

### **Employer Branding: NeXR brings VR into companies – It’s a head start in talent recruitment.**

NeXR Technologies is a B2B provider for extended reality. Further education and training is now offered in Virtual Reality with **NeXR Seminar**. The equipment is sent to the office or home office. Participants can immerse themselves in the world of VR streaming, where they meet the lecturer live - without limitations in space, time or laws of nature. Companies that are now converting their training courses to VR benefit from a significant advantage in Employer Branding with state-of-the-art remote solutions for employee training.

**“The War of Talent is in full swing. If a company is able to offer these kinds of innovations, they’re at the pulse of time,”** says Markus Peuler, CEO NeXR Technologies, and adds: “Corona and the ongoing worldwide pandemic accelerated the development of seminars in VR since in virtual rooms you can simply meet 100% virus-free. In Employer Branding, young professionals are being sought after. For this target group, the topics sustainability, ecological footprint and work-life-balance are of high importance. All this is offered by VR applications that eliminate the need for business travel and offer employees freedom.”

The Use Case of NeXR Seminar was realized with the Scientific Advisor of the project, Alexander Sascha Wolf (Dictyonomie Institute for value-based networking). “Here we have the opportunity to show already now what will be standard in two years. It’s not a question of whether VR will prevail, but who will first integrate the technology into their everyday work life. VR training is more intensive, shorter, immersive. A completely new experience that is also extremely sustainable,” says Wolf.

“For me, sustainability means that a company is economically positioned in a way that it will still be there 20 years from now,” says Prof. Dr. Klemens Skibicki, member of the NeXR Board of Directors, keynote speaker and consultant on the subject of Digital Transformation, as well as Professor of Marketing and Market Research at the Cologne Business School in Germany.

**“The expectations of speed, convenience and accessibility are different in the digital age. Now is the time for the next level.** With NeXR Seminar you get everything from one source. You put on the glasses and off you go. It can replace event planning and completely change participation in digital training,” says Skibicki.

Markus Peuler: “We developed a VR experience product for immersive learning with an integrated meeting room for networking. It is a product that is here to stay. We are

## CORPORATE NEWS



expanding it to all B2B application areas, for example virtual product presentations to which journalists and consumers can be invited.”

Learn more at [nexr-seminar.com](https://nexr-seminar.com)

### Über NeXR Technologies

NeXR steht für die Entwicklung von Technologien und Apps der nächsten Generation, bei denen Augmented Reality (AR), Mixed Reality (MR) und Virtual Reality (VR) zusammenkommen, um die nächste Extended Reality (XR) zu realisieren. Die NeXR Technologies SE aus Berlin (XETRA: 99SC) ist ein Virtual-Reality (VR)-First-Mover mit einzigartiger Hard- und Software-Expertise. Die Geschäftsfelder 3D-Scannersysteme, Motion Capture & Animation und VR-Experiences beschäftigen sich mit zukunftsweisenden Services und Produkten und verbinden sich innerhalb einer einzigartigen Value Chain. „3D Instagram“ entwickelt und vertreibt die eigenentwickelten Scannersysteme, mit Hilfe derer in Sekundenschnelle fotorealistische 3D Avatare erzeugt werden können. „OnPoint Studios“ bietet in einem der größten MoCap-Studios Deutschlands alle Dienste rund um Motion Capture und Animation an und kann die Avatare aus dem 3D-Scanner direkt und individuell animieren. Die logische letzte Ergänzung der Value Chain bietet die Marke und VR-Agentur „VRIDAY“, welche die Avatare in VR Experiences einbindet und als Agentur Beratung, Umsetzung und Publishing von VR Experience für Unternehmen bietet. Die NeXR Technologies SE ist im General Standard der Frankfurter Wertpapierbörse notiert.

Pressekontakt:

NeXR Technologies SE

Lydia Herrmann

Corporate Communications

Charlottenstraße 4

10969 Berlin

Deutschland

[l.herrmann@nexr-technologies.com](mailto:l.herrmann@nexr-technologies.com)

[www.nexr-seminar.com/de](http://www.nexr-seminar.com/de)

<https://nexr-seminar.com/de/>

Telefon: +49 (0) 30 403 680 14-3

Fax: +49 (0) 30 403 680 14-1