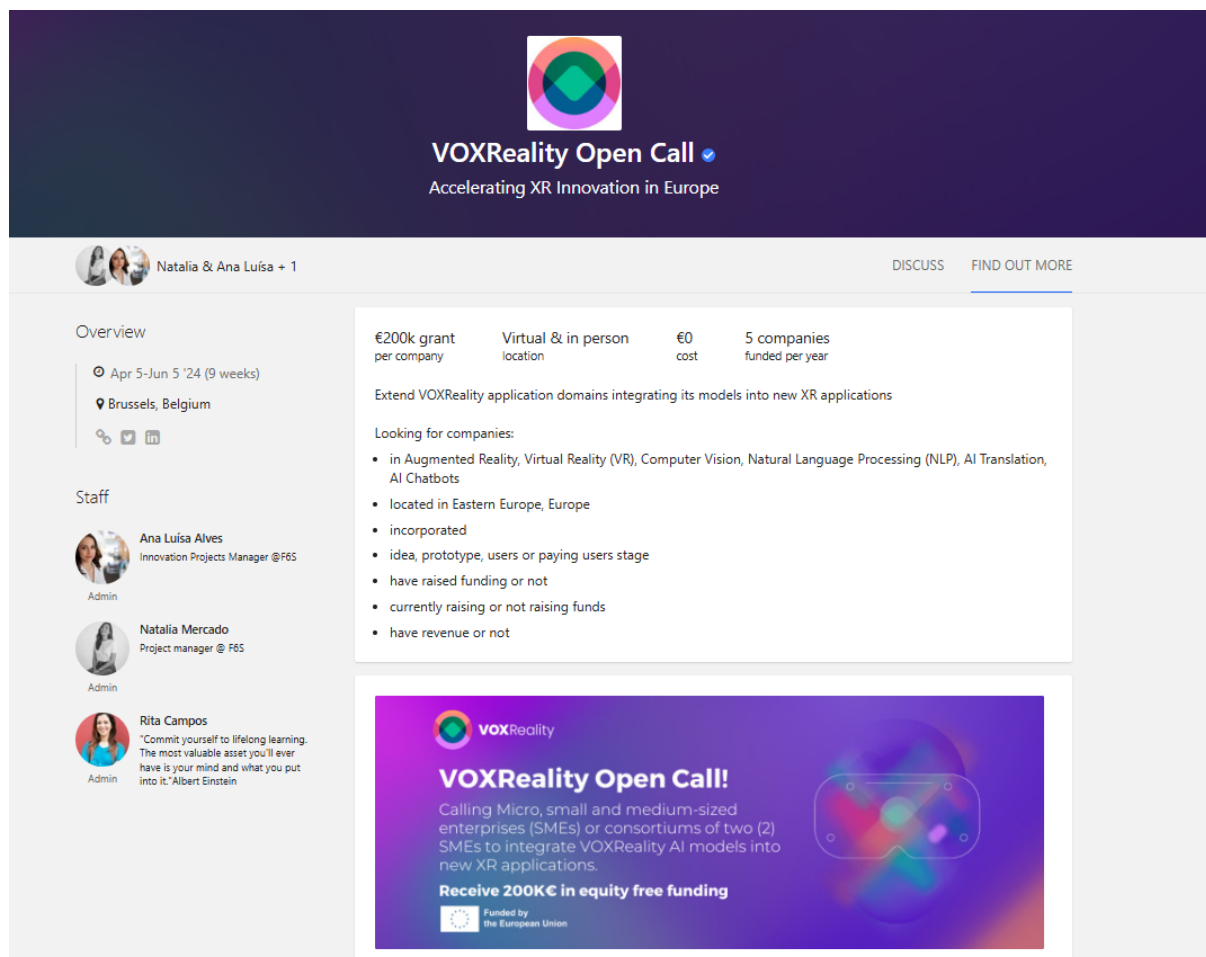


Figure 1: VOXReality Open Call page at F6S portal

To submit their applications, applicants had to fill in an administrative form on the F6S platform and submit a technical form/proposal template<sup>3</sup>, available at VOXReality website Open Call dedicated page<sup>4</sup>. The VOXReality Open Call was opened from 5 April 2024 until 5 June 2024, for a total of 61 days.

## 2.2. Promotional Campaign Toolkit

To streamline communication through the VOXReality community and enable all partners to leverage their own networks for promoting the open call, F6S developed a readily accessible Promotional Campaign Toolkit. Table 1 below details the toolkit's contents and materials.

Table 1. Promotional Campaign Toolkit Content

Material	Description
Value proposition <sup>5</sup>	This value proposition informed partners about the VOXReality Open Call's. Partners found details on the target applicants and the integration, extension, and full-cycle challenges. This resource aimed to equip partners to effectively promote this opportunity.
Email templates <sup>6</sup>	Two email templates were provided to partners to facilitate the promotion of the VOXReality Open Call. One template was crafted for direct sharing

<sup>3</sup> [https://voxreality.eu/wp-content/uploads/2024/04/VOXReality-OC\\_Annex-2-Technical-Proposaltemplate.docx](https://voxreality.eu/wp-content/uploads/2024/04/VOXReality-OC_Annex-2-Technical-Proposaltemplate.docx)

<sup>4</sup> <https://voxreality.eu/open-call/>

<sup>5</sup> <https://voxreality.eu/wp-content/uploads/2025/04/VOXReality-Open-Call-%E2%80%93-Value-proposition.pdf>

<sup>6</sup> [https://voxreality.eu/wp-content/uploads/2025/04/VOXReality-Open-Call\\_-Email-templates.pdf](https://voxreality.eu/wp-content/uploads/2025/04/VOXReality-Open-Call_-Email-templates.pdf)

	with potential applicants; the other template was tailored for intermediaries with access to potential applicants.
Press release <sup>7</sup>	The press release announced the launch of the VOXReality Open Call, targeting media outlets to disseminate news of this funding opportunity.
One Pager <sup>8</sup>	The printable one-pager served as a concise introduction to the VOXReality Open Call for event attendees.
Social Media Visuals <sup>9</sup>	Partners could easily share these ready-made assets to effectively reach their audiences and encourage applications.

## 2.3. VOXReality Website

Established before the Open Call, the VOXReality website acted as the central information hub, offering a comprehensive overview of the initiative and a direct pathway to the F6S application platform. It hosted the Open Call toolkit<sup>10</sup>, including the call documents, applicant guide, and proposal template, alongside supplementary resources like webinar recordings and presentations in a dedicated section. Designed for user-friendly navigation, the website's landing page streamlined access to essential materials. Furthermore, the site's News sections featured project updates, collaborations, and other relevant opportunities. Overall, the website proved a crucial asset in promoting the Open Call and facilitating applicant engagement through accessible resources and a clear application process.

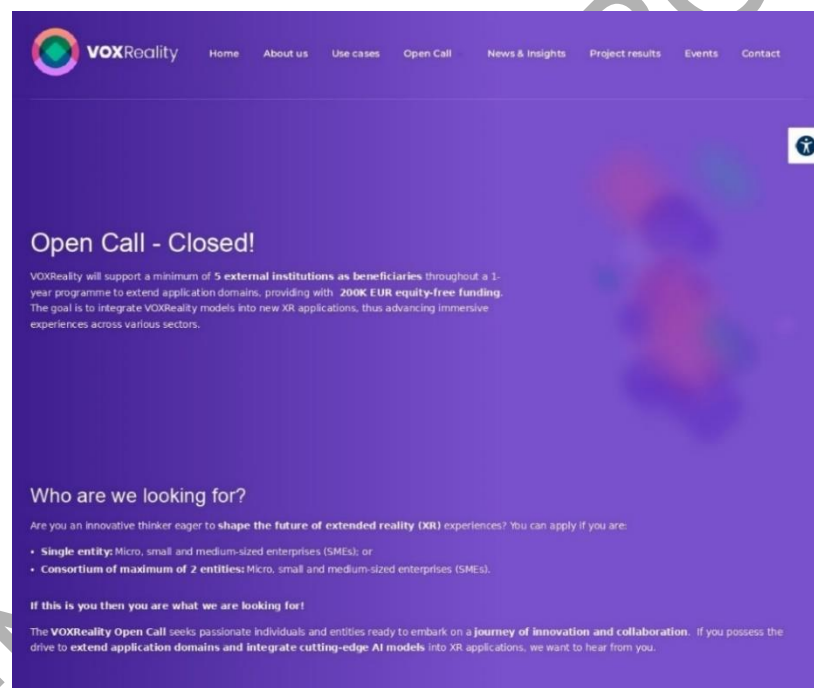


Figure 2. VOXReality Open Call Webpage

During the VOXReality Open Call, the website recorded a total of 3,835 visits (1,537 users from Google Analytics + 2,298 visits from Matomo). Initially, Google Analytics tracked 1,537 users, with 1,517 being unique users. Midway through the campaign, the analytics tool was transitioned to Matomo, which then recorded 2,298 visits with an average duration of 3 minutes and 31 seconds. This Matomo tracking indicated 5,559 pageviews (4,085 unique), 738 downloads (670 unique), and 613 outlink clicks (496 unique), with a 46% bounce rate and an average of 3 actions per visit. While the change in analytics platforms provides a segmented view of user behaviour, the combined data reveals a substantial level of engagement,

<sup>7</sup> [https://voxreality.eu/wp-content/uploads/2024/04/VOXReality\\_Open-Call\\_Press-release-1.pdf](https://voxreality.eu/wp-content/uploads/2024/04/VOXReality_Open-Call_Press-release-1.pdf)

<sup>8</sup> [https://voxreality.eu/wp-content/uploads/2025/04/Open-Call\\_One-pager\\_Print.pdf](https://voxreality.eu/wp-content/uploads/2025/04/Open-Call_One-pager_Print.pdf)

<sup>9</sup> [https://voxreality.eu/wp-content/uploads/2025/04/Open-Call\\_Social\\_Media.pdf](https://voxreality.eu/wp-content/uploads/2025/04/Open-Call_Social_Media.pdf)

<sup>10</sup> <https://voxreality.eu/wp-content/uploads/2024/04/VOXReality-OC-Documents.zip>

underscoring the website's crucial role as a key resource and point of access for potential applicants throughout the Open Call, as showcased in the figure below.

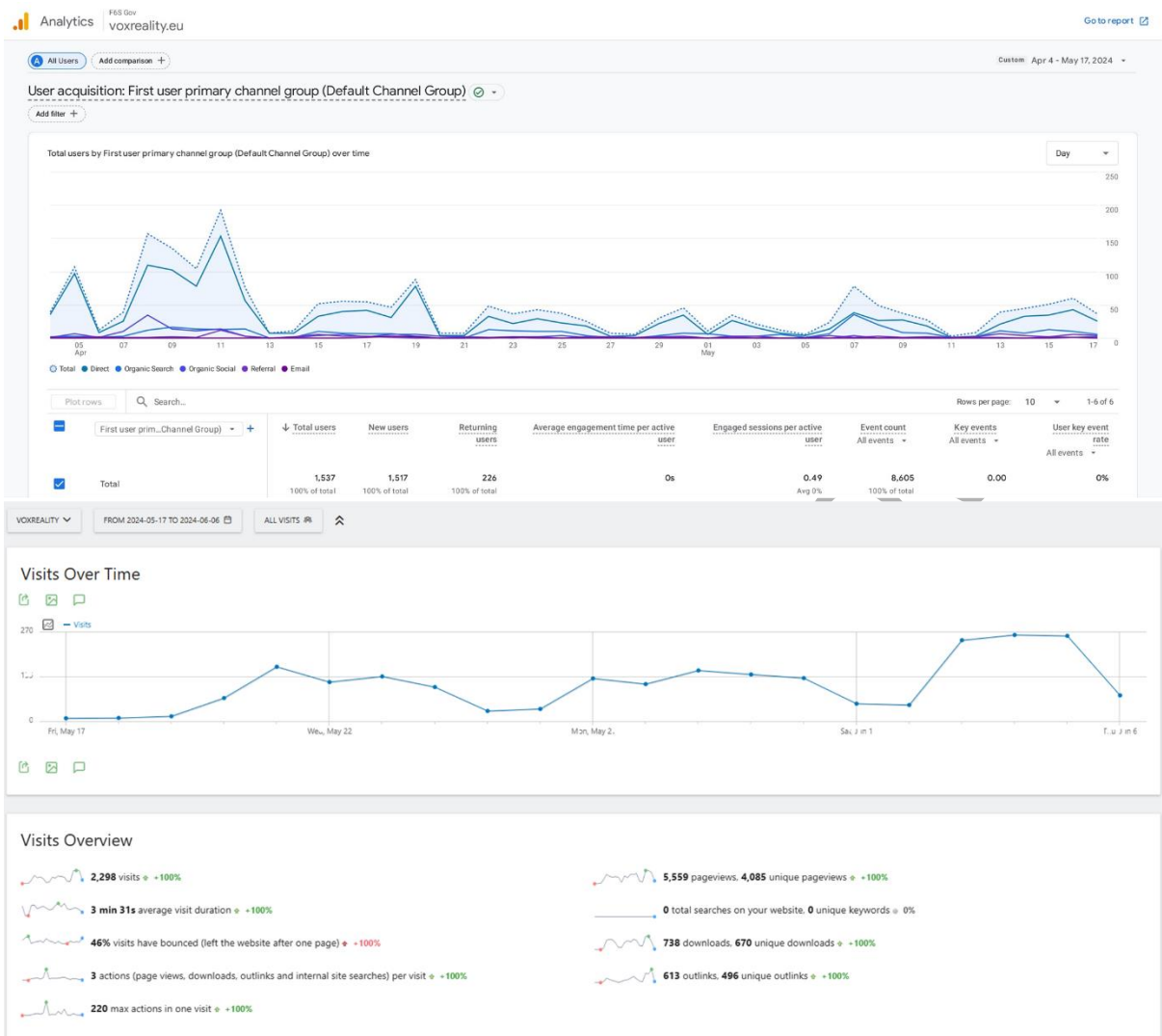


Figure 3. Website User Acquisition and Engagement Metrics During the VOXReality Open Call (Google Analytics and Matomo)

2.4. Public Relations and Media

To maximize media impact for the VOXReality Open Call, a targeted distribution strategy was employed, refining existing collaborations and contacts to match the specific needs of this call. The press release reached a diverse range of stakeholders, including press and media outlets, academia, VR/XR communities, incubators, science parks, accelerators, Digital Innovation Hubs, EU-funded projects, National Contact Points, European Enterprise Network members, and Open Call promoters. The selection of contacts, particularly for startup portals, magazines, and platforms, was strategic, ensuring the message reached the most relevant audiences to attract suitable applicants. Over the two-month promotion, 14 news articles about the Open Call were published on various independent external platforms, as detailed in Table 2.

Table 2. External coverage of the VOXReality project during the Open Call

Media Outlet	Country	Link
FI Group	Spain	<a href="https://es.fi-group.com/ayuda/voxreality-open-call/">https://es.fi-group.com/ayuda/voxreality-open-call/</a>



DIHBU - Digital Innovation Hub Industry 4.0	Spain	<a href="https://www.dihbu40.es/events/open-call-voxreality/">https://www.dihbu40.es/events/open-call-voxreality/</a>
Development Aid	International	<a href="https://www.developmentaid.org/grants/view/1278741/voxreality-open-call">https://www.developmentaid.org/grants/view/1278741/voxreality-open-call</a>
Generalitat de Catalunya	Spain	<a href="https://exteriors.gencat.cat/ca/ambits-dactuacio/afers_exteriors/ue/fons_europeus/detalls/noticia/20240405_vox-reality">https://exteriors.gencat.cat/ca/ambits-dactuacio/afers_exteriors/ue/fons_europeus/detalls/noticia/20240405_vox-reality</a>
Finanziamenti per L'innovazione, la Ricerca e lo Sviluppo Tecnologico	Italy	<a href="https://first.art-er.it/news/voxreality-al-la-prima-open-call">https://first.art-er.it/news/voxreality-al-la-prima-open-call</a>
DOTACEEU	Czech Republic	<a href="https://www.dotaceeu.cz/cs/jak-ziskat-dotaci/vyzvy/unijni-programy/voxreality-open-call">https://www.dotaceeu.cz/cs/jak-ziskat-dotaci/vyzvy/unijni-programy/voxreality-open-call</a>
Europa Innovazione	Italy	<a href="https://www.europainnovazione.com/intelligenza-artificiale-al-via-la-prima-open-call-del-progetto-voxreality/">https://www.europainnovazione.com/intelligenza-artificiale-al-via-la-prima-open-call-del-progetto-voxreality/</a>
DIH4E	Spain	<a href="https://www.dih4e.eu/voxreality-open-call/">https://www.dih4e.eu/voxreality-open-call/</a>
Portal Javni Navabki	Croatia	<a href="https://www.nabavke.com/javne-nabavke-tenderi-srbija/horizon-voxreality-open-call/e2ba067cdd3e4151a38f/beograd/2798880">https://www.nabavke.com/javne-nabavke-tenderi-srbija/horizon-voxreality-open-call/e2ba067cdd3e4151a38f/beograd/2798880</a>
il denaro	Italy	<a href="https://www.ildenaro.it/intelligenza-artificiale-ce-voxreality-budget-di-1-mln-di-euro-per-5-progetti/">https://www.ildenaro.it/intelligenza-artificiale-ce-voxreality-budget-di-1-mln-di-euro-per-5-progetti/</a>
Systematic Paris-Region	France	<a href="https://systematic-paris-region.org/appel_a_projets/voxreality-open-call/">https://systematic-paris-region.org/appel_a_projets/voxreality-open-call/</a>
POLOICT	Italy	<a href="https://poloinnovazioneict.org/bandi/voxreality-1st-open-call-artificial-intelligence/">https://poloinnovazioneict.org/bandi/voxreality-1st-open-call-artificial-intelligence/</a>
fundsforNGOs	Online	<a href="https://fundsforcompanies.fundsforngos.org/events/open-call-for-voxreality-initiative/">https://fundsforcompanies.fundsforngos.org/events/open-call-for-voxreality-initiative/</a>
La Fondazione TICHE	Italy	<a href="https://www.fondazionetiche.it/node/114">https://www.fondazionetiche.it/node/114</a>

## Finanziamenti e bandi VOXReality – 1st open call Artificial Intelligence



Scadenza: 05 giugno 2024

**VOXReality** è la prima open call di un progetto finanziato nell'ambito di **Horizon Europe** che vuole facilitare la convergenza delle tecnologie di **Natural Language Processing (NLP)** e **Computer Vision (CV)** nel campo della **Extended Reality (XR)** mediante lo sviluppo di **modelli innovativi di intelligenza artificiale (AI)**. La open call di **VOXReality** è aperta fino al **5 giugno 2024**.

L'obiettivo della call è quello di fornire strumenti per gli sviluppatori per l'elaborazione del linguaggio naturale e i modelli di:

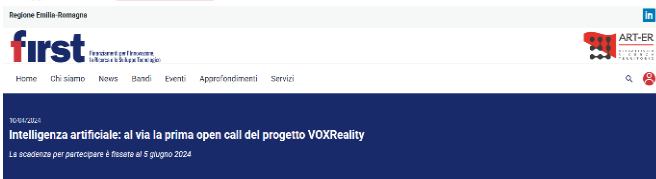
**Riconoscimento vocale automatico e traduzione automatica neurale:** Permettere una comunicazione senza soluzione di continuità tra le lingue del consorzio (inglese, olandese, tedesco, spagnolo, italiano e greco) attraverso la traduzione di audio e testo, compresa la comprensione contestuale e l'adattamento terminologico.

**Modelli linguistici visivi:** Consentono la comprensione spaziale completa e l'interazione con le immagini RGB, compresa la descrizione della scena, la risposta alle domande e la didascalia delle immagini.

**Agenti di conversazione:** Facilitano le interazioni intuitive con gli ambienti XR attraverso il riconoscimento delle intenzioni, l'assistenza alla navigazione e il reperimento di informazioni relative al programma.

Il budget complessivo è di **€ 1.000.000** per finanziare, con un massimo di **€ 200.000**, cinque progetti della durata di 12 mesi presentati da PMI.

Maggiori informazioni: [Open Call - VOXReality](#)



**TIPO NEWS: BANDO | FONTE: FUNDING & TENDERS PORTAL | DEL: 10/04/2024**

È aperto fino al **5 giugno 2024** la prima open call di **VOXReality**, un progetto finanziato nell'ambito di **Horizon Europe** che vuole facilitare la convergenza delle tecnologie di **Natural Language Processing (NLP)** e **Computer Vision (CV)** nel campo della **Extended Reality (XR)** mediante lo sviluppo di modelli innovativi di **intelligenza artificiale (AI)**.

L'obiettivo della call è quello di fornire strumenti per gli sviluppatori per l'elaborazione del linguaggio naturale e i modelli di:

- Riconoscimento vocale automatico e traduzione automatica neurale:** Permettere una comunicazione senza soluzione di continuità tra le lingue del consorzio (inglese, olandese, tedesco, spagnolo, italiano e greco) attraverso la traduzione di audio e testo, compresa la comprensione contestuale e l'adattamento terminologico.
- Modelli linguistici visivi:** Consentono la comprensione spaziale completa e l'interazione con le immagini RGB, compresa la descrizione della scena, la risposta alle domande e la didascalia delle immagini.
- Agenti di conversazione:** Facilitano le interazioni intuitive con gli ambienti XR attraverso il riconoscimento delle intenzioni, l'assistenza alla navigazione e il reperimento di informazioni relative al programma.

Il budget complessivo è di **€ 1.000.000** per finanziare, con un massimo di **€ 200.000**, cinque progetti della durata di 12 mesi presentati da PMI.

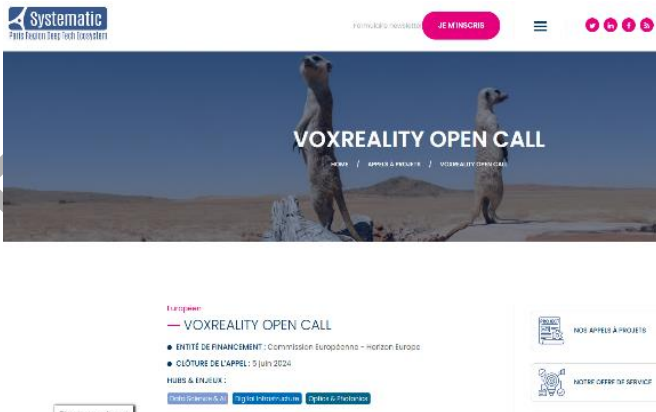


Figure 4. Open Call Media Articles

## 2.5. Social Media Channels

Leveraging the project's established social media presence, the VOXReality Open Call was actively promoted on LinkedIn, YouTube and X. To broaden reach, partners were encouraged

to share project updates on their own social media channels, extending communication beyond the core target audience identified through stakeholder analysis. A variety of posts were disseminated, emphasizing key Open Call details, announcing related events like webinars, and inviting experts to evaluate proposals. Throughout the campaign, the VOXReality social media pages were updated at a minimum of twice weekly.

### 2.3.1 LinkedIn<sup>11</sup>

LinkedIn proved to be a vital platform for connecting with the target audience and prospective applicants. Through 30 posts generating 6,589 impressions, it facilitated regular updates on the Open Call, consortium activities, pertinent industry topics, and related events. Leveraging its robust professional network, LinkedIn effectively engaged individuals and organizations interested in advanced technology and industry trends. Its capacity to reach professionals across various sectors was invaluable for disseminating information about the Open Call, enabling focused outreach, and encouraging meaningful interactions. This strategic use of LinkedIn was instrumental in sustaining engagement, promoting collaboration, and enhancing the project's visibility within relevant professional communities.

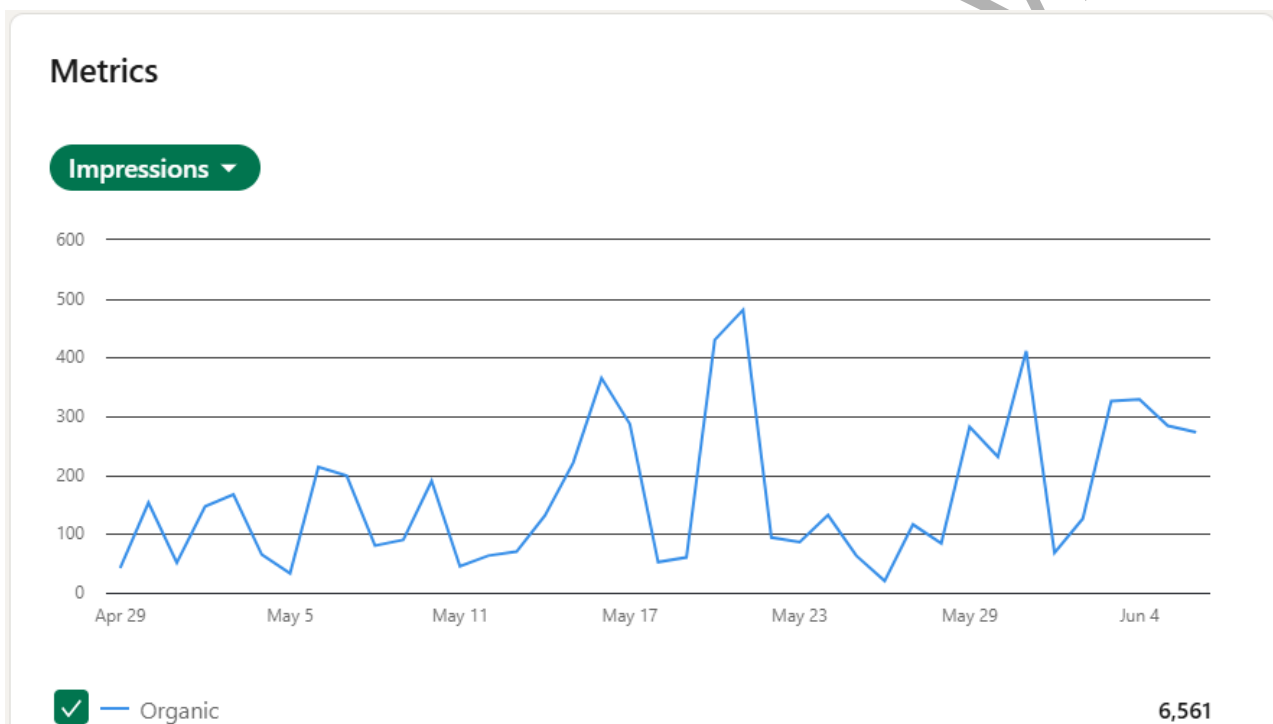


Figure 5. LinkedIn statistics dashboard. Source: LinkedIn.

<sup>11</sup> <https://www.linkedin.com/company/voxreality>



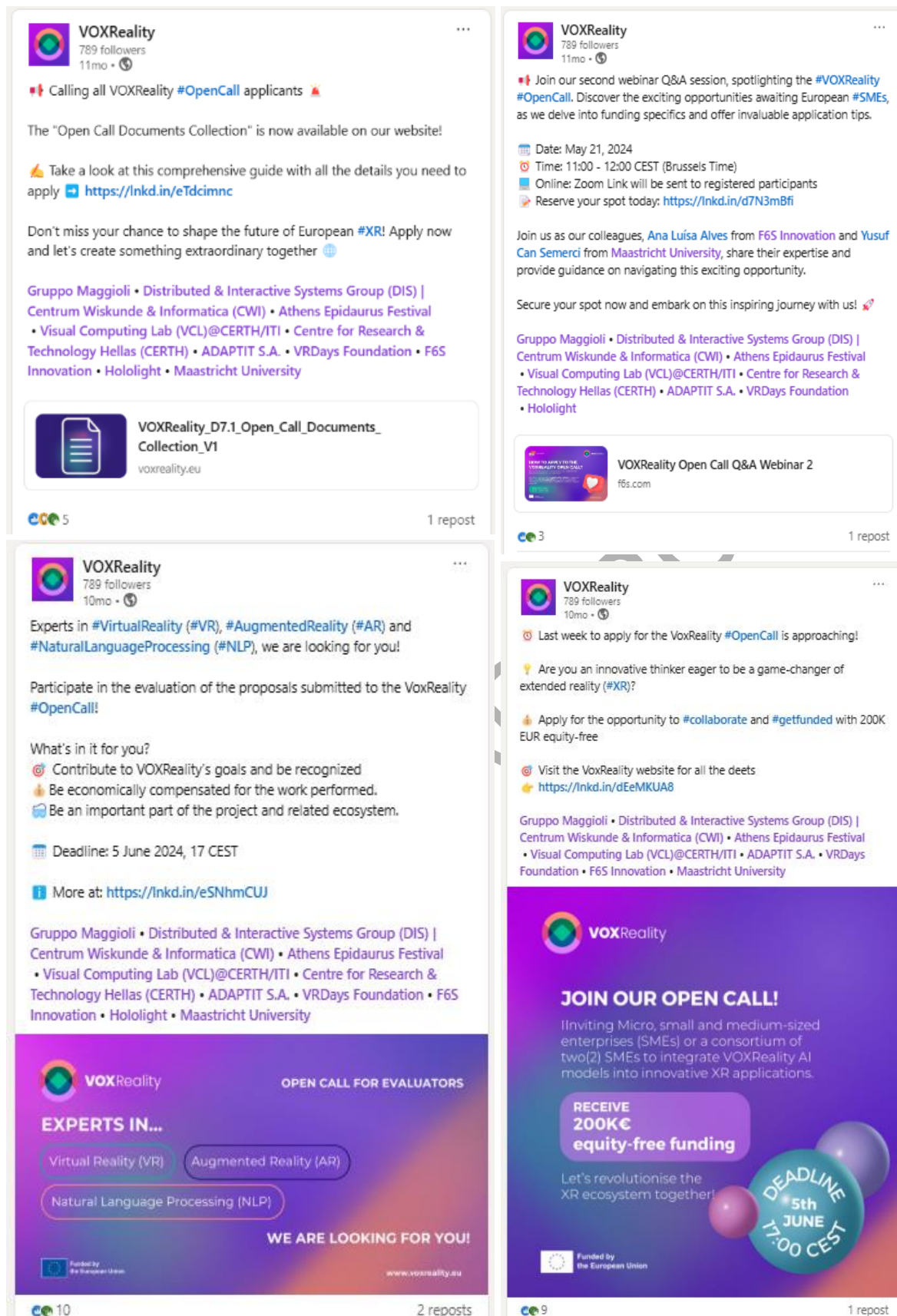


Figure 6. Examples of Open Call LinkedIn Posts

To tap into specific professional ecosystems, relevant LinkedIn groups were strategically utilized, particularly to promote the expression of interest for Open Call evaluators. Leveraging the platform's ability to connect with professionals in Virtual Reality, Augmented Reality, Mixed Reality, Spatial Computing, and Enterprise/Industrial XR fields, the following groups were engaged:

1. [Reality Innovators Network for Spatial Computing, Metaverse, AI & XR - Virtual, Augmented Reality](#) (90,134 members)
2. [Unity Virtual Reality \(VR\) Augmented Reality \(AR\) Mixed Reality \(MR\) XR Spatial Computing Developers](#) (53,098 members)
3. [XR Execs - The Business of VR, AR, MR & Immersive Tech](#) (2,748 members)
4. [Genius XR Partner Network](#) (297 members)
5. [Enterprise/Industrial XR - Emerging Tech](#) (6,028 members)

The total cumulative membership across the five LinkedIn groups engaged to promote the expression of interest for Open Call evaluators was 152,305 members. It's important to note that some individuals may be members of multiple groups, meaning the figure represents the cumulative membership across all groups, not necessarily 152,305 unique individuals.

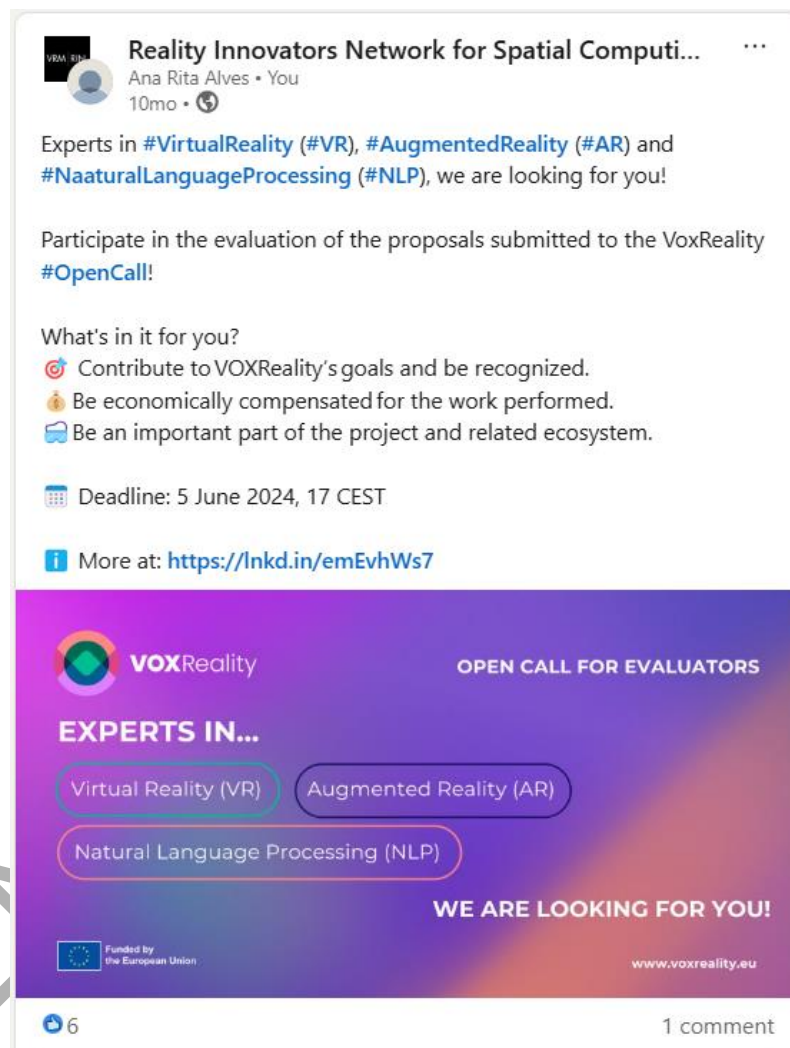


Figure 7: Examples of a post in LinkedIn groups



### 2.3.2 X<sup>12</sup>

Given X's established use by VOXReality from the project's beginning and its prior popularity within the XR/VR community, the platform was leveraged for Open Call promotion. However, the adoption of altered advertising policies on X, including a costly new business verification process, coupled with concerns about potential user exodus and platform stability, prompted a shift in promotional efforts. Consequently, the Open Call campaign on X was executed but prioritization given to other promotional channels. Furthermore, X's analytics capabilities became restricted, as detailed tracking transitioned to a paid feature, thus limiting performance measurement. The Open Call resulted in the dissemination of 26 tweets and the acquisition of a total of 118 followers on the X platform.

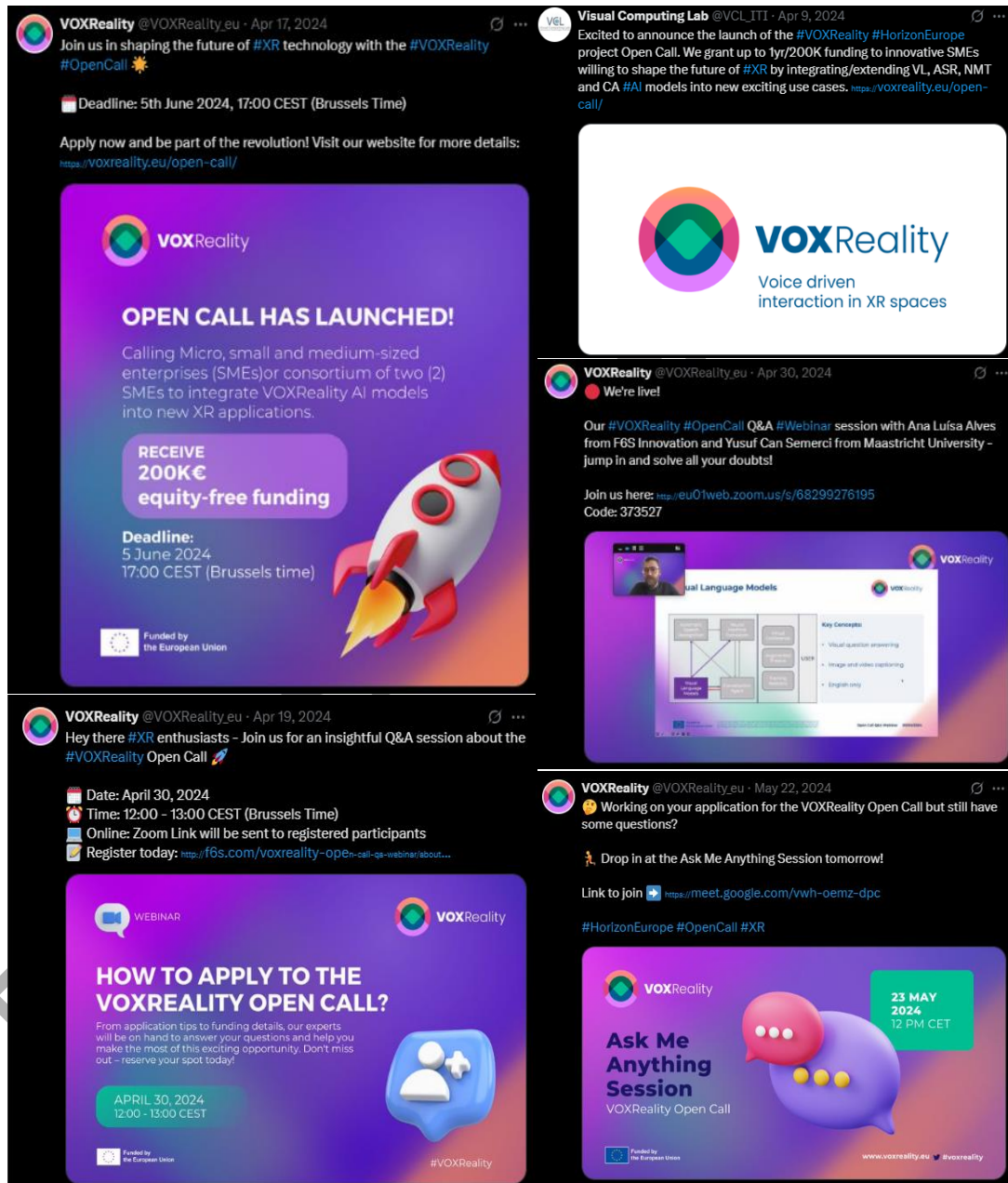


Figure 8: Open Call X post examples

<sup>12</sup> [https://x.com/VOXReality\\_eu](https://x.com/VOXReality_eu)

### 2.3.3 Youtube<sup>13</sup>

The project's established YouTube channel served as the primary repository for Open Call related videos, including:

- Open Call Launch Video<sup>14</sup>
- Info Webinar 1 Recording<sup>15</sup>
- Info Webinar 2 Recording<sup>16</sup>

This provided a reliable and familiar platform for users to easily access and revisit information.

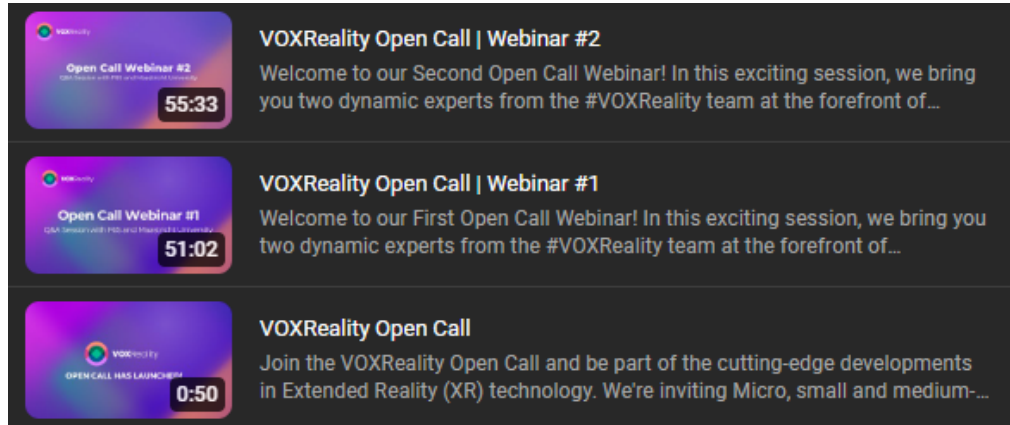


Figure 9: VOXReality Open Call Videos

During the Open Call period, the channel garnered 483 views and 47.0 hours of watch time. These viewership peaks notably coincided with the upload of the webinar recordings and their promotion across other VOXReality social media platforms, indicating a successful cross-channel strategy for disseminating information.

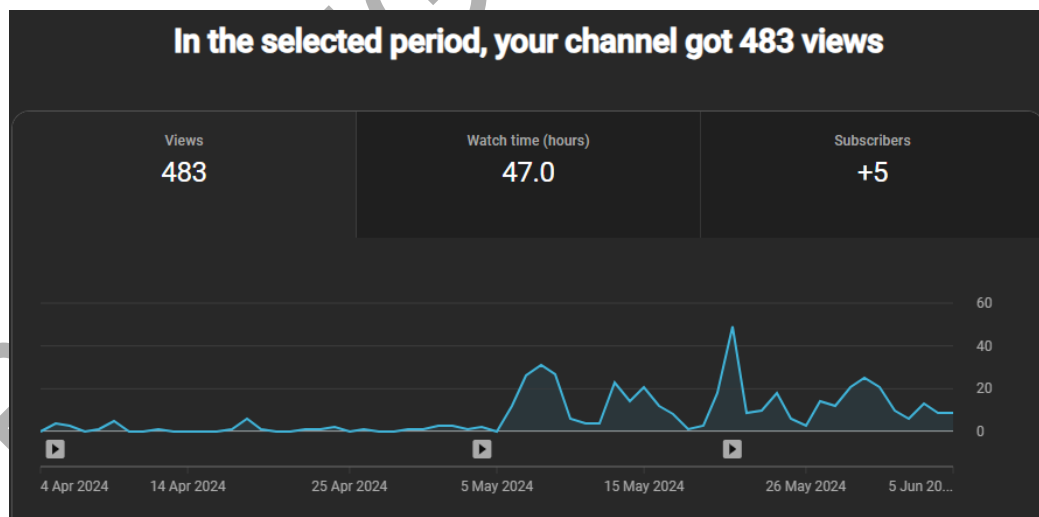


Figure 10: YouTube statistics dashboard. Source: YouTube.

## 2.6. Events and Complementary Actions

Events played a key role in the VOXReality Open Call's communication and dissemination strategy, offering a personalized interaction with potential applicants and a direct channel for

<sup>13</sup> <https://www.youtube.com/@voxreality>

<sup>14</sup> <https://youtu.be/RsvwBuEgiDc?feature=shared>

<sup>15</sup> <https://youtu.be/fHSnBH2qr1w?feature=shared>

<sup>16</sup> <https://youtu.be/c3wC-hmXioA?feature=shared>

addressing their queries. Throughout the promotion period, information about the Open Call was shared at a total of eight events. Four of these were external XR sector-specific, research, or industry events where consortium members presented the opportunity to attendees. Additionally, the consortium organized four events specifically to promote the Open Call: two informational webinars and two "Ask Me Anything" sessions. Of these eight events, three were in-person, and five were held online.

### 2.4.1 Events

During the VOXReality Open Call promotion, partners attended four events spanning industry and research sectors to raise awareness. Further details about these events are available in the table below.

*Table 3. Events Attended by Partners During the VOXReality Open Call Promotion*

Event	Date	Type	Country
ICT. OPEN 2024 <sup>17</sup>	10 – 11 April 2024	Scientific Event	Netherlands
Laval Virtual 2024 <sup>18</sup>	At ICT.OPEN 2024, the VOXReality Open Call was promoted through a poster presentation and an on-stage pitch. This presentation highlighted both the project itself and the funding opportunities available through the Open Call.		
	10 – 12 April 2024	XR Event	France
Logos Seminerleri 2024 <sup>19</sup>	At Laval Virtual 2024, VOXReality engaged with the XR community to identify SMEs for its Open Call and participated in broader event activities.		
	21 – 23 April 2024	Scientific Event	Turkey
F6S takes XR <sup>20</sup>	Logos Seminerleri featured an NLP presentation that introduced the VOXReality project and Open Call, facilitating networking with researchers in related fields.		
	30 May 2024	XR Event	Online
During the event, VOXReality was featured in a "Projects Presentation" session where seven XR projects were showcased. Following this overview, attendees interested in learning more about the VOXReality Open Call were directed to a dedicated breakout room.			

<sup>17</sup> <https://ictopen.nl/>

<sup>18</sup> <https://laval-virtual.com/en/>

<sup>19</sup> <https://www.logosseminerleri.org/>

<sup>20</sup> <https://www.f6s.com/f6s-takes-xr/about>

Figure 11: Open Call Promotion at Events



#### 2.4.2 Info Webinars

To provide comprehensive guidance on the application process for the VOXReality Open Call, two informational webinars were organized and recorded. The first webinar<sup>21</sup>, held on April 30, 2024, garnered 27 attendees and featured the Open Call Manager, Ana Luisa Alves from F6S and VOXReality's Scientific Coordinator, Yusuf Can Semerci from Maastricht University, who detailed the application tips and funding opportunities available. A second and final webinar<sup>22</sup> took place on May 21, 2024, attracting 14 participants and again featuring Ana Luisa Alves and Yusuf Can Semerci, offering insights into navigating the application process and connecting with the VOXReality network. Both sessions were designed to answer potential applicants' questions directly and were recorded for promotional use on public platforms, ensuring the information remained accessible beyond the live events.

<sup>21</sup> <https://www.f6s.com/voxreality-open-call-qa-webinar>

<sup>22</sup> <https://www.f6s.com/voxreality-open-call-qa-webinar2>





Figure 12: Open Call Info Webinars

### 2.4.3 Ask-Me-Anything Sessions

Complementing the informational webinars, two “Ask Me Anything” sessions were organized to provide direct support to potential VOXReality Open Call applicants. Held on May 23<sup>rd</sup><sup>23</sup> and

<sup>23</sup> <https://voxreality.eu/all-event/voxreality-open-call-ask-me-anything-sessions/>

June 3<sup>rd</sup><sup>24</sup>, 2024, these one-hour online sessions featured Open Call Manager Ana Luisa Alves from F6S. They were available to answer applicants' specific questions and address any roadblocks they encountered during the application process, offering a more personalized form of guidance.

### 3. Application, selection and implementation period of subprojects

#### 3.1. Application period

Submitting proposals to the VOXReality Open Call was enabled via the F6S platform from 5 April 2024 to 5 June 2024.

Open Call for Proposals for the VOXReality project, offered 200,000 EUR in equity-free funding to extend application domains and integrate cutting-edge AI models into new applications.

VOXReality OC Summary:

- **Objective:** The VOXReality Open Call aims to extend application domains and integrate cutting-edge AI models into new applications.
- **Funded Activities:** The call will promote:
  - XR Integration challenges for extending application domains.
  - Research challenges for extending VOXReality models.
  - Full-cycle challenges for both research and integration.
- **Eligible Applicants:**
  - Single entities: SMEs (Small and Medium Enterprises)
  - Consortium of maximum 2 entities: 2 SMEs
- **Open Call Timeline:** 05/04 – 05/06
- **Duration of Activities:** 12 months
- **Total Funding Available:** 1,000,000 EUR
- **Funding per Project:** 200,000 EUR
- **Number of Proposals to be Selected:** 5 projects
- **Milestones/Payments:**
  - 3 Sprints
  - Payments are associated with release results and divided among the releases.
  - Payments are based on the successful completion of specified results and reviews, according to the sub-project work plan.

Based on a pipeline generated within the F6S Platform after the closure of the open call, the VOXReality Open Call received **102** finalised applications. The applications have been coming from 28 different countries. The call was very popular. This number of applications have been significant comparing to what was anticipated, as it was expected to get around 30 finalised applications. This number brought also changes in number of needed contracted external experts (more below).

Below you the list of finalised applications with its country of origin:

---

<sup>24</sup> <https://voxreality.eu/all-event/voxreality-open-call-ask-me-anything-sessions-2/>



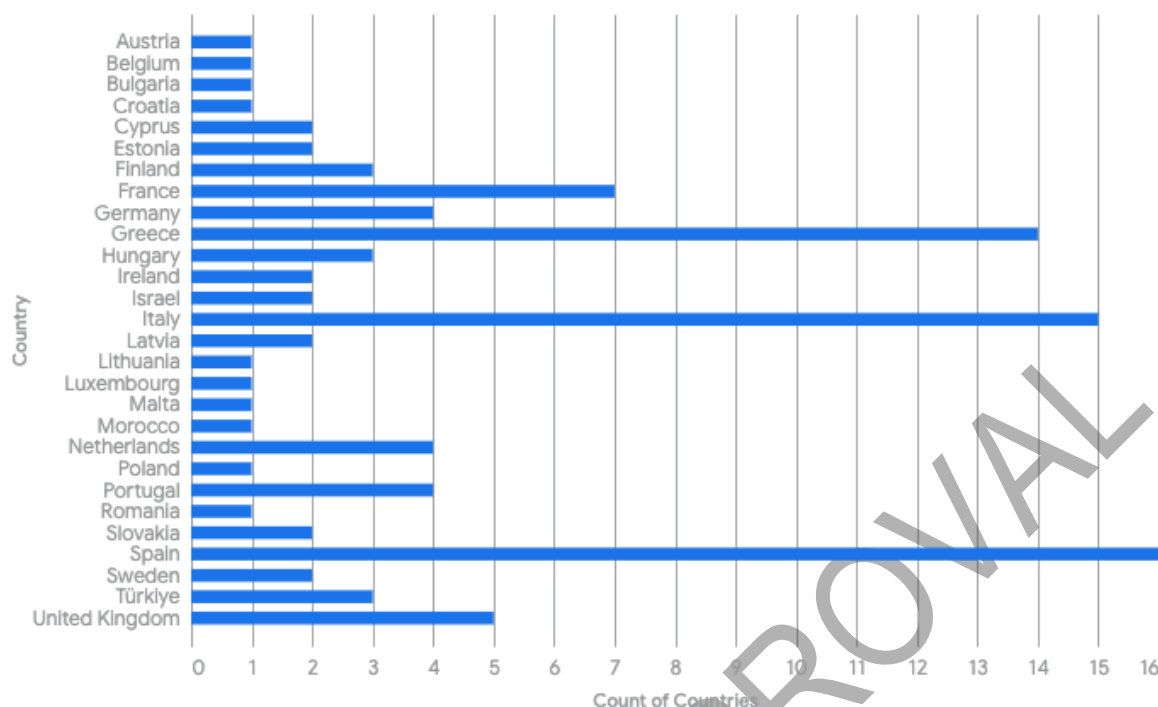


Figure 13: Applications country of origin

Despite the increased competition, five (5) projects of the finalised applications were eventually financed as planned.

During the application process VOXReality Open Call offered three challenges to be addressed by the applicant:

- **Integration Challenge** – Applicants are expected to use the VOXReality models/services/tools mentioned in the call for proposals as they are (in a black-box manner) in order to develop new XR applications, such as developing new use cases for additional sectors or developing new types of applications for the sectors VOXReality consortium is focusing on (conference, theatre, training).
- **Extension Challenge** – The applicants are expected to extend the VOXReality models mentioned in the call for proposals, in terms of new languages and/or directions, further training of the models to achieve better results, or adaptation of the models to new tasks.
- **Full-cycle Challenge** – The applicants are expected to both extend the VOXReality models in terms of new languages and/or directions, new tasks and better results and present the performance of the new models in a new XR application. The applicants are free to also integrate other VOXReality models/tools/services without extension (in a black-box manner)

As a result of required data from applicants there has been:

- **51** applications addressing **Integration Challenge**
- **9** applications addressing **Extension Challenge**
- **42** applications addressing **Full-cycle Challenge**

During the application one of the additional questions that consortium would like to learn about was how the applicants learned about the VOXReality Open Call.

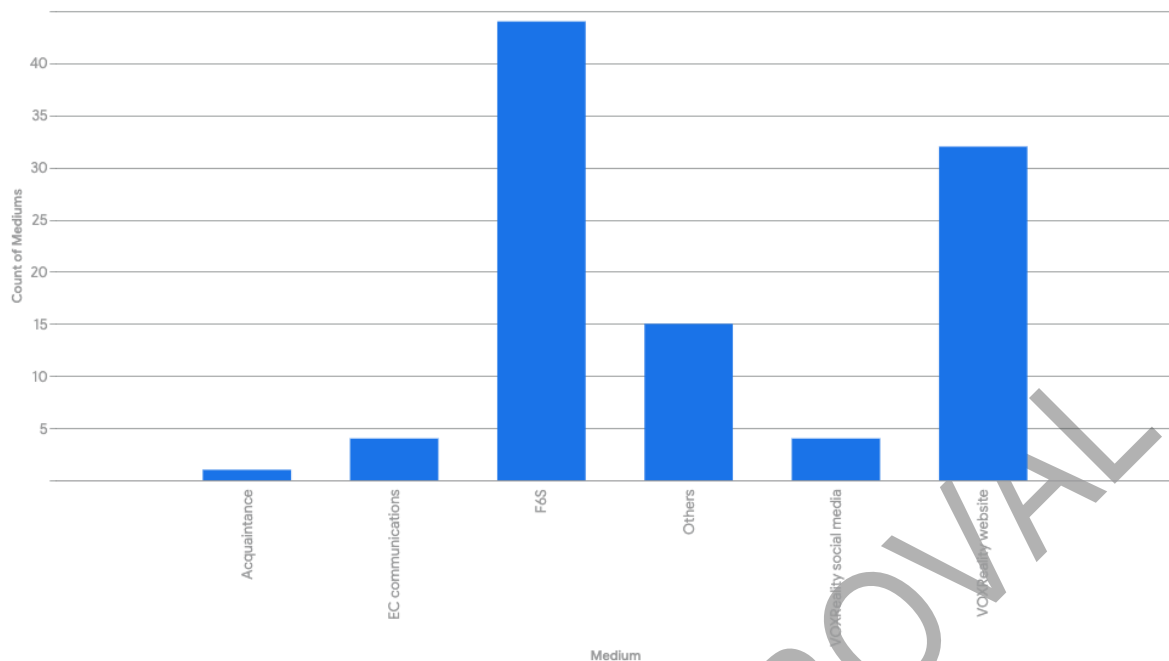


Figure 14: Medium of learning about VOXReality Open Call opportunity

As part of the application process the applicants have been asked to deliver (mandatory) also technical annex (see D7.1 ‘Open Call documentation collection V1’) which served as their contribution and ideas of projects that they are going to implement. After the closure of this period the consortium moved to selection process described in the following section.

### 3.2. Selection

The selection was based on previously organised ‘Expression of Interest for Evaluators’ organised by the VOXReality project consortium. The principal aim of organising it was to be able to select those evaluators that will be the best fit for the applications received. The evaluators were expected to be the experts in the field of Virtual Reality (VR), Augmented Reality (AR) and Natural Language Processing (NLP).

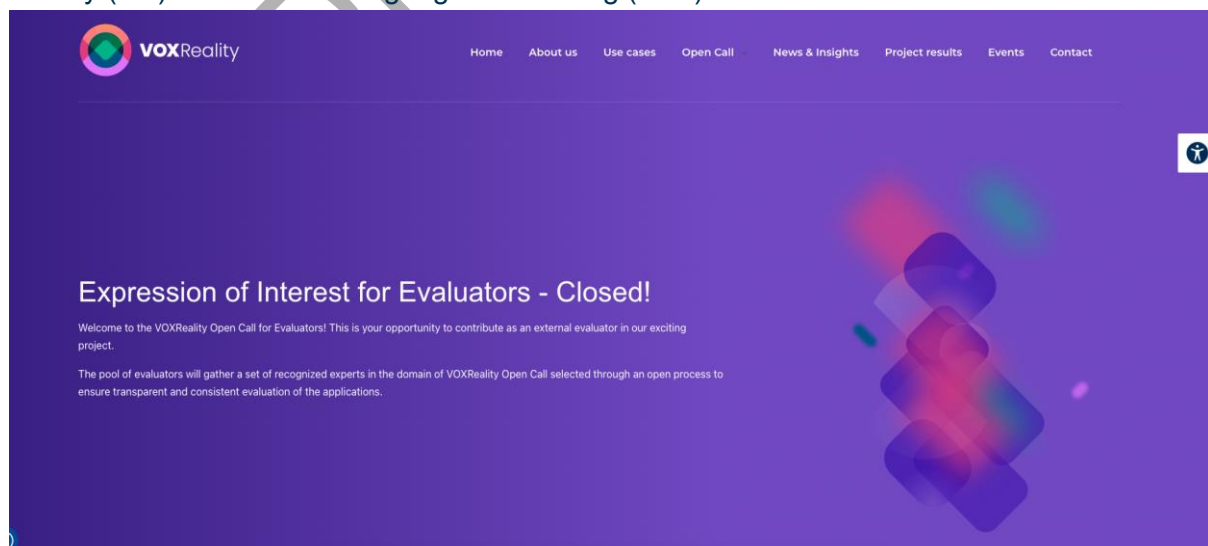


Figure 15: Expression of Interest for Evaluators – website

Means of submission for evaluators was established in the F6S Platform.



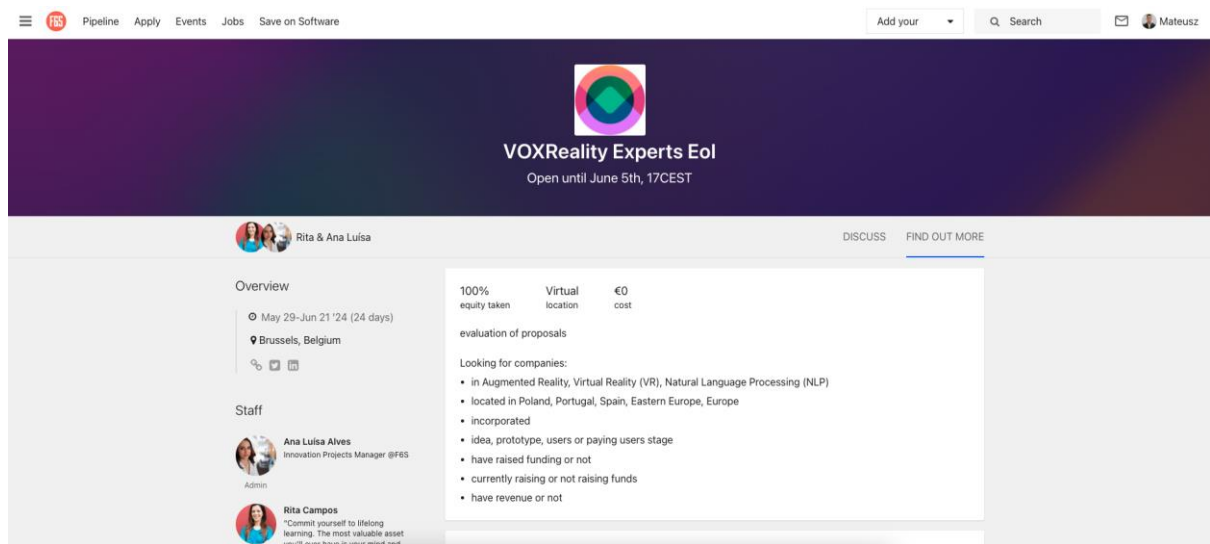


Figure 16: Expression of Interest for Evaluators – the F6S Platform

Experts were informed to be available during the evaluation period, which was set to run during June 2024, according to the following indicative timeline:

- Selection of experts and contract signature: Until 10 June 2024
- Evaluators Conference call: 11 June 2024 at 11:00 CEST
- Application evaluation: From 12 to 21 June 2024
- Consensus Meetings: 22 to 24 June 2024 (if necessary)

VOXReality consortium received 54 Expression of Interest for Evaluators and finally selected 14 experts to conduct evaluation of open call applications. With those selected experts the contracts have been signed. This number of selected evaluators exceeded planned number of evaluators to be contracted, as it was needed considering the number of finalised applications.

Evaluators have been asked to perform their evaluation in the abovementioned timeframe and deliver to the consortium so called Individual Summary Report (Figure 17), which after conducting internal ranking have been the base for Evaluation Summary Report (Figure 18).

Summary row		1		
Link to proposal				
Application ID				
Acronym				
Lead Applicant				
Challenge				
No	Criteria	Comments	Answer	Score
1. ALIGNMENT (1.00 to 5.00) – Threshold is 3.00				0.00
1.1	Alignment with challenge	The proposal is aligned with VOXReality OC and fits into the challenge selected.		0.00
1.2	Use of VOXReality models	The proposal demonstrates the use and added value provided by integrating at least one of the VOXReality models.		0.00
1.3	Relevant technologies	The proposals uses technologies (e.g. XR, VR, AR, AI) relevant for VOX Reality.		0.00
1.4	Expected results	The proposal delivers the results expected by the challenge it applies to (i.e. user test 25scenario, literature review etc.).		0.00

Open comments for the applicant		Related to this proposal section, give your overall impression, highlighting strengths and weaknesses related to the sub-criteria above.		
2. EXCELLENCE (1.00 to 5.00) – Threshold is 3.00				0.00
2.1	Scope	The proposal describes the problem it is trying to solve.		0.00
2.2	Objectives and result	The objectives of the proposal are clear and well-presented and identifies the main output/result to be produced.		0.00
2.3	Innovation Potential	The proposal demonstrates innovation potential compared with existing technology, justified by a brief state-of-the-art.		0.00
2.4	Approach and technologies	The proposal elaborates on the approach, technologies, methods and solutions that will be used.		0.00
2.5	Expected outcomes	The proposal clearly identifies the expected outcome (e.g. model, software component, service) resulting from the sub-project.		0.00
Open comments for the applicant		Related to this proposal section, give your overall impression, highlighting strengths and weaknesses related to the sub-criteria above.		
3. IMPACT (1.00 to 5.00) – Threshold is 3.00				0.00
3.1	Expected output	The proposal clearly identifies the result of the sub-project and defines who the owners are and how IPR will be managed.		0.00
3.2	Contribution to VOXReality	The sub-project elaborates on how it will contribute to the VOXReality objectives and to grow its ecosystem.		0.00
3.3	Self-impact	The proposal describes how this sub-project and the VOXReality support will impact the proposing companies (both technology provider and adopter).		0.00
3.4	Scalability	The result of the sub-project has potential to scale and replicate in other adopters and domains.		0.00
3.5	Dissemination plan	The proposal defines measures to communicate and promote the sub-project, VOXReality and the support received.		0.00
3.6	Exploitation plan	The proposal includes a credible exploitation plan, identifying the target market and elaborating a go-to-market strategy.		0.00
Open comments for the applicant		Related to this proposal section, give your overall impression, highlighting strengths and weaknesses related to the sub-criteria above.		
4. VALUE (1.00 to 5.00) – Threshold is 3.00				0.00
4.1	Budget Distribution	The proposal includes complete information about efforts, personnel and other direct costs (including any equipment or software) for each partner involved.		0.00
4.2	Value Proposition	The proposed budget is aligned with the technical development proposed, justifying the value.		0.00
Open comments for the applicant		Related to this proposal section, give your overall impression, highlighting strengths and weaknesses related to the sub-criteria above.		
5. IMPLEMENTATION (1.00 to 5.00) – Threshold is 3.00				0.00
5.1	Work Plan Alignment	The work plan proposed is aligned with the 3 sprints defined for VOXReality OC: design sprint (M1-M3), implementation sprint (M4-M9); and demonstration sprint (M10-M12).		0.00
5.2	Work Plan	The proposal presents a credible work plan for the three sprints with sufficient information about activities and KPIs. The work plan is appropriate to deliver the expected results within the programme timeline of 12 months.		0.00
5.3	Risks Management	The proposal includes a credible list of risks (including technical, user, management) with suitable mitigation actions.		0.00
5.4	Individual Participants	Each individual participant is described and resources relevant to the proposal and expected outcomes		0.00

5.5	Complementarity	Each participant has a clear and valid role, and the members complement one another, and cover the expertise to match the sub-project's objectives	0.00
5.6	Expertise and Skills	The consortium members have identified team members with required skills, expertise and experience (technical, management etc.) to match the sub-project's objectives and deliver the expected results.	0.00
Open comments for the applicant		<b>Related to this proposal section, give your overall impression, highlighting strengths and weaknesses related to the sub-criteria above.</b>	

Figure 17: Individual Summary Report template



PROPOSAL EVALUATION SUMMARY REPORT Open Call	
<b>Proposal Details</b>	
Application ID	0
Lead Applicant	#N/A
Acronym	#REF!
Name	#REF!
Type	#REF!
Challenge	#REF!
<b>EVALUATION SUMMARY REPORT</b>	
<b>Evaluation Result</b>	
<b>Total Score:</b>	<b>0</b> (Threshold: 12)
<b>1. Concept &amp; Technology</b>	
<b>Score:</b>	<b>0</b> (Threshold: 3)
Comments	
<b>2. Business</b>	
<b>Score:</b>	<b>0</b> (Threshold: 3)
Comments	
<b>3. Implementation</b>	
<b>Score:</b>	<b>0</b> (Threshold: 3)
Comments	
<b>4. Team</b>	
<b>Score:</b>	<b>0</b> (Threshold: 3)
Comments	

Figure 18: Evaluation Summary Report template

As a result of the selection process 5 winners have been announced by the VOXReality project consortium.

The Evaluation Summary Reports have been shared with applicant informing about the result of the selection.

The winning applications, based on proposal acronym, were the following:

- CrossSense from United Kingdom with Integration challenge

- AIXTRA from Germany with Integration challenge
- WELD-E from Greece with Full-cycle challenge
- XR-CareerAssist from France with Full-cycle challenge
- VAARHeT from Ireland with Integration challenge

With those five entities the 12-month contracts have been signed, and the process of their implementation have started.

### 3.3. Implementation

The contracts with those five selected entities have been signed on 3<sup>rd</sup> September 2024 and they will be implementing their subprojects for 12 months until 2<sup>nd</sup> September 2025. Below figure shows the third parties' implementation with perspective of VOXReality project lifespan.

Project Months					
M1	Oct 2022	M12	Sep 2023	M22	Jul 2024
M2	Nov 2022	M13	Oct 2023	M23	Aug 2024
M3	Dec 2022	M14	Nov 2023	M24	Sep 2024
M4	Jan 2023	M15	Dec 2023	M25	Oct 2024
M5	Feb 2023	M16	Jan 2024	M26	Nov 2024
M6	Mar 2023	M17	Feb 2024	M27	Dec 2024
M7	Apr 2023	M18	Mar 2024	M28	Jan 2025
M8	May 2023	M19	Apr 2024	M29	Feb 2025
M9	Jun 2023	M20	May 2024	M30	Mar 2025
M10	Jul 2023	M21	Jun 2024	M31	Apr 2025
M11	Aug 2023	M22	Jul 2024	M32	May 2025
				M33	Jun 2025
				M34	Jul 2025
				M35	Aug 2025
				M36	Sep 2025
				involvement of selected TP (September 3, 2024 - September 2, 2025)	

Figure 19: Months of implementation of VOXReality project and TPs project's

As stated in GfA there have been identified 3 sprints for founded projects with some specific mandatory actions for each sprint.

#### Sprint 1: Design

##### Sprint Duration: 3 months

In the first sprint, selected applicants will need to stipulate, with support of the dedicated mentor, on the workplan they presented at the proposal stage to detail and finalize the milestones that will be achieved and the KPIs that will be used to measure the performance of the project. This sprint will include the requirement and needs analysis, design specifications, literature review, benchmark identification, final timeline and details of the milestones and the KPIs, and alignment plan for the VOXReality components. Furthermore, the applicants who will perform user studies (pilots) are required to apply for ethical approval from appropriate committees. At the end of the Sprint 1, Beneficiary(ies) will have to provide:

1. a deliverable detailing the design procedures mentioned before and,
2. where necessary, the proof of application to an ethical committee as the verification of work performed.

#### Sprint 2: Implementation

##### Sprint Duration: 6 months

During the second Sprint, lasting up to 6 months, projects will focus on executing the development tasks outlined in the implementation plan crafted during Sprint 1. Beneficiaries are required to integrate the design specifications and milestones into their development process, ensuring alignment with the established KPIs. Additionally, projects undertaking user studies (pilots) must obtain ethical approval from relevant committees prior to conducting any tests. At the culmination of this phase, the coaches will evaluate each project's progress by assessing the percentage of KPIs executed. Beneficiaries are expected to deliver:

1. a report demonstrating tangible results in development including but not limited to, adherence to the workplan, KPIs achievement, and workplan for the demonstration sprint
2. proof of ethical committee approval for any conducted tests. This ensures adherence to ethical standards throughout the implementation process and reinforces the commitment to responsible project execution.
3. exploitation agreement for the foreground between the third party and the consortium.

### **Sprint 3: Demonstration**

#### **Sprint Duration: 3 months**

During the third Sprint, spanning a period of 3 months, the emphasis shifts towards leveraging the outcomes of the preceding phases to demonstrate the technology effectively. Projects will focus on showcasing the tangible results achieved through the implementation of the design and development plans from Sprint 1 and Sprint 2. Pilots and prototypes will undergo rigorous evaluation against predefined KPIs, ensuring alignment with project objectives.

Beneficiaries will be tasked with delivering a comprehensive demonstration of the technology, highlighting its functionality, performance, and potential impact. This phase serves as a crucial opportunity to validate the efficacy of the developed solutions and gather feedback for further refinement.

At the conclusion of the demonstration Sprint, beneficiaries must provide the designated deliverable as evidence of the work accomplished, reinforcing accountability and transparency in project execution. This marks the final stage of the sprint process, paving the way for potential scalability and implementation of the technology in real-world scenarios.

At the beginning of the sub projects implementation, VOXReality assigned a mentor to each subproject, who has been the main contact and responsible for following their progress and provide any necessary support. The sub-projects met monthly with their mentor. In addition, the role of coach (F6S) was established to take care of the overall implementation of the third parties projects.

Appointed mentors have been tracking the progress of TPs using a dedicated excel sheet registering each meeting with TP.

Aconym Challenge Total Budget Duration of the project (in months) Start Date End Date Folder		€ 200.000 12 03/09/2024 02/09/2025	Applicant 1  Applicant 2 (if applicable)  Proposal  FINAL EVALUATION DATE (M12)		day-month-2024 HOUR CET day-month-2025 HOUR CET day-month-2025 HOUR CET
--	--	---	---	--	---

KPIs Name	Starting Value (M1)	Release #1 Target (M3)	Release #2 Target (M9)	Release #3 Final Target (M12)	Comments	Relation to Outputs
Mentoring Session 1	day/month/2024					
Attendants						
Main conclusions						
Actions to be done						
KPIs						
Needs Assessment						
Mentoring Session 2	day/month/2024					
Mentoring Session 3	day/month/2024					
Mentoring Session 4	Date					
Mentoring Session 5	Date					
Mentoring Session 6	Date					

Figure 20: Monthly monitoring file template

Additionally, the role of coach (F6S) was established to facilitate managerial and organisational issues that subprojects faced during their implementation. For this also a dedicated share space (SharePoint) for mentors, coach and TPs has been created.

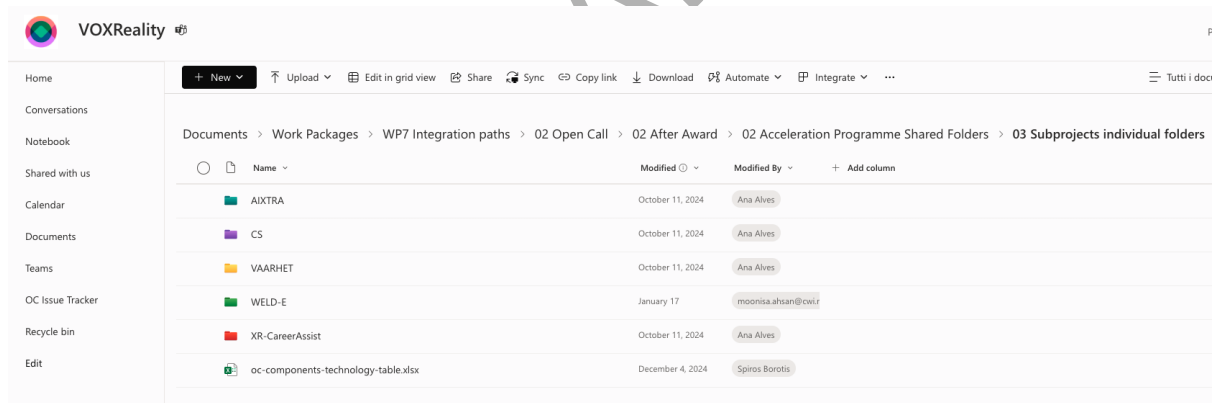


Figure 21: SharePoint for subprojects

In addition, planning of new activities (including review meetings for sprints, events that TPs are going to participate) have been set in a shared calendar with an access of each member of the VOXReality consortium and TPs. This calendar served as up-to-date planner of meetings and other activities during the project implementation. It served as a tool to facilitate accurate planning and staff involvement.

All implemented tools and meetings guaranteed high level work delivered by subprojects and its compliance with sub-grant agreement, proposal and other binding documents during the project implementation.

- for Sprint 1: 2<sup>nd</sup> and 5<sup>th</sup> December 2024
- for Sprint 2: 2<sup>nd</sup> and 3<sup>rd</sup> June 2025
- for Sprint 3: 22<sup>nd</sup> and 25<sup>th</sup> August 2025

After each of these meetings, the Evaluation Results report (below) was shared with TPs. After approval by the mentor and the reviewers, the Evaluation Results report combined with payment request triggered the payment process for the Project Coordinator (Treasurer) in order to start the activity based on the rules identified in the GfA.

# OPEN CALL 1 SUB-PROJECTS MONITORING

## RELEASE #1 EVALUATION RESULTS

Aconym	0	Applicant 1	0
Challenge		Applicant 2 (if applicable)	0
Total Budget	200.00 €		
Duration of the project (In months)	12		
Start Date	03/09/2024		
End Date	03/09/2025		
Mentor	NAME/Organisation	Evaluators	NAME/Organisation
RELEASE #1 EVALUATION	Date	dd/MM/YYYY	
OVERALL EVALUATION			0
Attendants			
Release #1 Report	Submission Date (dd/MM/YYYY)	Overall Comments	Status
Release #1 Report	dd/MM/yyyy	0	0
Sections		Overall Comments	Status
Public Summary	0		0
Activities Accomplished	0		0
Risks and Mitigation Actions	0		0
Team Contributions	0		0
MVP	0		0
KPIs	0		0
Communication and Dissemination Activities	0		0
Conclusions	0		0
KPIs Name	Starting Value M1	Target (M3)	Value Submitted
	0	0	0
	0	0	0
	0	0	0
	0	0	0
	0	0	0
Overall Comments			0

Figure 23: Evaluation Result report template

Apart from official review meetings the VOXReality consortium with a supportive agreement from TP conducted workshops with the aim of creating networking opportunities between sub-projects and check the status of implementation of each sub-project. This initiative was very well received by the representatives of third parties as they got the opportunity to present between each other, learn and share experiences.



# OC ACCELERATION PROGRAMME

## WORKSHOP NO. 1 WITH TP'S

### Purpose of the Meeting

Checkup on phase 2 of VOXReality OC Acceleration programme.

### Date and Time

February 25<sup>th</sup>, 15:30 – 17:00 CET

### Venue

Online, access link: [Google meet](#)

### Agenda

15:30 – 17:00	Workshop no. 1 with TPs	Pptx from: CS, VAARHeT, Weld-e, AIXTRA, XRCareer-Assist
		15 min each with Q&A session



Funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Directorate-General for Communications Networks, Content and Technology (DG CNECT). Neither the European Union nor the granting authority can be held responsible for them.

Figure 24: Agenda of the workshop

Up until submission date of this deliverable (end of May 2025) all the third parties projects have successfully implemented their respective sub-projects. Third parties will still face sprint 2 and sprint 3 reviews although thanks to regular checkups (meeting with mentors and coach, workshops, email consultation) no risk have been so far identified regarding scope and content of implemented project.

## 4. Communication and dissemination of subprojects

Upon notification and onboarding of the five third parties to the VOXReality project, a Communication and Dissemination Strategy was set in place to announce the open call winners. The responsibility for this strategy was shared between two distinct actors: (1) the

VOXReality team, utilizing the project’s internal channels and external media outreach, and (2) the awarded third parties, who were tasked with collaborating on this communication and dissemination effort through their own channels and networks.

## 4.1. Communication and dissemination of subprojects by the VOXReality Team

To communicate the open call winners, the project strategically utilized its internal tools and channels in a phased approach. Initially, the website was updated with comprehensive information about the winners. Subsequently, a press release was distributed to media outlets. Only after the story gained traction on media channels was a social media campaign initiated. This sequential approach served a dual purpose: first, to offer news exclusivity to the media, and second, to actively promote the winners on platforms conducive to attracting leads and investors, notably LinkedIn. The figure below illustrates this strategic, step-by-step process.



Figure 25. Communication and Dissemination Process for Open Call Winner Announcement

### 4.1.1 VOXReality Website

The VOXReality website was updated to prominently feature the Open Call Winners. A dedicated webpage<sup>25</sup> now provides a concise catalogue of the winning projects, including a brief description of each. Furthermore, individual project pages (Table 4) offer more detailed information, such as application channel, expanded descriptions, user case scenarios, team details, and direct links to their websites and social media.

This detailed website update offers significant advantages. It enhances the visibility and recognition of the winners, fostering transparency and credibility. By providing direct links, it facilitates collaboration and networking opportunities. The user case scenarios effectively communicate the projects’ potential impact to a wider audience. This comprehensive online presence serves as a valuable resource, showcasing the project’s success and supporting the winners’ continued growth and reach.

Table 4. Open Call Winner’s VOXReality Webpages

Project	Link
AIXTRA	<a href="https://voxreality.eu/aixtra/">https://voxreality.eu/aixtra/</a>
CrossSense	<a href="https://voxreality.eu/crosssense/">https://voxreality.eu/crosssense/</a>
VAARHeT	<a href="https://voxreality.eu/vaarhet/">https://voxreality.eu/vaarhet/</a>
WELD-E	<a href="https://voxreality.eu/welde/">https://voxreality.eu/welde/</a>
XR-CareerAssist	<a href="https://voxreality.eu/xr-careerassist/">https://voxreality.eu/xr-careerassist/</a>

<sup>25</sup> <https://voxreality.eu/open-call-winners/>



Figure 26. VOXReality Website Open Call Page

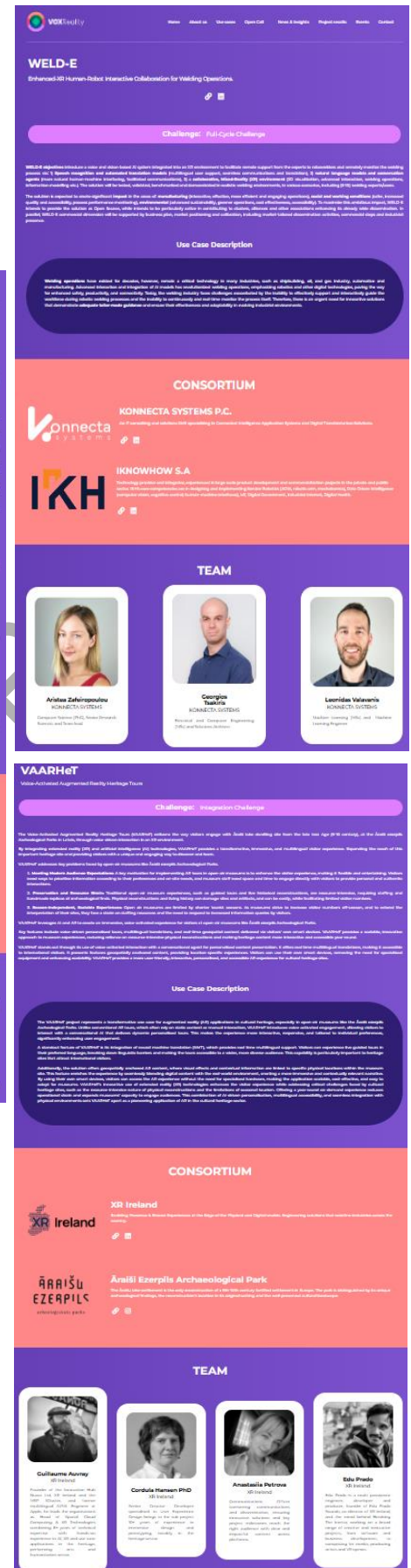
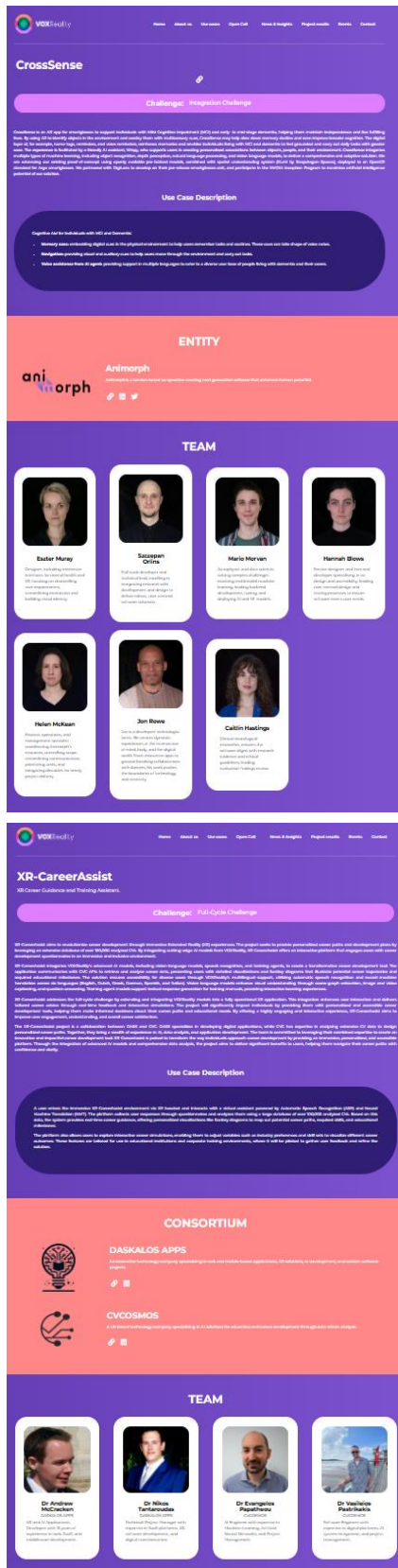


Figure 27. VOXReality Website Open Call Project's Pages



## 4.1.2 Public Relations and Media

A press release<sup>26</sup> announcing the Open Call Winners was crafted and disseminated to media channels specializing in SME/Startup news as well as those focused on the XR sector. This targeted distribution aimed to reach key audiences interested in innovation, entrepreneurship, and immersive technologies. The press release highlighted the winning projects, their potential impact, and the collaborative spirit of the VOXReality initiative. The table below showcases the resulting media mentions, demonstrating the reach and engagement generated by this announcement across relevant publications and platforms.

Table 5. External coverage of the VOXReality Open Call Winners

Media Outlet	Title	Link
EU StartUps	Brussels-based VOXReality Awards €1 million to boost accessibility in extended reality projects	<a href="https://www.eu-startups.com/2024/11/brussels-based-voxreality-awards-e1-million-to-boost-accessibility-in-extended-reality-projects/">https://www.eu-startups.com/2024/11/brussels-based-voxreality-awards-e1-million-to-boost-accessibility-in-extended-reality-projects/</a>
XR Today	EU Grant Awarded to Boost Enterprise AI-Powered XR Solutions	<a href="https://www.xrtoday.com/mixed-reality-eu-grant-awarded-to-boost-enterprise-ai-powered-xr-solutions/">https://www.xrtoday.com/mixed-reality-eu-grant-awarded-to-boost-enterprise-ai-powered-xr-solutions/</a>
Bee Beez	Brussels-based VOXReality Awards €1 million to boost accessibility in extended reality projects	<a href="https://bebeez.eu/2024/11/14/brussels-based-voxreality-awards-e1-million-to-boost-accessibility-in-extended-reality-projects/">https://bebeez.eu/2024/11/14/brussels-based-voxreality-awards-e1-million-to-boost-accessibility-in-extended-reality-projects/</a>
EDGE	EU awards EUR 1 million to five XR accessibility projects	<a href="https://sp-edge.com/updates/36032">https://sp-edge.com/updates/36032</a>
Founderverse	Brussels-based VOXReality Awards €1 million to boost accessibility in extended reality projects	<a href="https://founderverse.weglobalstudios.com/news/1067950">https://founderverse.weglobalstudios.com/news/1067950</a>

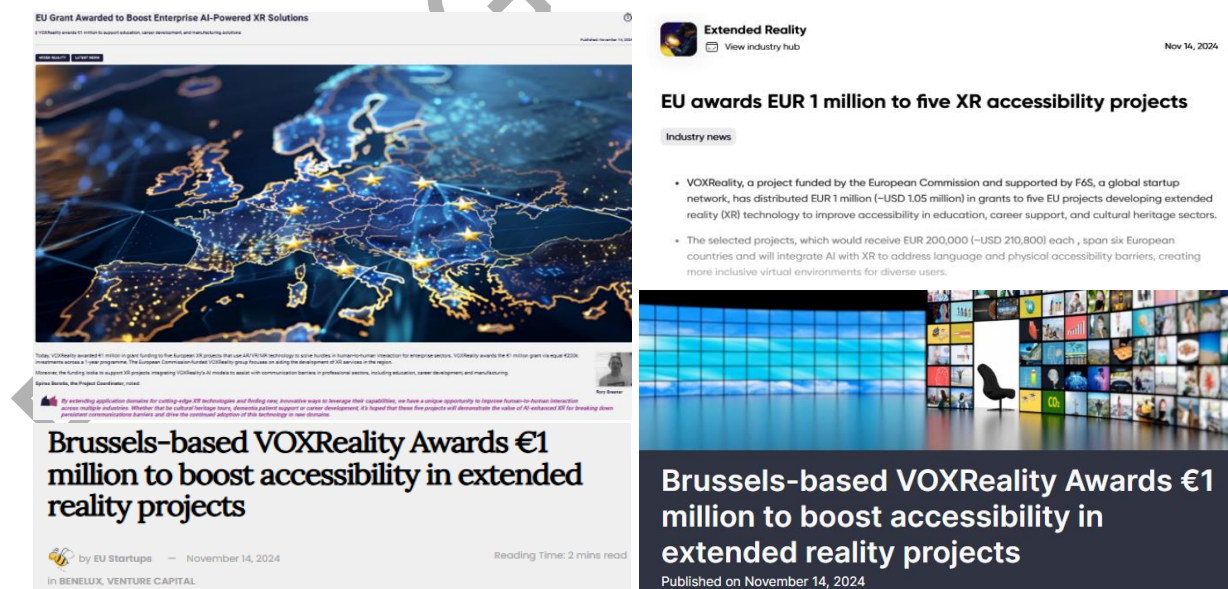


Figure 28. Open Call Winners Media Articles' Examples

<sup>26</sup> [https://voxreality.eu/wp-content/uploads/2025/05/FHA\\_VoxReality\\_PressRelease.docx.pdf](https://voxreality.eu/wp-content/uploads/2025/05/FHA_VoxReality_PressRelease.docx.pdf)

### 4.1.3 Social Media Channels

From December 2024 to February 2025, VOXReality implemented a “Meet the Winners” campaign on its LinkedIn platform. This initiative aimed to enhance the visibility and public recognition of the winning Open Call teams, directly showcasing their achievements to the project’s network and fostering a stronger sense of community by highlighting the individuals and the innovation behind their projects. This increased exposure served to celebrate their success and potentially attract further collaborations and opportunities.

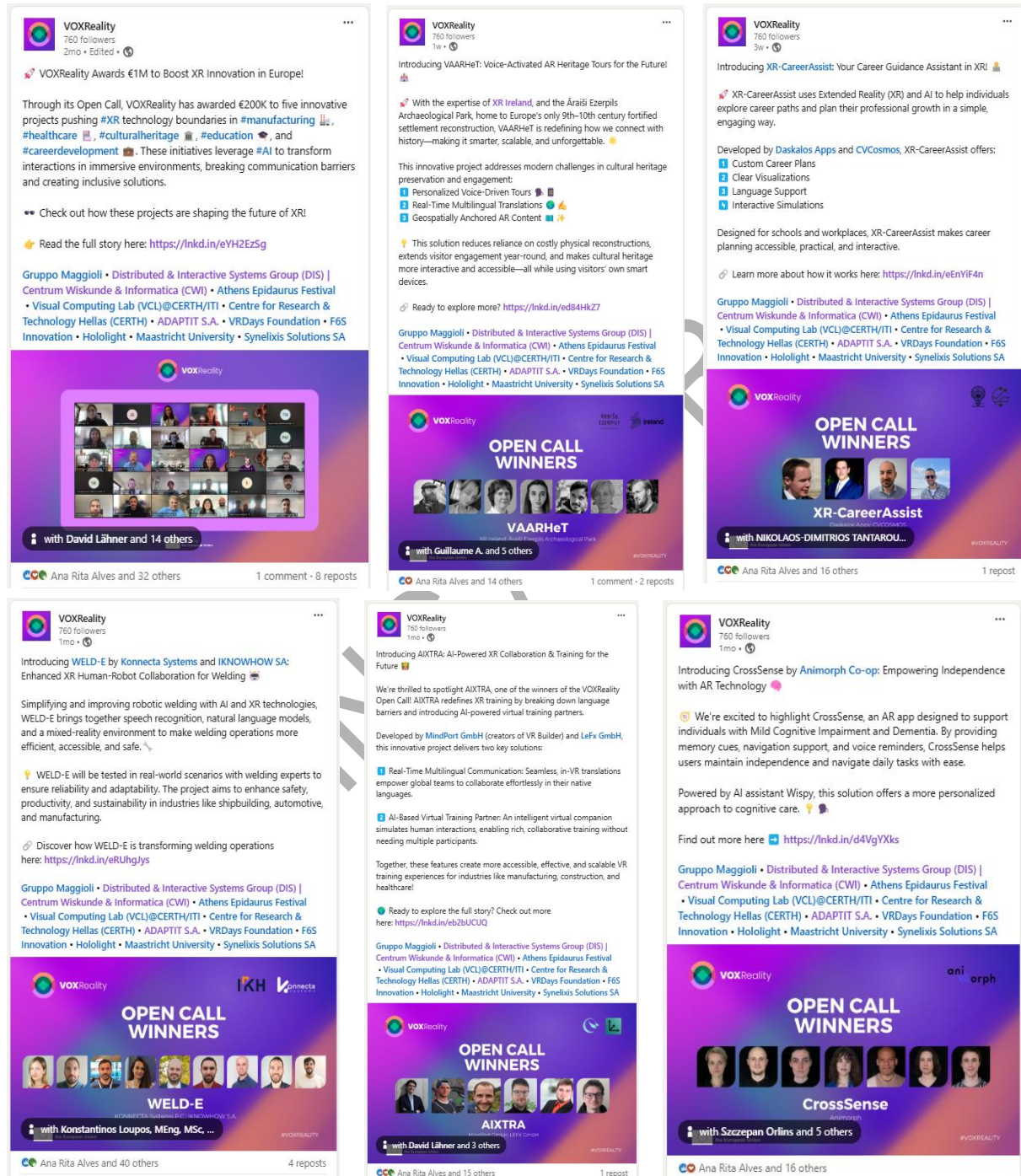


Figure 29. “Meet the Winners” LinkedIn Campaign

In parallel, VOXReality also published and shared an interview series<sup>27</sup> featuring the mentors who guided the Open Call participants. This content was disseminated across both the project's YouTube and LinkedIn channels, allowing for engagement with different audience segments.

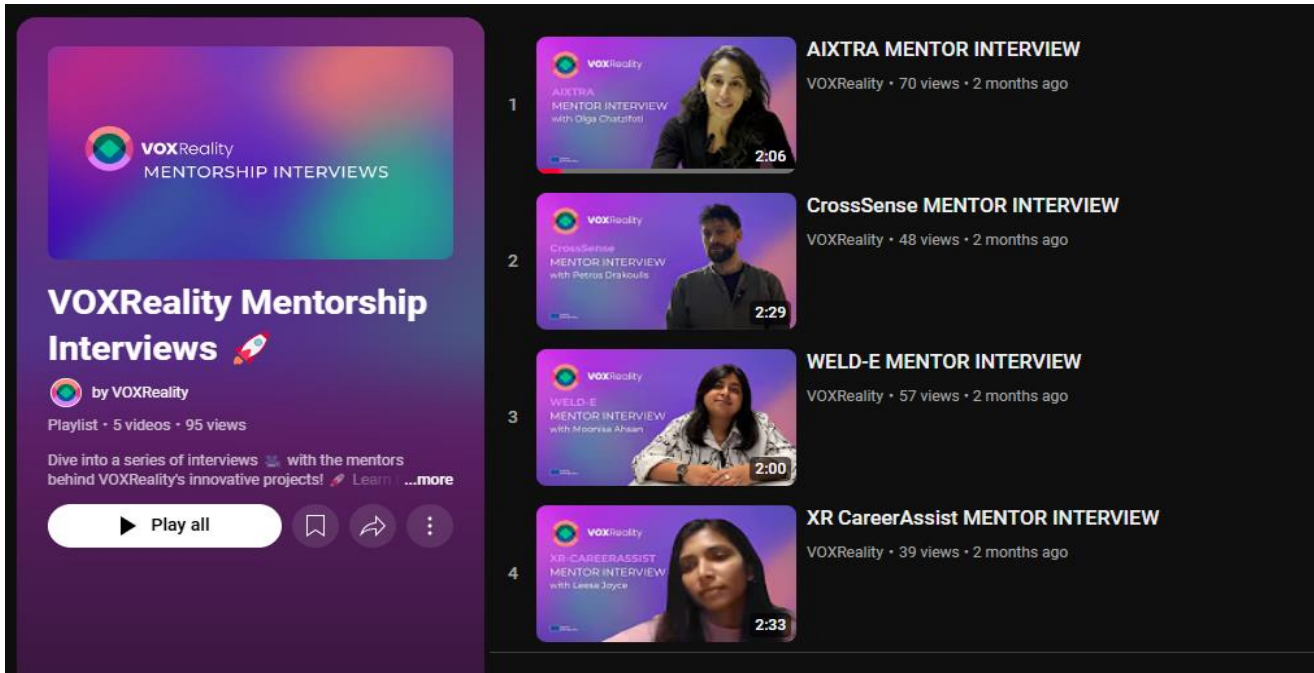


Figure 30. “Meet the Mentors” YouTube Campaign

Building on the initial announcement and introductions, the VOXReality social media channels continue to play a role in supporting the Open Call winners throughout their project implementation phase. Regular updates are shared, showcasing the progress and key milestones achieved by each team. Furthermore, the channels actively highlight the winners’ participation and presence at relevant industry events, conferences, and workshops. This ongoing communication strategy serves to maintain visibility for the winning projects, demonstrate the tangible outcomes of the Open Call initiative, and further connect the winners with potential partners, investors, and a wider audience.

<sup>27</sup> <https://youtube.com/playlist?list=PLJ6-yRwKLFtjRPs911f3JRUAxp1zxgbX7&si=hlcZOtk1pKz2PXVg>



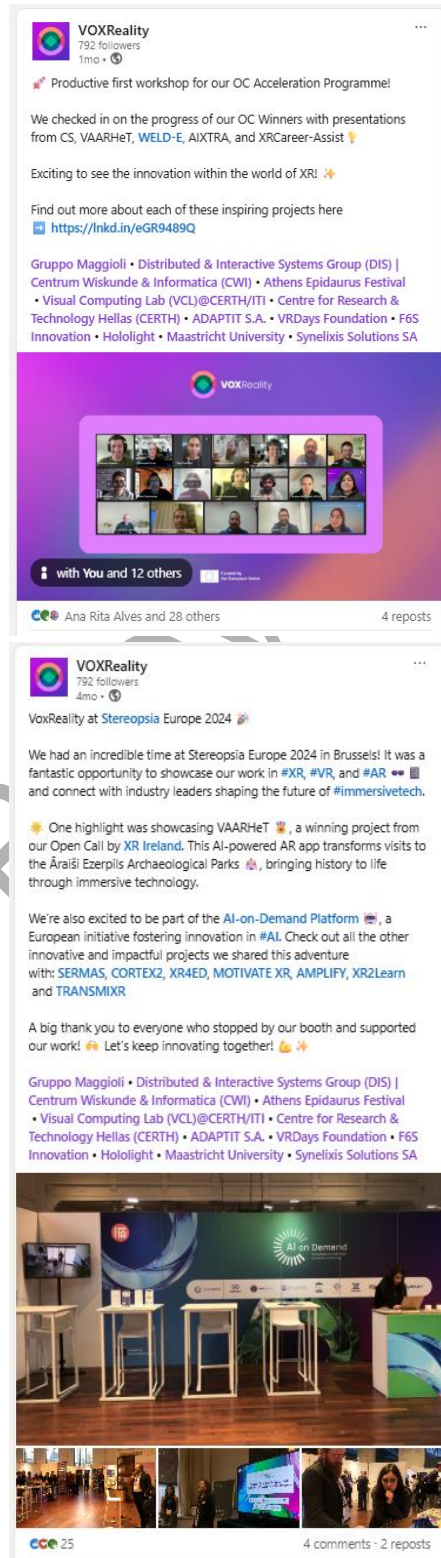
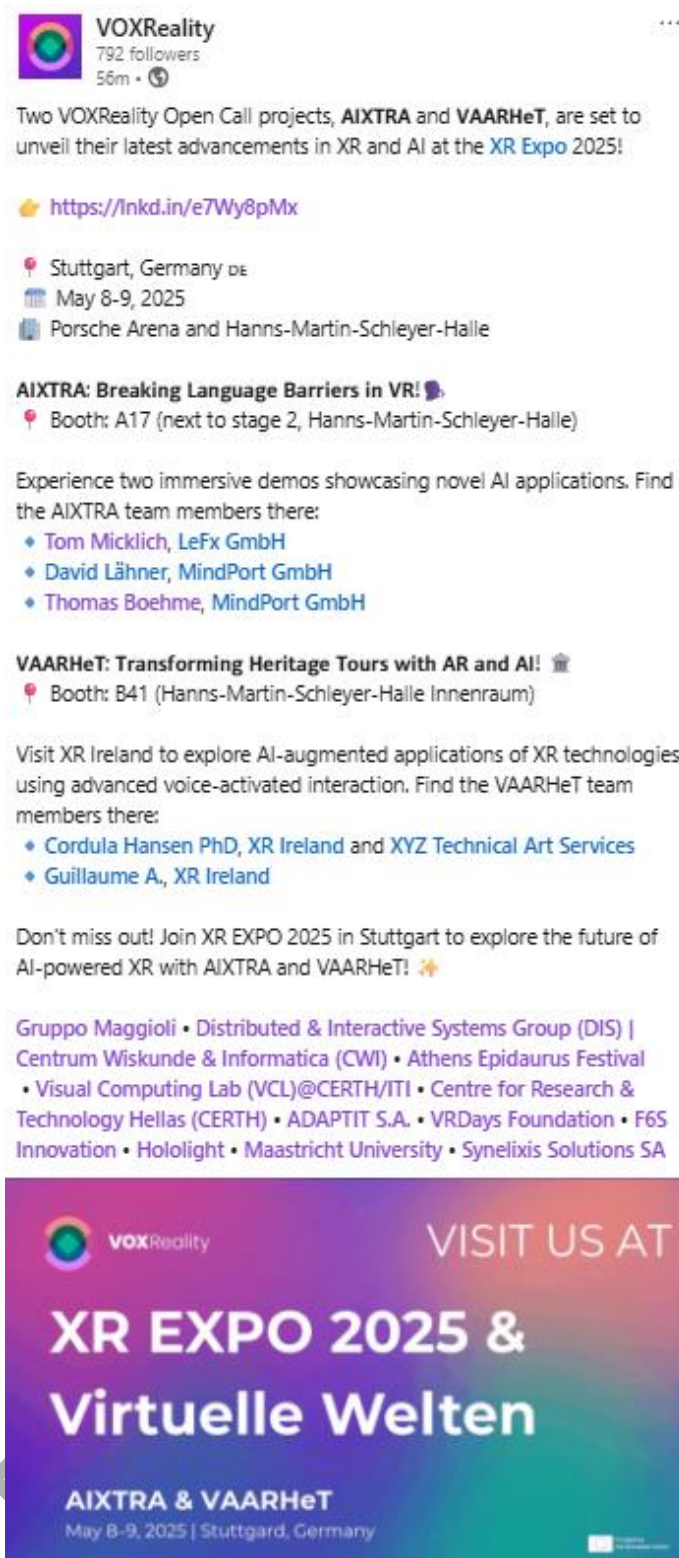


Figure 31 Open Call Winners LinkedIn Updates

## 4.2. Communication and dissemination of subprojects by third parties

At the application stage, VOXReality communicated to all applicants that a condition of receiving funding was their commitment to attend four physical events organized across the European Union. Furthermore, all successful applicants, upon becoming winners, are expected and encouraged to actively utilize their own established communication tools and channels to disseminate information and updates regarding their VOXReality-funded project.



### 4.2.1 Third Party Owned Channels (Website and Social Media Platforms)

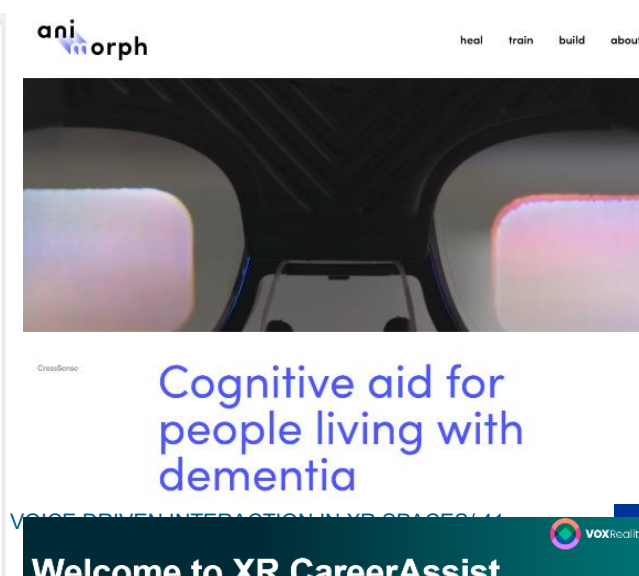
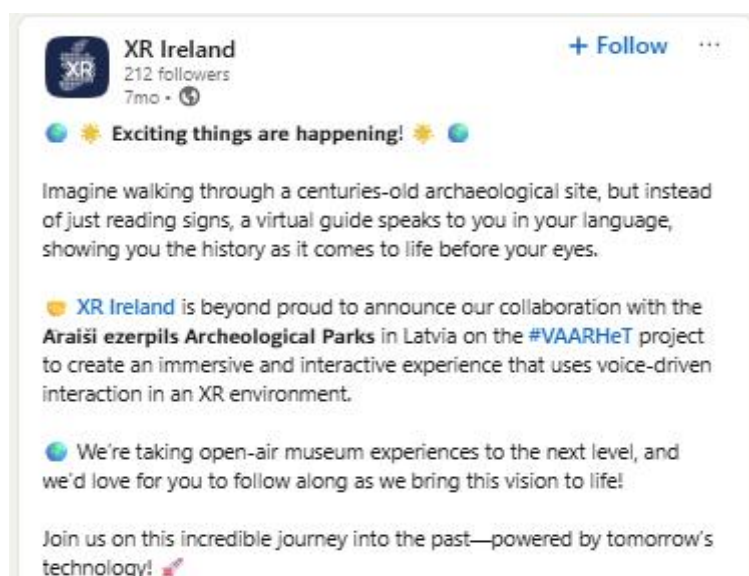
At the start of their involvement in the programme, all Open Call winners made announcements across their own communication channels. This included using their existing websites and social media platforms, or, in some cases, creating dedicated websites and social media channels specifically for their VOXReality Open Call projects. To support these initial communication efforts by the third parties, the VOXReality Team provided them with essential information and clear guidelines. This included the following mandatory requirements for all communications related to their funded projects:

- **Acknowledgement of Financial Support:** Clearly state that the project has received financial support from the European Commission (EC) through VOXReality.
- **Visual Recognition:** Include both the European emblem and the official VOXReality logo in all relevant materials.
- **Disclaimer of Liability:** Clearly specify that the content presented reflects solely the author's views and that the European Commission can't be held liable for any use made of the information provided.

To make this easy, the VOXReality Team put together a communication kit with all the needed resources. This kit contained the European Flag Emblem and the required disclaimer text, the VOXReality logo in different formats, a brand book with usage rules, and ready-to-use communication templates. This helped ensure everyone communicated clearly and correctly about their funded projects. The specific announcements made by each of the Open Call winners across their various channels are listed in the table below.

Table 6: Open Call Winner Announcement Mentions on Third-Party Channels

Third Party	Channel	Links
AIXTRA	Webpages	<a href="https://www.lefx.de/en/aixtra/">https://www.lefx.de/en/aixtra/</a> <a href="https://www.mindport.co/research/aixtra">https://www.mindport.co/research/aixtra</a>
	LinkedIn Announcements	<a href="https://tinyurl.com/35tra5t6">https://tinyurl.com/35tra5t6</a> <a href="https://tinyurl.com/4h2utp4v">https://tinyurl.com/4h2utp4v</a>
CROSSENSE	Webpage	<a href="https://animorph.coop/work/crosssense/">https://animorph.coop/work/crosssense/</a>
	LinkedIn Announcement	<a href="https://tinyurl.com/ykpmnfsv">https://tinyurl.com/ykpmnfsv</a>
VAARHeT	LinkedIn Announcement	<a href="https://tinyurl.com/yvyw8k6s">https://tinyurl.com/yvyw8k6s</a>
WELD-E	Website	<a href="https://weld-e.com/">https://weld-e.com/</a>
	LinkedIn Page	<a href="https://www.linkedin.com/showcase/weld-e/">https://www.linkedin.com/showcase/weld-e/</a>
XR-CAREERASSIST	Website	<a href="https://xr-careerassist.netlify.app/">https://xr-careerassist.netlify.app/</a>
	LinkedIn Page	<a href="https://www.linkedin.com/company/xr-careerassist/">https://www.linkedin.com/company/xr-careerassist/</a>



PENDING APPROVAL

*Figure 32. Open Call Winners Owned Channels' Announcements*

Beyond their initial announcements, the Open Call winners are consistently communicating about their VOXReality projects on their own channels. They share progress updates, highlight key milestones, and showcase their presence at events.

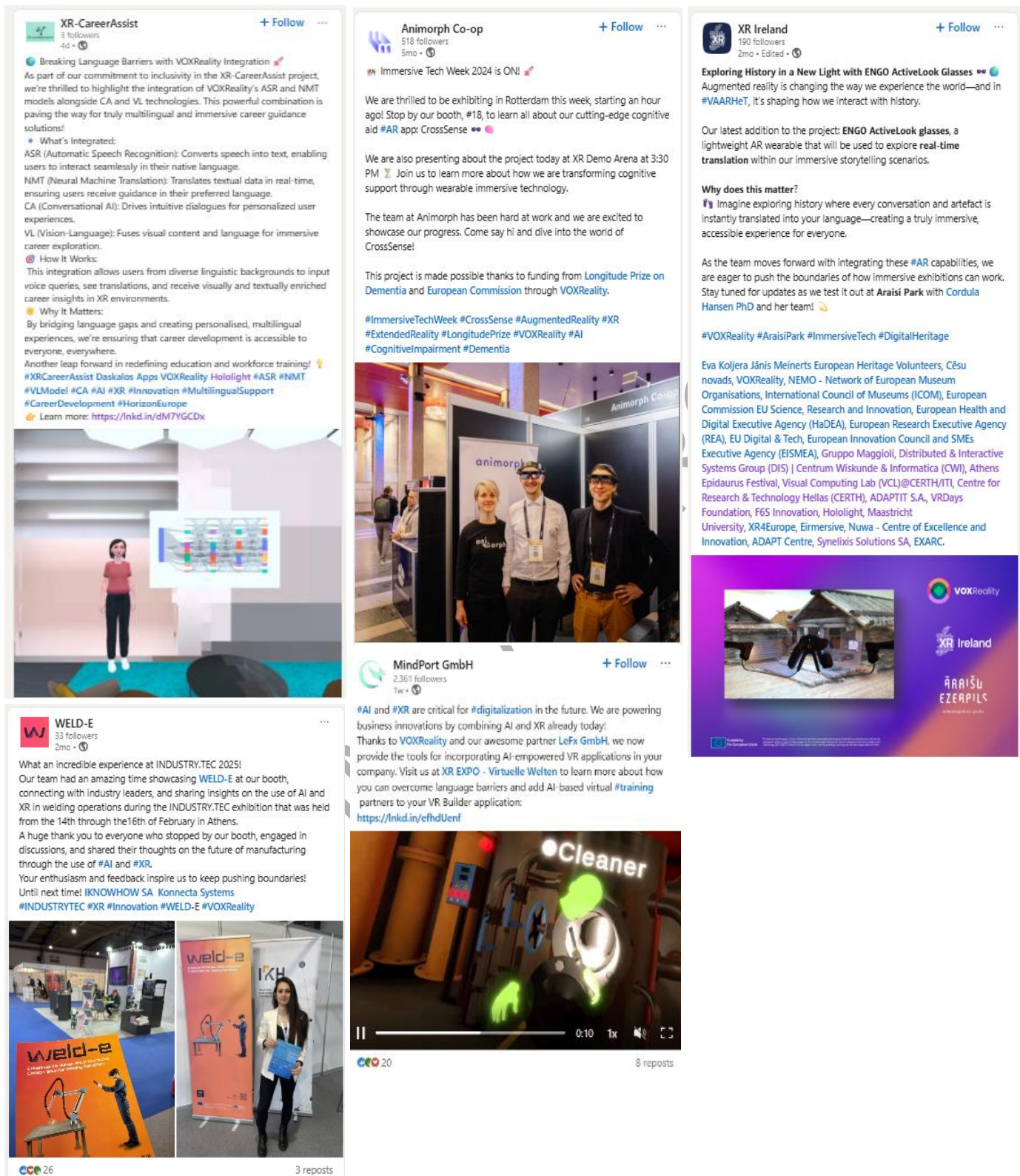


Figure 33. Open Call Winners Owned Channels Updates Examples

#### 4.2.1 Public Relations and Media

In addition to their own channel announcements, some third-party winners proactively reached out to media outlets to publicize their selection in the VOXReality Open Call. This supplementary media outreach further amplified the news and broadened the reach of the



announcement. The table below showcases the resulting media mentions secured by these proactive third parties.

Table 7: Media Mentions Secured by Third Parties Announcing Their VOXReality Award

Project	Media Outlet	Link
AIXTRA	Immersive Wire Newsletter	<a href="https://www.immersivewire.com/p/meta-s-reality-labs-loses-another-4-4bn">https://www.immersivewire.com/p/meta-s-reality-labs-loses-another-4-4bn</a>
AIXTRA	The Ghost Howls’s XR Week Peek	<a href="https://skarredghost.com/2024/11/05/google-play-store-xr-meta/">https://skarredghost.com/2024/11/05/google-play-store-xr-meta/</a>
VAARHeT	Network of European Museum Organisations	<a href="https://tinyurl.com/ykekka6v">https://tinyurl.com/ykekka6v</a>

### Other stories

- **Algoriddim** launched the djay app on the [Meta Quest](#).
- **Android** is preparing for an XR headset launch, as leaked Play Store code reveals new support for VR, AR, and MR devices, including the [compatibility indicators for apps](#).
- **Cornerstone**, who works on workforce agility solutions, announced a strategic partnership with Meta to expand the capabilities of [immersive learning and XR](#).
- **ExR**, a free VR medical educational platform, [released a new update](#).
- **Samsung** confirmed a delay in its XR hardware but indicated plans for an AR device in 2025, shifting focus from a VR headset to simpler AR glasses amid setbacks linked to [Apple's Vision Pro](#).
  - Also, Samsung updated its XR device development with a USPTO patent for "Method and System for Grouping Plurality of Devices," hinting at an AR smart glasses feature for [shared content interaction](#).
- **Student paramedics** in the West Midlands are the first in the UK to use a VR simulator to enhance their emergency driving skills [alongside traditional training](#).
- **VOXReality** selected AIXTRA as a research project, to assist with overcoming language barriers [via XR](#).
- **XPANCEO**, a deep-tech company developing smart contact lenses, revealed the latest prototype of its smart contact lens [for AR Vision](#).

### News from partners (and friends)


MindPort's AIXTRA was selected for the VOXReality call

LEFX and MindPort's project AIXTRA has been selected in the VOXReality call. AIXTRA is a project dedicated to enterprise customers that has been made with these two goals in mind:

- **Overcoming the Language Barrier:** In VR-based training, language differences can hinder communication. AIXTRA tackles this by integrating AI-based in-VR translation, allowing participants to communicate seamlessly in their native languages.
- **AI-Based Virtual Training Partner:** Multi-user training can be very impactful, but requires multiple participants to be available at the same time. AIXTRA seeks to address this by integrating AI to simulate human-to-human interactions with an AI-based virtual training partner that can step in if no real human is available

If you are curious about VOXReality and its call, this is a description I've been provided:

VOXReality's goal is to conduct research and develop new AI models to drive future XR interactive experiences, and to deliver these models to the wider European market. These new models address human-to-human interaction in unidirectional (theatre) and bidirectional (conference) settings, as well as human-to-machine interaction by building the next generation of personal assistants. The VOXReality team is developing large-scale self-supervised models that will be fine-tuned to specific downstream tasks with minimal re-training. At the same time, we rely on modern training approaches for designing models that include subnetworks with a common representation power but are more targeted towards specific architectures. By leveraging the once-model-for-all concept from the model training (large-scale self-supervision) and deployment (jointly learning sub-networks) perspective, we will be able to provide a catalogue of highly generic models with high representation capacity that will be efficiently specialized for downstream tasks.



Network of European Museum Organisations

News & Events

Activities

Advocacy

Cooperation & Funding

About us

Join us!

Newsletter

Resources

Press

Home → News & Events

# EU Pilot project for AI Voice Activated Augmented Reality Heritage Tours (VAARHeT) in open-air museum — Needs and Requirements Analysis

Figure 34. Open Call Winners Owned Media Mentions

### 4.2.3 Events

Demonstrating their commitment to disseminating project results, the Open Call teams have actively pursued opportunities to showcase their work at relevant events. To date, they have collectively participated in a total of eleven events, presenting their projects and engaging with potential collaborators and stakeholders. A detailed list of the events already attended by the teams can be found in the table below.

Table 8: List of Events Attended by Open Call Teams

Event	Dates	Projects' Attending
-------	-------	---------------------



Cambridge Tech Week 2024 <sup>28</sup>	9 – 11 September 2024	CrossSense
Immersive Tech Week 2024 <sup>29</sup>	4 – 6 December 2024	CrossSense and VAARHeT
Stereopsia Europe 2024 <sup>30</sup>	9 – 11 December 2024	VAARHeT
The Third Annual Dementia Care Conference 2025 <sup>31</sup>	29 January 2025	CrossSense
Industry.Tec 2025 <sup>32</sup>	14 – 16 February 2025	WELD-e
embedded world 2025 <sup>33</sup>	11 – 13 March 2025	WELD-e
VR Logic's XR Symposium <sup>34</sup>	12 March 2025	AIXTRA
XR Crowd's Zero Event <sup>35</sup>	5 May 2025	AIXTRA
XR EXPO 2025 & Virtual Worlds <sup>36</sup>	8 – 9 May 2025	AIXTRA and VAARHeT
TEDxPatras 2025 <sup>37</sup>	17 May	XR-CareerAssist
BDVA Week 2025 <sup>38</sup>	27 – 29 May 2025	WELD-e

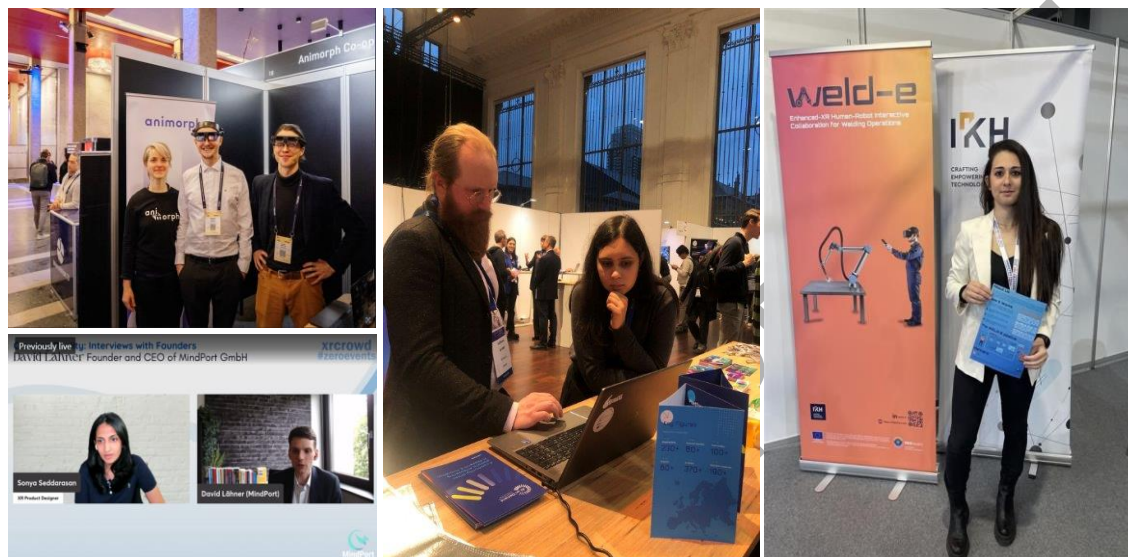


Figure 32. Third Party's Event Participation

## 5. Closing remarks

This deliverable served as a comprehensive report of communication and dissemination activities carried out by the VOXReality consortium to attract high value applications into the open call opportunity created within the project. It proved that conscientious planning and great network of project partners can bring added value to the created open call opportunity. After this the selection, based on independent experts, revealed those the most innovative and scalable applications that got a chance to develop their subprojects within the VOXReality umbrella. Their successful onboarding, setting up goals, day-to-day contact guaranteed their involvement and passion from the day one of implementation. On the top of that all, TPs brought substantial added value to the communication and dissemination efforts being present in numerous conferences and trades presenting created for them opportunity and their respective ideas to be implemented during the subproject's execution. What is more, their

<sup>28</sup> <https://cambridgetechweek.co.uk/>

<sup>29</sup> <https://www.immersivetechweek.co/>

<sup>30</sup> <https://stereopsia.com/>

<sup>31</sup> <https://igpp.org.uk/event/the-third-annual-dementia-care-conference>

<sup>32</sup> <https://industry-tec.gr/en/>

<sup>33</sup> <https://www.embedded-world.de/en>

<sup>34</sup> <https://xrsymposium.vrlogic.de/>

<sup>35</sup> <https://www.linkedin.com/events/creatingreality-interviewwithda7322634209573941249/theater/>

<sup>36</sup> <https://xrexpo.tech/cyberlaend-en>

<sup>37</sup> <https://2025.tedxpatras.com/>

<sup>38</sup> <https://bdva.eu/events/data-week-2025/>

effort in building sustainable business model and lessons learnt, success stories and best practices will be also shared in D6.3.

Considering all information gathered in this deliverable and in other dedicated to the TPs implementing their projects what is worth summarising is that the effort performed by consortium has paid out seeing the impact and sustainability of the subprojects.

PENDING APPROVAL





# VOXReality

Voice driven  
interaction in XR spaces



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Directorate-General for Communications Networks, Content and Technology (DG CNECT). Neither the European Union nor the granting authority can be held responsible for them.