



PRESS RELEASE

uptale. and VRdirect▶ Join Forces to Create a Global Leader in Enterprise XR Solutions

FOR IMMEDIATE RELEASE

Paris / Munich, April 2025, French immersive learning pioneer Uptale and German virtual reality specialist VRdirect today announced that they are joining forces in a strategic alliance. With VRdirect moving to Uptale, the collaboration brings together two early leaders in enterprise XR to create a unified global platform for extended reality (XR) at scale.

This partnership combines strong market traction, highly compatible solutions, and a shared mission to make immersive technologies a central pillar of digital transformation in large organizations.

A Shared Vision, One Brand, Global Ambition

VRdirect moving under Uptale.io will represent the most comprehensive and international self-service XR provider available today. With a customer base of over 350 enterprise customers, teams across Europe, North America, Asia, and a combined solution trusted by industry leaders in retail, manufacturing, energy, and professional services.

“This alliance is a strong signal to the market. In a rapidly evolving and competitive XR landscape, consolidation is key to building sustainable value - for customers, partners, and the industry at large,” said David Ristagno, CEO of Uptale. “By combining our expertise and reach, we’re not only accelerating our own growth, but also shaping a more mature, scalable, and reliable standard for enterprise XR globally.”

Dr. Rolf Illenberger, CEO of VRdirect, added: “This is a move built on shared vision and complementary strengths. Technologically, commercially, and culturally, VRdirect and Uptale are deeply aligned. By moving under the Uptale umbrella, we’re creating a stronger international platform. Capable of meeting the needs of global enterprises even better and driving the next wave of immersive transformation.”



Benefits for Customers

The collaboration brings immediate and long-term value to enterprise clients. Customers will benefit from a unified support structure, even broader international service coverage, and an enhanced feature set – including collaborative learning sessions, ISO-certified security, stronger LMS integration, and AI-powered functionalities. With combined experience and expertise, Uptale will deliver an even broader and more responsive partner experience, while maintaining the intuitive workflows and flexibility clients have come to trust.

Strategic Focus on Growth, Scale, and Global Impact

While both Uptale and VRdirect have built strong reputations in immersive learning, training, and communication, the merger reflects a broader ambition: to create a single, trusted platform that meets the rising demand for scalable, secure, and easy-to-use XR solutions across the enterprise landscape.

The new Uptale organization will focus on:

- **International expansion**, with operational hubs in Paris, Munich, San Francisco, and Singapore
- **Vertical-specific growth strategies**, with tailored offerings for sectors such as retail, semiconductor industrials, and Education
- **Investment in service excellence**, including onboarding, customer success, and global support
- **Partner ecosystem development**, enabling deep integration with enterprise platforms and digital infrastructure

About Uptale

Uptale is a global leader in Cloud-based Extended Reality (XR) solutions for enterprise Training. Following its strategic integration with VRdirect, Uptale now brings together deep expertise in immersive training and the agility to deploy XR at scale. Headquartered in Paris, with offices in





San Francisco, and Singapore, Uptale supports global organizations in creating impactful immersive content—without technical barriers.

About VRdirect

The Munich-based tech company VRdirect (www.vrdirect.com) is an enterprise-grade, no-code Virtual Reality platform that helps large companies easily create, manage, and share immersive VR content for internal training and communications as well as external sales, marketing, and customer support use cases.

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