



VDC Strengthens Engagement in International Metaverse Standardization

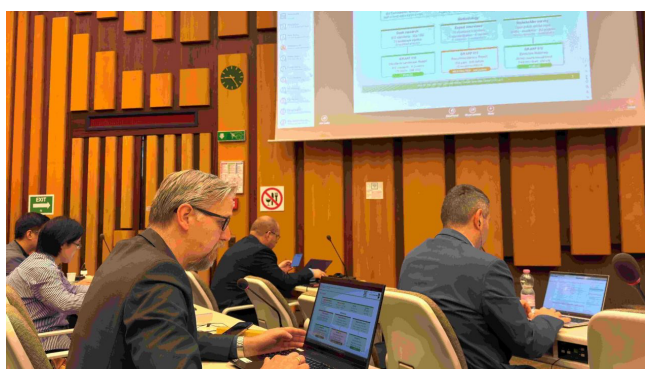
VDC and ITU-T JCA-MV agree to a liaison, strengthening the link between international standards coordination and expertise from industrial XR applications

Fellbach, 27/10/2026 – The Virtual Dimension Center (VDC) has entered into liaison with the ITU-T Joint Coordination Activity on Metaverse Standardization (JCA-MV), strengthening its involvement in the international coordination of standards for the Metaverse, Virtual Worlds and Extended Reality (XR). The liaison establishes a direct channel for technical exchange between JCA-MV's international coordination activities and the VDC's application-oriented work on XR standardization. Prof. Dr. Christoph Runde will represent the VDC in JCA-MV. Concrete contributions to the Metaverse Standardization Roadmap are already part of the liaison.

Connecting international coordination with practical application

The International Telecommunication Union (ITU) is the United Nations specialized agency for telecommunications and information and communication technologies (ICTs). Together with the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC), ITU is one of the world's three leading international standards organizations. Its Telecommunication Standardization Sector, ITU-T, develops international standards to support interoperable telecommunications and ICT systems worldwide. Within ITU-T, JCA-MV coordinates Metaverse-related standardization activities and facilitates exchange with other standards development organizations, consortia and forums. The Metaverse Standardization Roadmap brings together relevant initiatives and provides a basis for international coordination.

The liaison complements this coordination with experience and requirements from industrial XR and Virtual Worlds applications. At the same time, it provides the VDC with a more direct connection to international standardization developments. Relevant developments can therefore be incorporated earlier into knowledge and technology transfer activities for companies, research institutions and VDC members.



Picture: VDC representative Christoph Runde at eh 2nd meeting of the Joint Coordination Activity on Metaverse Standardization (JCA-MV)

Expertise for the Metaverse Standardization Roadmap

A concrete contribution within this liaison is the multi-dimensional classification system for XR, Metaverse and virtual worlds standards, developed in the context of the StandICT.eu's Technical Working Group Virtual Worlds and contributed to JCA-MV by the VDC. The system structures the international standards landscape according to dimensions including technologies, application fields and industries. In addition, the VDC provides access to its XR | Metaverse |



Virtual Worlds Standards Register, containing more than 2,500 entries, as a data resource for the structured analysis of existing standards. The JCA-MV Co-Chair encouraged the Roadmap editors and JCA-MV experts to consider the classification system in the further development of the Metaverse Standardization Roadmap and encouraged strengthened collaboration with the VDC.

The Virtual Dimension Center is also contributing methodological proposals for the Roadmap's Gap Analysis and Standardization Matrix. The approach distinguishes between genuine standardization gaps – where an evidenced need is not adequately addressed by existing standards or ongoing activities – and overlapping, competing or potentially incompatible standards. This allows the analysis to consider not only missing standardization but also potential sources of fragmentation and barriers to interoperability.

“For companies, it is becoming increasingly important not only to understand existing standards, but also to anticipate and assess international developments at an early stage. Through our direct exchange with JCA-MV, we can bring requirements from industrial XR applications into the international discussion while identifying relevant developments for companies earlier. This link between international coordination and practical application is the key value of our liaison,” says Prof. Dr. Christoph Runde, Managing Director of the Virtual Dimension Center.

Knowledge transfer in both directions

The liaison creates a direct technical channel between JCA-MV's international coordination activities and the VDC's application-oriented work. International standardization developments can therefore feed more directly into the VDC's advisory and knowledge transfer activities for companies. Conversely, insights and requirements from industrial XR applications can be brought into the international standardization dialogue. The liaison thus addresses a key challenge in the growing Metaverse and XR standards landscape: improving international coordination of standardization activities, supporting interoperability and making relevant standards developments more accessible and applicable in practice.

About the Virtual Dimension Center

The Virtual Dimension Center (VDC) is Germany's leading competence network for eXtended Reality, the Metaverse and Virtual Worlds. Technology providers, service providers, users, research institutions and other key stakeholders collaborate within the VDC network. VDC members benefit from early access to relevant information, technology transfer and valuable networking opportunities, helping them accelerate innovation, increase productivity and strengthen their competitiveness.

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