Virtual Worlds Connect Brokerage Event

II Edition

October 5-6, 2026

Industry Contact Point Digital Transformation

Industry Contact Point Industry 4.0

Ministry of Science and Higher Education Republic of Poland

XR 4EUROPE

XR POLSKA
POLSKA FUNDACJA RZECZYWISTOŚCI ROZSZERZONEJ

AVRE

INVELON | Onirix

Type: SME, member of the INGROUP group (150+ employees)

Country: Spain (offices in Italy, France and Portugal)

- **Department:** Onirix, our proprietary Augmented Reality (AR) engine and platform
- **Expertise:** WebAR for culture, tourism and industry; image, world, spatial and geolocation tracking; low-code Studio and SDK; 100+ clients in 30+ countries

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Clusters 2 + 4

Our role: technology partner for consortia building on Onirix.

CLUSTER 2 | CULTURE, CREATIVITY AND INCLUSIVE SOCIETY

Heritage, cultural tourism, citizens

- Call 2027 on cultural tourism (AI-powered AR), deadline 23 Sep 2027
- Reconstructions, historical characters and routes
- Low-code: students and communities create the content
- Smartglasses for hands-free visits (R&D)

CLUSTER 4 | DIGITAL, INDUSTRY AND SPACE

Virtual Worlds and human-centric industry

- WebAR and spatial computing: visual positioning, indoor navigation
- BIM/3D models and digital twins in AR
- Training and maintenance, with 20+ VR simulators
- Pilot partner for Virtual Worlds and wearables consortia

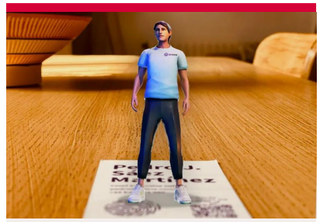
THE SYNERGY

One European AR engine, two clusters.

Heritage pilots (Cluster 2) and industrial pilots (Cluster 4) share the same spatial tracking, digital twin tools and low-code Studio. Next: AI to create AR from a prompt, and smartglasses.

Onirix technology

No-code AR in the browser: five ways to anchor it.



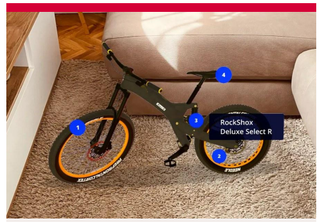
Image

Triggered by an image used as anchor



Rotation

Floating experiences around the user



World (SLAM)

Content placed on any real surface



Spatial

Scans 3D spaces, anchors objects precisely



Wayfinding

Locks an experience to GPS coordinates and radius

No-code Studio

Build and publish AR without technical expertise

Any browser

URL or QR on 97% of devices, no app

Always current

Real-time updates, built-in analytics and KPIs

Extensible

Code editor and SDK; CRM, LMS and IoT data

ROADMAP | SMARTGLASSES

XREAL Aura and RayNeo

Hands-free AR for visits, field work and training

ROADMAP | AI

The Canva of AR

Describe an experience in a prompt and build it in AR

Industry cases

Onirix in real facilities: inspection, testing and guided training.



RED ELÉCTRICA DE ESPAÑA

Process optimisation

Digital information on electrical racks; assisted field tests and optimised test protocols



EDP

Technical inspections

Guided inspection routes and real-time guidance, fewer human errors



PREVENCONTROL

AR-guided training

Step-by-step lessons on real facilities, with interactive questions

FOR CLUSTER 4 AND VET

The same engine supports industrial pilots and vocational training.

Try it live: electrical cabinet checklist (QR on the next slide).

Track record

Proven at scale, from brands and industry to vocational education.

INVELON GROUP (INGROUP)

+1,200 projects delivered	**+20** countries	**+150** professionals	**+5,000** clients

ONIRIX WEB AR

50,000+ players, Goiko launch, 3 weeks	**35,000+** games, Engen, 900+ stations	**30,000+** views, Finetwork tour weekend	**14,000+** games, RBC Music geolocated

Brands: Durex WebAR campaign, Cannes Lions Bronze; Oreo interactive AR experience.
Industry: Unilever, Red Eléctrica, EDP, KPMG, Edibon, Prevencontrol (100+ Onirix clients in 30+ countries).
Education: VR simulators and digital twins delivered to vocational centres across Spain.
More cases and videos: www.onirix.com

SCAN TO WATCH OR TRY

Oreo campaign

Durex campaign

Live: cabinet checklist

The Lord of the Rings

Let's connect

Partners for Horizon Europe Clusters 2 and 4.

WE OFFER

Onirix as core AR technology

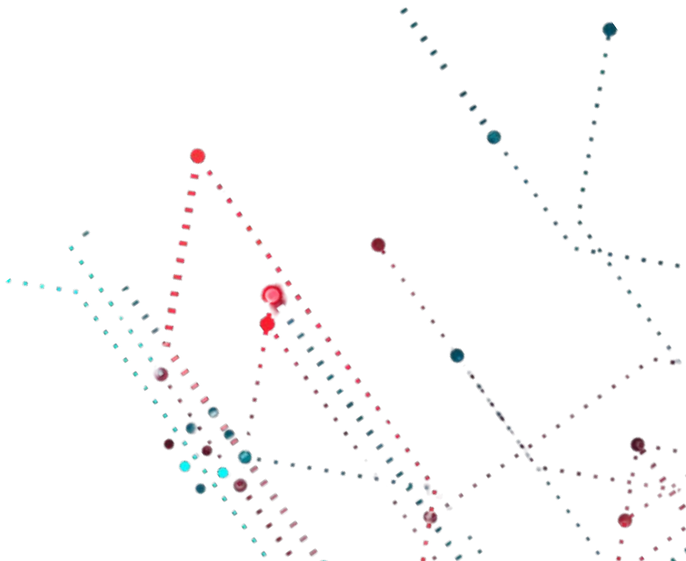
- European-owned WebAR technology and IP, low-code and SDK
- Pilot users: vocational centres, heritage sites, industry
- Full XR stack: VR simulators, hardware, deployment, teacher training

WE LOOK FOR

Consortia in formation

- Coordinators of Cluster 2 and Cluster 4 proposals
- Heritage, tourism and cultural bodies
- Research centres in AI, XR and digital twins
- Industrial end-users; XR hardware and smartglasses partners

Cluster 2 call 2027: opens 13 May 2027, deadline 23 Sep 2027.
Cluster 4 info days and brokerage: 14-15 October 2026, online.



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