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

EMSI – LPRI XR Center

Type: Academic institution – research laboratory
Country: Morocco

- XR Center · LPRI (Laboratoire Pluridisciplinaire de Recherche et d'Innovation)
- XR, spatial computing, digital twins, 3D, AI guides, WebXR
- Heritage, tourism, education and industry

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Topic & our role

PROJECT IDEA · 1/3 · TOPIC, TITLE AND OUR ROLE

TOPIC

Human-centric virtual worlds for cultural heritage, tourism and learning

Horizon Europe · Cluster 2 (Culture) and Cluster 4 (Virtual Worlds / XR) – exact call to be confirmed

PROPOSAL TITLE (WORKING)

Living Heritage Worlds

AI-guided XR and digital twins for cultural sites and visitors

OUR ROLE

Technology & Pilot Partner – Morocco / Africa

What we bring

- XR and virtual worlds development
- AI virtual guides and avatars
- Digital twins and 3D reconstruction
- WebXR for easy, open access
- Pilot sites and user testing in Morocco

What we'll build

PROJECT IDEA · 2/3 · BRIEF DESCRIPTION

Heritage sites people can explore, understand and learn from on site, in a headset or in a browser.

- **Digital twins of real sites** – 3D scanning and reconstruction, including fragile or lost places.
- **AI guides that talk with visitors** – multilingual, built on content checked by heritage experts.
- **One experience, any device** – VR headsets, AR on phones, WebXR in the browser.
- **Tested with real visitors** – pilots in Morocco and partner countries, measuring learning, access and experience.

Result: an open, reusable toolkit for museums, cities and tourism operators.



Where we start from

Our own XR prototypes: Marrakech Immersive Heritage and Ziyara XR – AR/VR heritage, 3D reconstruction, multilingual AI guides.

Featured in the
[UNESCO Culture Digital Library – MONDIACULT 2025]

Partners sought

PROJECT IDEA · 3/3 · CONSORTIUM & PARTNERS

CURRENT CONSORTIUM EMSI – LPRI XR Center (Morocco). Consortium currently being formed – happy to join an existing one or help build a new one.

Coordination & research

Horizon Europe coordinators, European universities and research centres, HCI and UX researchers

Technology

XR, AI and virtual worlds companies; digital twin, 3D and spatial computing specialists

Heritage & tourism

Museums, cultural heritage institutions, tourism organisations

Pilot environments

Cities, municipalities and Living Labs ready to host and test

Let’s talk at the B2B meetings · Yassine Bounouader · Y.Bounouader@emsi.ma