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XR Lab
BUDAPEST

XR Lab Budapest IN A NUTSHELL

Inspired by an **EU leading XR Research Lab**, this non-profit and public benefit association is dedicated to establishing Budapest as a regional XR innovation hub.

Mission: To promote the domestic introduction and widespread adoption of XR technology, creating an innovation ecosystem that positions Hungary as a leader in XR.

Focus Areas: Research, development, and business application, with a strong emphasis on the cultural and educational sectors.

Location: Budapest, Hungary

Unique Tool: Developer of a proprietary XR ROI Calculator and Performance Analytics software for objective measurement and evaluation of project results.

Team: Multidisciplinary team with expertise in technology development, research methodology, project management, and business strategy in the XR domain.

Website: https://xrlabbp.substack.com/
Instagram: https://www.instagram.com/xr.lab.bp/

EXPERTISE AND VALUE PROPOSAL

Access to Real-world Data and Use Cases: Ability to collect and analyze data from diverse XR applications and industry partners, enabling data-driven research and validation.

"Living Lab" Environment: The XR Lab Budapest will function as a hub for open innovation, providing a collaborative space for testing, prototyping, and showcasing XR solutions.

Seeking Partners For:

- **Research Partners:** Universities, research institutes, and groups open to fundamental research
- **Innovation Partners:** Companies and startups

Key Research Areas for Horizon Europe:

- Human-Computer Interaction (HCI)
- Neurophysiological Responses to XR Content
- Immersive Storytelling and Media Production
- XR in Education and Culture
- Performance Analytics and ROI Measurement for XR Applications
- Ethical and Societal Implications of XR
- Spatial UX with AI