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FRANCE 2030: 11 PROJECTS SUPPORTED TO STRUCTURE A FRENCH IMMERSIVE VIRTUAL REALITY INDUSTRY

At the meeting on immersive technologies and virtual universes held in Bercy on January 12, Anne Le Hénanff, Minister Delegate for Artificial Intelligence and Digital Technology, announced the 11 winning projects from the first two rounds of the call for projects "Innovative Technologies for Immersive Virtual Universes," launched as part of France 2030.

In a context of global technological competition around virtual worlds, digital simulation, and immersive environments, France is investing to build a sovereign, industrial, and export-oriented sector. These technologies are set to bring about lasting change in industry, healthcare, training, research, and many high value-added services.

Developing French champions in immersive technologies

France already has leading companies, laboratories, and talent in immersive technologies: equipment, software engines, modeling tools, simulation platforms, virtual reality, and augmented reality. However, these technological building blocks remain too fragmented to enable the emergence of industrial leaders capable of establishing themselves on a European and global scale.

The objective of this call for projects is threefold:

1) **To finance structuring projects that will enable technological thresholds to be crossed**;
2) **Industrialize sovereign solutions**;
3) And **build a complete value chain for immersive virtual worlds in France and Europe**.

A call for projects at the heart of the France 2030 strategy

Launched in 2024, the call for projects **"Innovative technologies for immersive virtual worlds**,**"** led by the **Directorate-General for Enterprise (DGE)** with the **General Secretariat for Investment (SGPI)** and operated on behalf of the State by **Bpifrance**, aims to support key technologies, in particular:

- **Immersive equipment** (headsets, sensors, displays, components);
- **Creation, modeling, and simulation software**;
- **Interoperability tools** between platforms;
- And **software building blocks enabling industrial, medical, and training applications**.

The call targets uses with a high economic and societal impact (industry, health, training, engineering, research), in order to transform these technologies into real levers of competitiveness and sovereignty.

11 projects to structure the entire value chain

The 11 projects selected in the first two rounds cover a large part of the value chain of immersive virtual worlds: from software infrastructure to industrial applications, including healthcare, training, scientific visualization, and immersive engineering.

They address key challenges such as:

- Platform interoperability;
- The quality and performance of immersive environments;
- The integration of AI;
- And the ability to deploy these solutions on a large scale.

Anne Le Hénanff, Minister Delegate for Artificial Intelligence and Digital Technology, said: "*Immersive technologies are a strategic lever for sovereignty, competitiveness and for transformation for our economy. They are revolutionizing industry, education education, healthcare, and research. With this France 2030 call for projects, we are giving French players the means to break through technological barriers, industrialize their solutions, and become European leaders in these key technologies*."

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About France 2030

- **France 2030 reflects a twofold ambition**: to bring about lasting change in key sectors of our economy (energy, automotive, aeronautics, and space) through technological innovation, and to position France not only as a player, but as a leader in tomorrow's world. From fundamental research and the emergence of an idea to the production of a new product or service, France 2030 supports the entire innovation lifecycle through to industrialization.
- **It is unprecedented in its scale**: €54 billion will be invested so that our companies, our universities, our research organizations, successfully complete their transitions in these strategic sectors. The challenge is to enable them to respond competitively to the ecological and attractiveness challenges of the future, and to bring forth the future champions of our sectors of excellence. France 2030 is defined by two cross-cutting objectives: to devote 50% of its spending to decarbonizing the economy, and 50% to emerging players who are driving innovation without spending that is harmful to the environment (in line with the *Do No Significant Harm* principle).
- **It is implemented collectively:** designed and deployed in consultation with economic, academic, local, and European stakeholders to determine its strategic directions and flagship actions. Project leaders are invited to submit their applications through open, demanding, and selective procedures to benefit from government support.
- **It is managed by the General Secretariat for Investment** on behalf of the Prime Minister and implemented
  implemented by the Agency for Ecological Transition (ADEME), the National Research Agency (ANR), the Public Investment Bank (Bpifrance), and the Banque des Territoires.

For more information, visit: https://www.gouvernement.fr/france-2030 | @SGPI_avenir

About Bpifrance

Bpifrance supports French companies at every stage of their development: financing, innovation, growth, and internationalization. It supports startups, SMEs, and mid-cap companies with credit, guarantees, equity, advice, and strategic support.

With 50 regional offices throughout France, Bpifrance acts as a local partner promoting the competitiveness and transformation of the French economy.

More information: www.bpifrance.fr | @Bpifrance on X - @BpifrancePresse on LinkedIn

Appendix: winners of rounds 1 and 2 of the call for projects "Innovative Technologies in immersive virtual worlds"

Wave 1

Project name	Project leader(s)	Project objective
Augmented Game	**Immersive**	The Augmented Game project, led by start-up Immersiv, aims to develop a platform for generating virtual multisport universes to revolutionize the broadcasting and viewing of sporting events. The innovative aspect of the project is based on several major technological advances: a unified platform capable of processing heterogeneous data from multiple sports, cutting-edge artificial intelligence algorithms for field recognition and synchronization of 3D visuals with real-time video, and realistic 3D reconstruction of sports movements.
Lemur	**Scoptique**	The Lemur project led by Scoptique aims to develop unique optical modules that enable full visual immersion for virtual reality (VR) headsets. This immersion will be made possible by an innovative, highly compact optical architecture that maintains image quality through the use of Fresnel lenses.
In Replica	**Gambi-M**	In-Replica is an innovative and comprehensive solution that creates virtual replicas of existing industrial environments to generate digital work environments. The replica is generated in two stages: laser scanning of the premises, followed by the generation of the replica using automatic processing algorithms developed by Gambi-M.
Cider	**Ateme**	Ateme aims to develop a high-performance video encoding solution for immersive experiences that leverages the capabilities of the most advanced virtual reality headsets.
Vraas	**Keyros Medica (formerly Revinax); Foch Hospital Association**	Keyros Medica (formerly Revinax) offers an innovative solution to address the global shortage of qualified surgeons and the lack of access to quality training. Specifically, the project aims to develop an integrated software suite for the creation and distribution of immersive virtual reality (VR) content for surgical training. virtual reality (VR) for surgical training.

PKFXE	**Persistent Studio; Ensam**	The project aims to develop a *no-code* platform for modeling physical phenomena without advanced programming skills, natively integrating standards such as OpenUSD and the development of several GPU backends to facilitate integration with other platforms XR and game engines.

Wave 2

Project name	Project leader(s)	Project objective
Arata	**United Visual Researchers**	This project aims to develop a unified platform capable of producing immersive scenes that are both interactive and physically realistic, drawing on cutting-edge software, hardware, and scientific approaches.
Cyvispace	**Viametris; Cydis**	The CyVispace project, a collaboration between Viametris and Cydis, two French SMEs, aims to develop an innovative 3D virtualization solution for construction professionals. Drawing on Viametris' hardware expertise, the idea is to develop a software tool for virtualizing large outdoor spaces. The technology is based on 3D Gaussian Splatting, a cutting-edge innovation that enables the faithful reproduction of indoor and outdoor environments. The technical objectives are ambitious: to extend the scope of digitization, reduce processing time, and simplify user training.
ExoReality	**Alioscopy**	ExoReality is a revolutionary immersive experience in autostereoscopy. Through the window of an Alioscopy monitor, it allows users to perceive a three-dimensional scene on a real-world scale, with a depth of field of up to 100 meters. It blurs the line between the real world and the virtual universe, allowing for total immersion without the need for a headset or glasses.
GaiaXR	**SKR technologies; CEA; Grenoble Institute of Technology**	The project aims to develop an interoperable collaborative platform tailored to the requirements of industrial players by facilitating the integration of heterogeneous content (3D geometries, physical simulations, technical documents).
Moder life	**Moderlab**	The project aims to develop software for designing and distributing photorealistic immersive virtual worlds that are accessible with a single click worldwide.