

Education meets Technology EdTech made in Germany



From Research Roots to Revolutionizing Education

Blending Cutting-Edge VR Technology with Research-Driven Applications:
The Immersive Journey of straightlabs



2015 Founded as Spinoff

Based on the R&D project we founded straightlabs and were able to pioneer one of the first-ever virtual training worlds for Audi.



Empowering the Future of Education through Immersive Tech

Charting the Evolution of Learning with Innovative EdTech Solutions

Mission

Revolutionizing Learning: Merging Tomorrow's Tech with Today's Education Needs.

Vision

Beyond Textbooks: Crafting Immersive Experiences for the Modern Learner.

Philosophy

Pioneering EdTech: Where Education Meets Boundless Innovation.

Approach

Redefining Boundaries: Merging Play, Learning, and Business for a New Era.

Discover what makes us so special!

In just three years,
we have been recognized eight times for our breakthrough learning and training solutions.

Awards (Excerpt)



reddot winner 2021
digital solutions



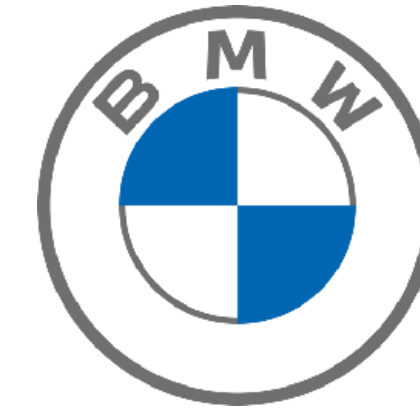
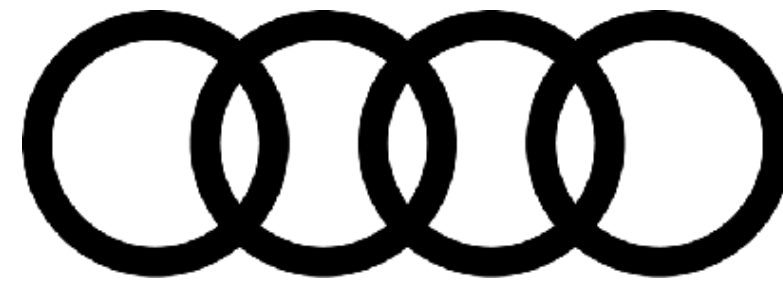
reddot winner 2022
digital solutions



Our reference customers (excerpt)

A reflection of our commitment to excellence.

Our expertise is trusted by industry leaders (best global brands) like Allianz, Audi, BMW, and Mercedes, showcasing our commitment to excellence in delivering top-tier solutions.



Mercedes-Benz

Our Portfolio



Virtual Mentor



XR Trainer



VR Speech Trainer



Business Gaming

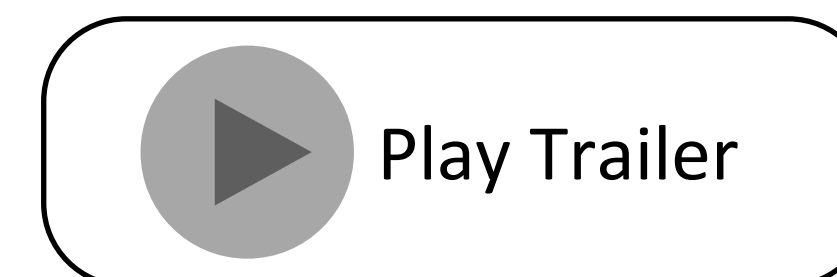
Meet the Virtual Mentor: Your AI-Powered Guide to Tomorrow

Crafting Intelligent Conversations and Personalized Learning in Real-Time.



Discover your AI-driven Virtual Mentor, a 3D interactive persona tailored to provide dynamic, conversation-based knowledge delivery.

With drag-and-drop functionality the AI will be customized with corporate information.

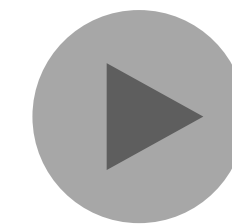


Unleashing the Future with XR-Trainer

Transforming Education Through Immersive, Game-Based Experiences.



The XR Trainer is a cost-effective, immersive learning platform offering interactive, multilingual training across VR, smartphones, and PCs, with immediate SaaS access and personalized feedback to enhance skill acquisition.



Play Trailer



Website

Revolutionizing Public Speaking with VR Speech Trainer

Blending VR & AI: Elevate Your Speaking Skills in a Global Arena.



The VR Speech Trainer is an innovative platform blending VR and AI for advanced public speaking training.

It provides a gamified environment with customizable audience simulations, AI-driven personalized feedback, multilingual support, and is grounded in scientific research, making it a pioneering solution in the global market.



Play Trailer



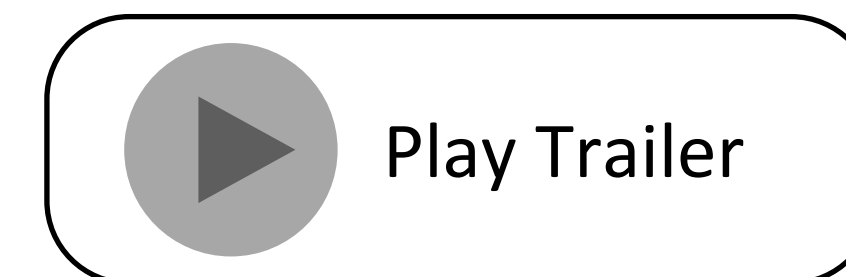
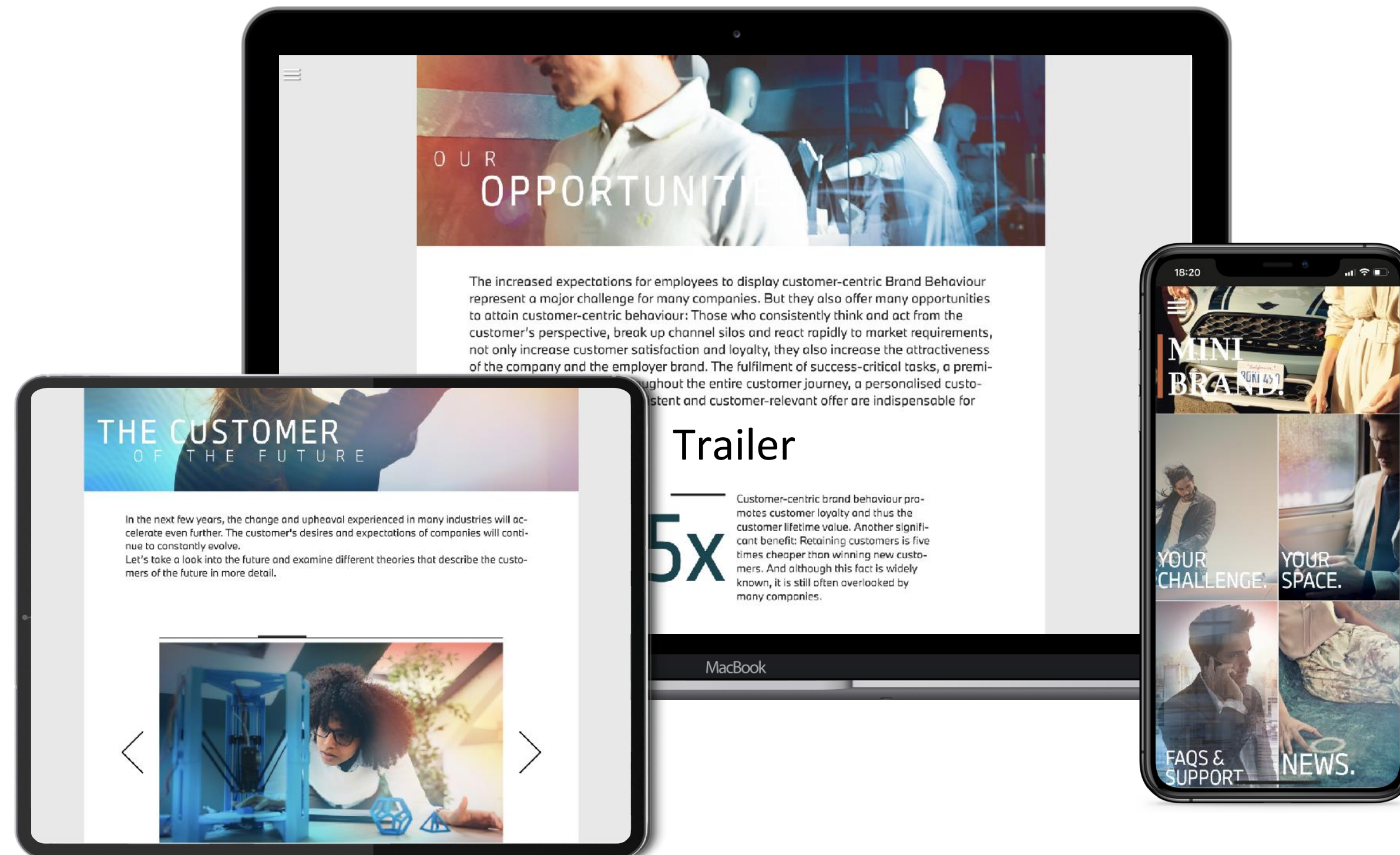
Website

Cloud Micro Learning App

Business Gaming

Learn anytime, anywhere, on any device with the modern Progressive Web App.

Business Gaming is a versatile learning App offering a mix of educational formats—like bite-sized lessons, quizzes, cases, and multimedia content—enhanced by easy-to-use PWA technology for seamless, on-demand learning across all devices.

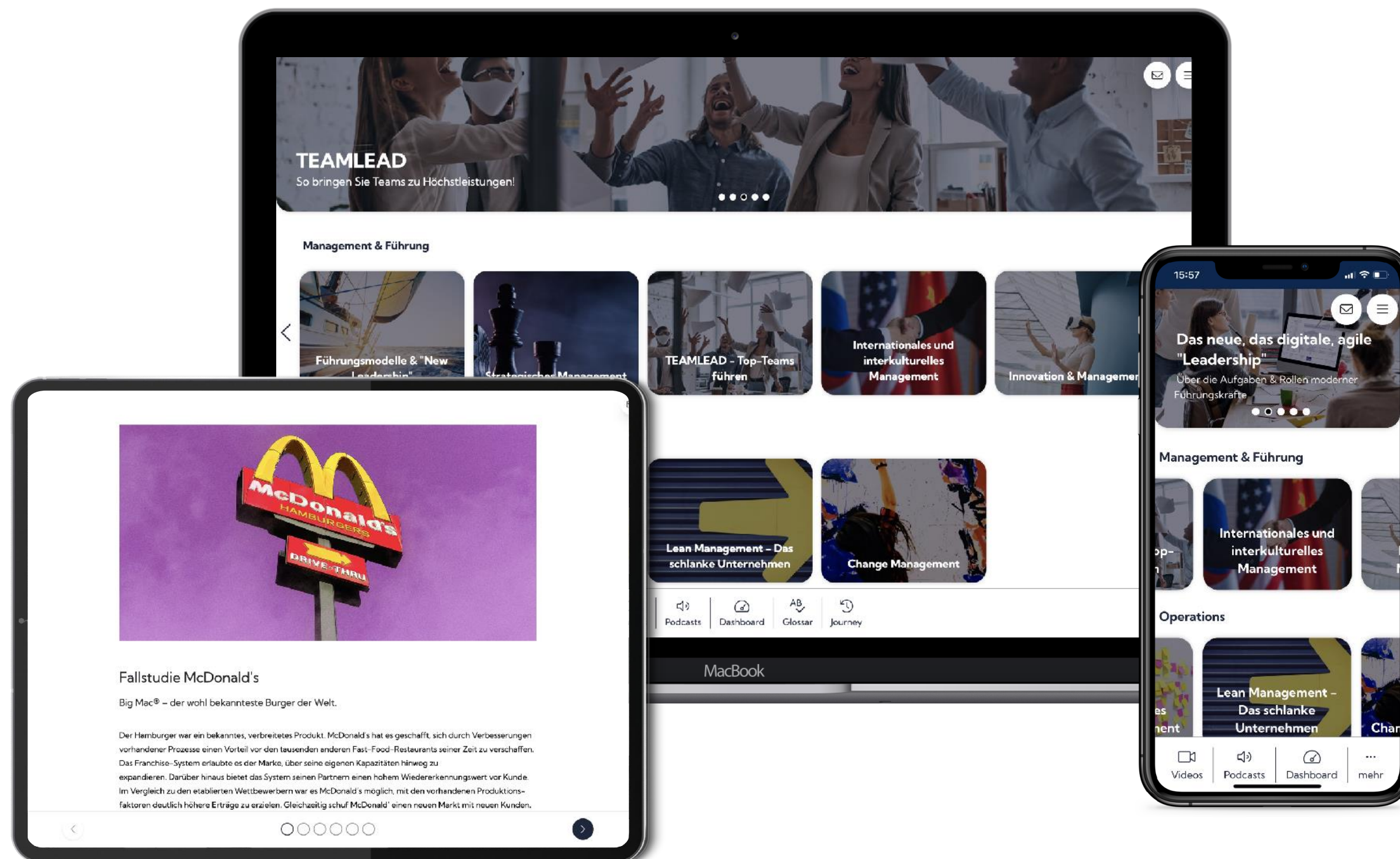


A Fusion of Technology and Science - online Academy

Scientifically-Curated Content Meets Immersive, Adaptive Experiences for Gen Z.

Discover [mdoo](#), the platform for contemporary learning, offering a wide range of expert-led online trainings.

Our courses span from business to soft skills, leveraging AI for a tailored, effective learning experience, designed especially for Gen Z to blend education with entertainment and maximize engagement.



Thank you for having us!

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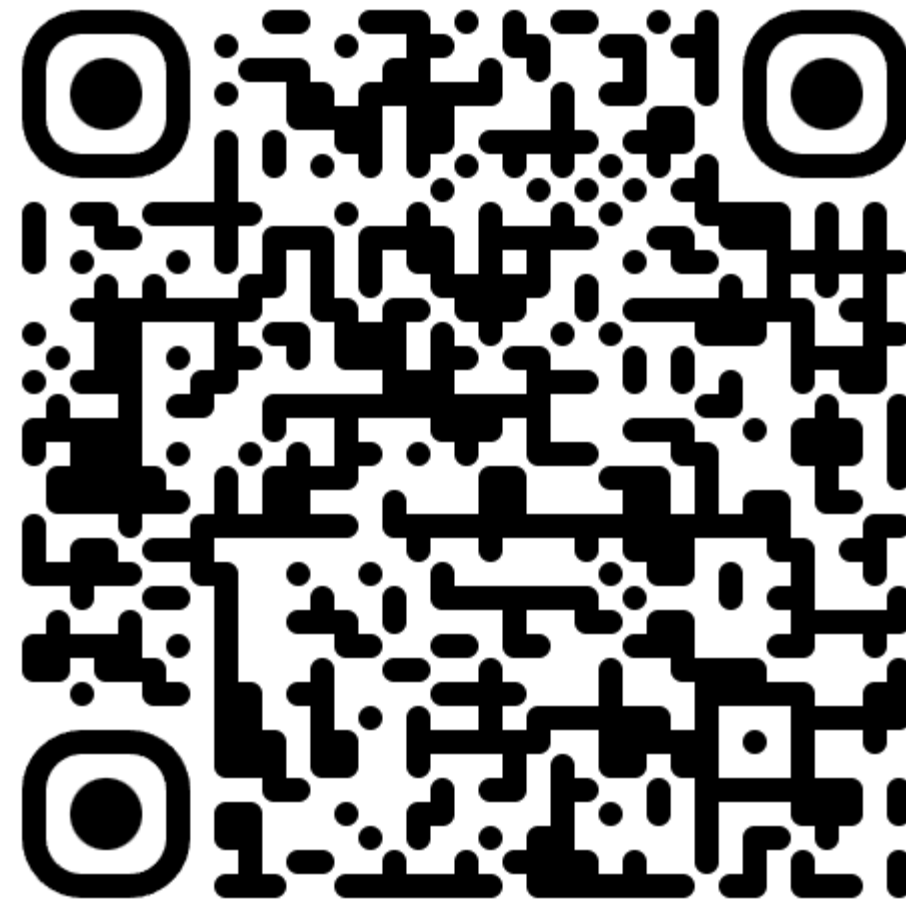
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The presentation can be downloaded here