



xrguild.org
2025-2026

Annual Report

A Thriving Community of Ethical
Professionals in XR, AI, and Beyond

The XR Guild® exists to promote the ethical development of XR* to achieve the best possible results for humanity. We are a membership organization for spatial, immersive & extended reality professionals.



Mission Statement

The XR Guild exists to promote the ethical development of XR to achieve the best possible results for humanity.*

We are a member-directed 501(c)3 non-profit charity in our fourth year of operations. We work to recruit like-minded professionals to sign onto a common set of ethical principles. We provide further benefits to the field and to our membership, driven by our amazing volunteers. The members directly elect the board of directors, which in turn appoints and oversees the current officers: President, Vice-President, Secretary and Treasurer. These leaders solicit and guide the collective effort via a set of able Track Leads who help everyone accomplish specific goals.

We seek to support each other whenever we face forces that undermine our aspirations to achieving the best possible results for humanity – forces like carelessness, ignorance of past related harms, rushed development, or a lack of empathy for consumers (especially children), and subsequent “*enshitification*” (credit: Cory Doctorow) to optimize some fundamentally broken or exploitive business models that exist in the field.

No one person can change everything, but we can each make positive changes around us, every day. And doing so empowers us all. If everyone did their part, it would be more than enough. We do our best work by fostering care, sharing knowledge (e.g., the Guild Library), mentoring, actively donating money or talents to the common cause. The more people take up this mission, the easier it is to achieve. And so our renewed focus should be on evangelism and recruiting to grow our ranks, adding volunteers, donors, and active supporters.

Some charities spend a large portion of their revenues (up to 99%) on fundraising and “overhead” (mostly salaries). Neither our board nor executives receive any compensation. Our fundraising remains modest thus far – just enough to cover some very frugal expenditures. We ask all members to volunteer 5 hours a month wherever their interests lie, and if not, kindly donate at least \$5/month as dues to help keep things moving forward. We build ideas from the ground up.

It’s a long-term effort to establish the equivalent of the Hippocratic Oath. But we think it’s worth it. Doctors, lawyers, officials, civil engineers, all uphold oaths in their fields – because failing to do so has caused harm. Look at social media, ChatGPT, and more for evidence of harm in or near our work. It’s time we had some ethical principles to match the seriousness of the situation.

* We define the “XR” as any technology and UX that uses sensory information (e.g., audio, visual, radar), live human context (e.g., your POV, location, pose, history and intents) and then acts on a participant’s senses (e.g., audio, visual, haptic). This includes contextual audio-only glasses and AI glasses, AR smartphone apps, VR headsets, MR devices, and ambient or projection environments, if they are responsive to a person’s live context (e.g., a 3D movie is typically not contextual, but spatial audio using live head tracking is definitely XR, even without visuals).



Leadership

Board of Directors



Avi Bar-Zeev
President, XR Guild



Evo Heyning
Executive Producer,
CEO, Realitycraft



Damon Hernandez
Ethical Professional



Amy LaMeyer
Managing Partner,
WXR Fund



David Gene Oh



Regine Gilbert
Associate Professor,
NYU Tandon School o...



Trond Nilsen
Founder / Principal,
Reality Frame LLC



Aaron Pulkka
Ethical Professional

Our board of Directors is directly elected by the membership to two year terms, with one one half coming up for election each year. The board meets quarterly to oversee activities of the XR Guild, including its officers and members. A quorum is required to vote. The board tends to discuss strategic plans and provide feedback and guidance. It may also need to update our charter or approve new general activities like participation in events.

It is typical but not required for officers to also serve on the board; however, they are not allowed to vote for themselves or changes to their roles.

Top Board Activities

1. Appointing and dismissing Officers (President, Vice President, Secretary, Treasurer)
2. Reviewing and approving changes to our bylaws
3. Reviewing and contributing to annual reports
4. Reviewing and contributing to strategic relationships with other groups
5. Reviewing any large expenditures, beyond normal officer discretion

Board elections occur at the Annual Meeting each year, but let us know if you're interested for next year. A more gradual progression is Track Lead → Officer → Board Member.

Officers



Avi Bar-Zeev
President, XR Guild

President



Evo Heyning
Executive Producer, CEO,
Realitycraft

Vice President



Aysu Unal
Founder - Experiential
Designer, AISU

Secretary



Trond Nilsen
Founder / Principal,
Reality Frame LLC

Treasurer



A Letter to Members From the President

Dear Members,

We are living in a time of great excitement, significant risk and even more uncertainty than at any period I can recall. Many professionals in the field of XR are feeling an additional sense of angst, after the Metaverse hype came zooming back to reality post-COVID, and some people are saying (yet again) that “[XR][AR][VR][Metaverse] is dead.” The present surge of AI-everything leaves us filled with burning questions, strong opinions, and sometimes even fear.

The present reality is that a number of professionals in XR are long-term unemployed, despite news of cool new glasses coming almost every week, where long-term XR roadmaps that have always included *contextual* AI. The complex reality, including doomscrolled trends, colors what we each think of as most urgent. And to be honest, for many people, it’s not always “XR ethics” right now. Other matters often seem more urgent than ethics, even in calmer times.

That’s one reason we have the problems we do. It continually surprises me how easy it is for people to cause harm to others with (or without) the advanced technology we’re working on. They may rationalize their lack of caution as necessary to “win a race” that results in most of us losing. And that’s one more reason to focus on ethics up front, to ensure that ethics “wins out” despite some for whom penalties, anger and mistrust are merely a cost of doing business.

The Internet in 1997 didn’t need to be 3D or immersive for it to have both promise and problems in equal measure. It needed just enough people ignoring ethics, doing anything to make money. That was even more true after the internet bubble burst around 2000 – the only companies to survive had to show immediate revenues at any cost, leading to the rise of ad-tech. AI, not surprisingly, may go through its own contraction before it likely grows again.

It turns out that almost every ethical concern we’ve ever had about XR is also a fundamental concern about AI. XR magnifies the same issues that AI and the internet bring up, increasing psychological impact by at least an order of magnitude. When our reality becomes more pervasively distorted by whomever is paying for our attention and decisions, it also becomes more attractive to retreat from the natural world into conveniently exploitive fictions.

[continued]

For example, I speculated years back about future XR glasses that could render people (women, minors, etc..) effectively nude. It's still hypothetical – except it's not, is it? We hear today about the equivalent thing happening on X in a plain old 2D web feed. The future is already here, but it's often not as intentional or organized as we might have imagined.

For a distraught teenager using ChatGPT, their reality is effectively altered by a trusted “friend” made from bad governance, worse training data, and highly questionable business models.

All of the current AI concerns come on top of the fundamental privacy and security concerns of the internet itself. They threaten our **cognitive liberty** – our ability to think and decide for ourselves – via its exploitive ad-tech foundations. The danger is that it's hard to even see our liberty slipping away. We exercise it less and less, until it's gone.

In many other ways, the present focus on AI is actually a blessing in disguise. Without the usual Metaverse hypesters taking up all the oxygen, we have more room to get things right. XR is still coming, both from high-end devices shrinking in cost and size, XR applications becoming more proven and useful, as well as many new lightweight glasses with increasing everyday usability. Their makers often have no history in XR, and so we have our work cut out for us in education. We can already predict where the problems are most likely to happen, because they're already happening or happened in related formats. We don't have to speculate—just pay close attention.

So we must prepare wisely. We should take stock of what's happening around us both in XR, AI, and elsewhere, and make plans to be precise in where we focus our time next.

But predictions and grand theories don't negate the reality that began this letter. Many people I know, including many Guild members, have needed to take jobs outside the field or below their skill and typical pay levels just to keep food on the table. Many more have left the field as well.

Would you take a job at a historically problematic XR company over no job at all? Having worked for some of those, I can understand all the arguments. But it turns out our community becomes even more important *inside* the more problematic companies. And we as a Guild want to renew our focus on helping whomever in our community needs it most, wherever that happens to be. I may be vocally critical of certain CEOs and their statements and policies. But we collectively support the *makers* who do the real work.

Some of the discussion at this year's annual meeting will focus on how we can do that better, beyond the mentoring, the knowledge sharing and community-building we've already started. Can we help your networking efforts by becoming a source of trustworthy referrals to great companies that care more about ethics?

My experience is that in 33+ years I never once got a job by sending resumes to the HR+AI “circular file.” It's only gotten worse over time. We want to help people connect with the right people in the right companies, not just the right job postings.

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One thing we have no intention of doing is becoming a union, e.g., the Hollywood Guilds. My grandparents were labor union organizers in the 1930s. I know how folks like them transformed industries, where today labor and management can more easily find win/win solutions. However, I don't think that collective bargaining will really solve the kinds of issues we're focusing on here, any more than writing letters will change the minds of CEOs and board members.

More subtle interventions work better, for example, by showing our managers a better way to 'get it done' that doesn't harm consumers along the way. In the spirit of "win/win," great products are generally loved by everyone, and they also make more money.

So let's show them how it's done!

We're also thinking hard about the ways we, as individual volunteers, can better help our community. As always, we ask you to think hard about ways you can help out as well, and we'll try to meet you there.

The officers and board of the Guild can't (and frankly won't) do it all. But we can help bring more people together. The definition of community is everyone supporting and helping each other, in many little ways that amplify rather than divide our efforts.

So what does that mean for us, in this place and time? Let's figure it out together.

Sincerely,

Avi Bar-Zeev



Our events from Meetups to Unconferences and Talks bring together members around the world, such as this XRGuild Meetup and demo night at UC Berkeley in the fall of 2025

Statement of Activity

XR Guild

January-December, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
Chapters - Income	
NYC Chapter - Income	4,938.08
Total for Chapters - Income	\$4,938.08
Community Support	2,112.95
Membership Merchandise	965.00
Sales Income Unclassified	56.28
Donations	919.79
Total for Income	\$8,992.10
Gross Profit	\$8,992.10
Expenses	
Chapters - Expenses	
Bay Area Chapter	351.02
NYC Chapter	3,323.83
Total for Chapters - Expenses	\$3,674.85
Events	
2025.06 - AWE Party	-809.70
Misc Small Events	109.09
Total for Events	-\$700.61
Fees	
Credit Card Interest Charges	2.63
Legal & Compliance Fees	1,229.48
Total for Fees	\$1,232.11
Merchandise	1,488.68
Software	
Accounting Software	438.00
Creative Tools Development	45.00
Tools Technology and IT	267.23
services Video	16.62
Conferencing Web Hosting	171.89
	186.62
Total for Software	\$1,125.36
Total for Expenses	\$6,820.39
Net Operating Income	\$2,171.71
Net Other Income	
Net Income	\$2,171.71



Volunteers

These are many of our incredible volunteers (*only the publicly-visible ones*). Thank you all!

Aaron Pulkka
Agastya Warrior
Alan Moore
Alistair Cran
Amy LaMeyer
Andrea Bravo
Aryeh Mischel
Athena Demos
Avi Bar-Zeev*
Aysu Unal*
Brian Selzer*
Camille Francois
Carlos Bautista
Cecilia Lascialfari
Charity Everett
Chris Wren
Claire Weingarten
Craig Storm
Dario Laverde
Dave Lorenzini
Deirdre Lyons
Emre Ozdemir*
Erin Becks*
Evan Clark
Evo Heyning*
Filipe Pires
Frederic Plourde
Gigi Johnson
Greg Lindsay
Ileana Perez
Ishita Dinger
jason kaehler
Jay Van Buren*
Jennifer Nanda
Joaquim Jorge
Joe Desiderio
Jonathan Martin
Joseph Von Stengel

If you work for a company that matches charitable donations, you may be able to match your **volunteer hours** to company **donations**

*** denotes a current Track Lead**

Q. What do Track Leads do?

- Organize Meetings
- Track Progress
- Report for the Team
- Recruit New Members

Consider becoming a track lead. We ask all volunteers to contribute about 5 hours per month if they can.

Julian Reyes*
Karen Alexander
Kenji Williams
Kevin Sheehan
Larry Lowry
Lisa Lokshina*
Louis Rosenberg
Mahavarshini Madhan
Maura Philipppone
Michael McDonald
Michaela Ternasky-Holland
Mohit Bhardwaj*
Namit Kapoor
nanotopia
Ned Shoen
Peter Alau
Peter Orban
Peter Styk
Peter Wassell
Ralph Roma*
Regine Gilbert
Ronald Padzensky
Rui Pereira
Sarah Barker
Sascha Goto*
Seb
Seii*
Sertac Guven
Sydney Beaumont
Teslim Lawal
Thanh Nguyen
Toepel
Trond Nilsen*
Vasilisa Glauser
Vincent Guigui
Zen Innovator
Zewditu Mered

(50 more unlisted)



Donors

These are many of our amazing donors (*only the publicly-visible ones*) from inception to today. Thank you to all of our donors!

Aaron Pulkka
Adam Frisby
Adriana Vecchiol
Amy LaMeyer
Andrea Bravo
Angelina Dayton
Andy Biar
Avi Bar-Zeev
Ayşegül Yönet
Aysu Unal
Botond Bogнар
Brian Wassom
Brittan Heller
Bruce Cohen
Clark Dodsworth
Damon Hernandez
Dario Laverde
Dave Lorenzini
David Gene Oh
Deirdre Lyons
Eloi Gerard
Evo Heyning
Gigi Johnson
Holly Hirzel
Jay Van Buren
Joanna Hadfield
Joanna Popper*
John Haddick
John Cunningham*



Jonathan de Armas
Jonathan Smith
Jonathan Josephson*
Joseph Von Stengel
Julian Reyes
Kevin Sheehan
Kyle Binni*
Louis Rosenberg
Lynn Dodd*
Mohit Bhardwaj
Nathan D. Thomas*
Ned Shoaiei
Nicholas Kaufmann
Oliver Weidlich
Patrick O'Shaughnessey
Peter Oberdorfer*
Philip Rosedale
Regine Gilbert
Serhii Komar
Steven Van Loon
Sharon Mozgai*
Terry Schussler
Toby Gladwell
Toepel
Trond Nilsen
Vasilisa Glauser
Woojin Ko

(20 more unlisted)

• = community contributions



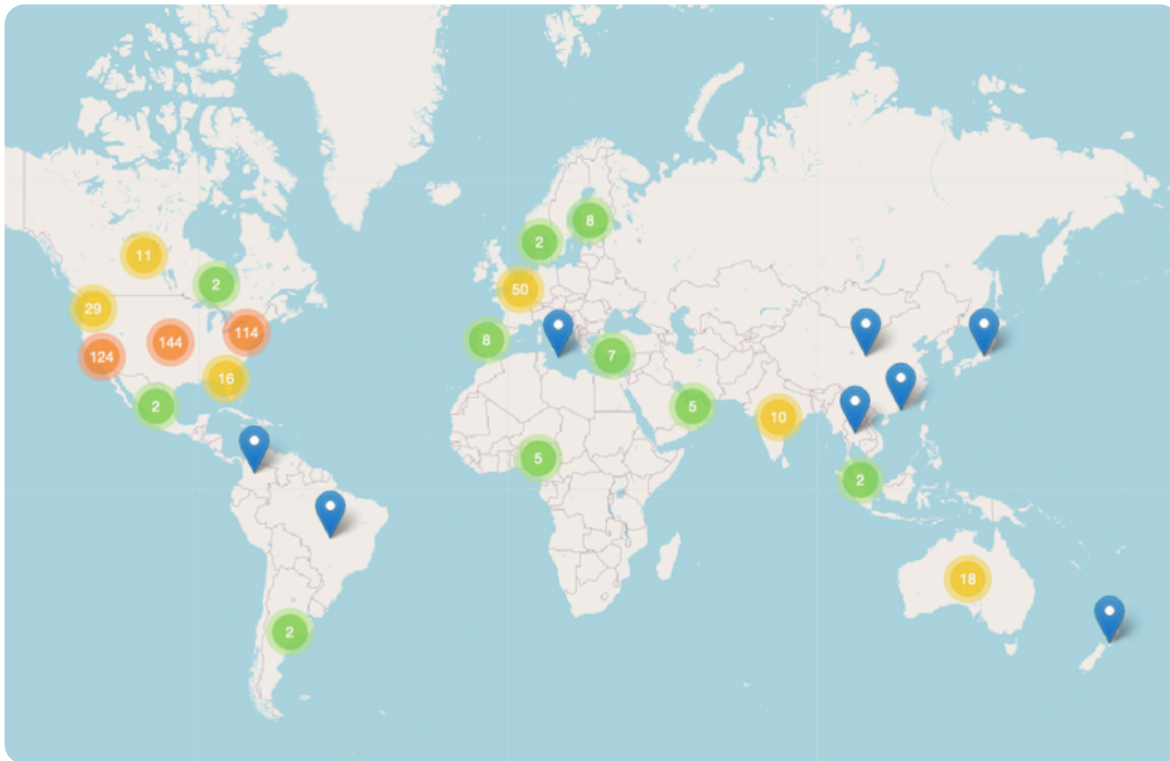
Geographic Reach

We began the **XR Guild** three-plus years ago with only a handful of people that we knew well enough to ask for their time. That probably limited the initial geographic reach a lot at first.

Today we have over 727 members across **36 countries**, each represented by one or more Ethical Professionals who took the time to give us this data. It's likely a lot more than that. As soon as we get a handful of members in any given place, let's start scheduling more local meetups. We're happy to help support those community efforts!

Members Sharing Country Data

United States:	416
Canada:	24
United Kingdom:	22
Australia:	18
India:	10
France:	8
Germany:	7
Italy:	7
Finland:	6
Nigeria:	5
UAE:	5
Portugal:	5
Netherlands:	4
Spain:	3
Turkey:	2
Argentina:	2
Mexico:	2
Israel:	2
Sweden:	2
Japan:	1
Brazil:	1
Singapore:	1
Austria:	1
Hong Kong:	1
Norway:	1
New Zealand:	1
China:	1
Egypt:	1
Thailand:	1
Denmark:	1
Czech Republic:	1
Colombia:	1
Malaysia:	1
Greece:	1
Romania:	1
Malta:	1





Programs and Impact

XR Guild Library & Guild Hall Update

In 2025, the XR Guild Library team completed a major refresh of the Library, rebuilding its structure around a standardized category and content system while also significantly expanding its depth and scope. This open work makes it easier for members to discover, navigate, and return to high-quality XR knowledge across disciplines and experience levels.

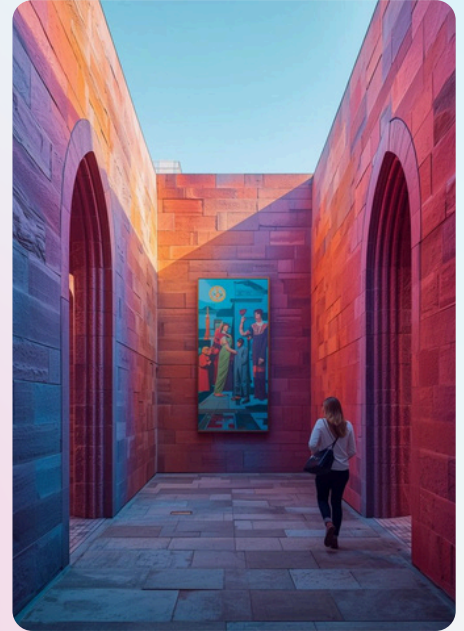
Visit <https://library.xrguild.org> to find 220 articles, spanning text, video, and audio content that continues to grow as a living resource for the community. This effort was made possible by the contributions of more than a dozen volunteers who curate, create, and organize content throughout the year. To recognize their work, members are encouraged to visit the [Volunteer Acknowledgements](#) page for details. Special thanks to Julian Reyes, Evo, Sarah Barker Ishita Dinger and Seii for their leadership.

Our web Library and upcoming Immersive Guild Hall serve as shared infrastructure for learning, reflection, and collective progress within the XR Guild. Charity Everett and Patrick O'Shaughnessy have been assisting Evo Heyning to build a mixed reality event space for our programs from our community concepts and designs.

XR Guild Mentorship Program Update

The XR Guild Mentorship Program launched as a pilot in early 2025, bringing together 25 Guild members from around the world for focused, member-to-member mentorship. Post-program feedback showed strong engagement and impact: 87% described the experience as rewarding, and 93% were satisfied with their mentor/mentee interactions. Participants cited industry insights, career guidance, and networking as the most valuable aspects of the program, with 85% reporting confidence they'll apply what they learned to their career or personal growth. Even more 93% said they would recommend the mentorship program to others, reinforcing the value of structured connection within the XR Guild community.

Building on the success of the pilot, a new cohort launched in October 2025, expanding to 50 participants through early 2026. The program continues to evolve based on member feedback, with the goal of making mentorship a lasting and meaningful benefit of XR Guild membership. Special thanks to leaders Sascha Goto and Mohit Bhardwaj for continuing to grow this program.





Programs and Impact

XR Guild Events Program Highlights

Our events program had a vibrant year of in-person engagement across the global XR community. The largest gathering was at **Augmented World Expo (AWE) in Long Beach, California** in June. XR Guild members came together for meetups and community moments during the expo, helping deepen connections and spark collaboration in one of the industry's most significant annual forums.

New York events continue to be a strong hub for local activity, with almost a dozen events in 2025 thanks to the leadership of Aysu Unal, including speaker nights, demo showcases, and community gatherings that brought together builders, thinkers, and enthusiasts in the region.

In October, the XR Guild also hosted an on-campus meetup at UC **Berkeley**, offering hands-on demos and lively conversations about ethics, access, and the future of immersive tech alongside academic and industry voices.

Together, these events strengthened our shared mission of connection, exploration, and collaboration across XR, helping to turn virtual lines into real-world conversations and relationships that power this rapidly evolving field.





Programs and Impact

XR Guild NYC Chapter: Monthly Community Gatherings & Industry Partnerships

The XR Guild NYC Chapter hosts monthly gatherings at NYU Tandon, typically featuring an average of 5 speakers and multiple XR project demos. Programming has ranged from MIT Reality Hack project-focused theme to sponsored events with partners such as Snap, as well as holiday gatherings that convene multiple local meetup groups to recognize and strengthen the broader XR community. With a contact list of 700+ locals, events have consistently drawn strong attendance, including during adverse weather conditions.

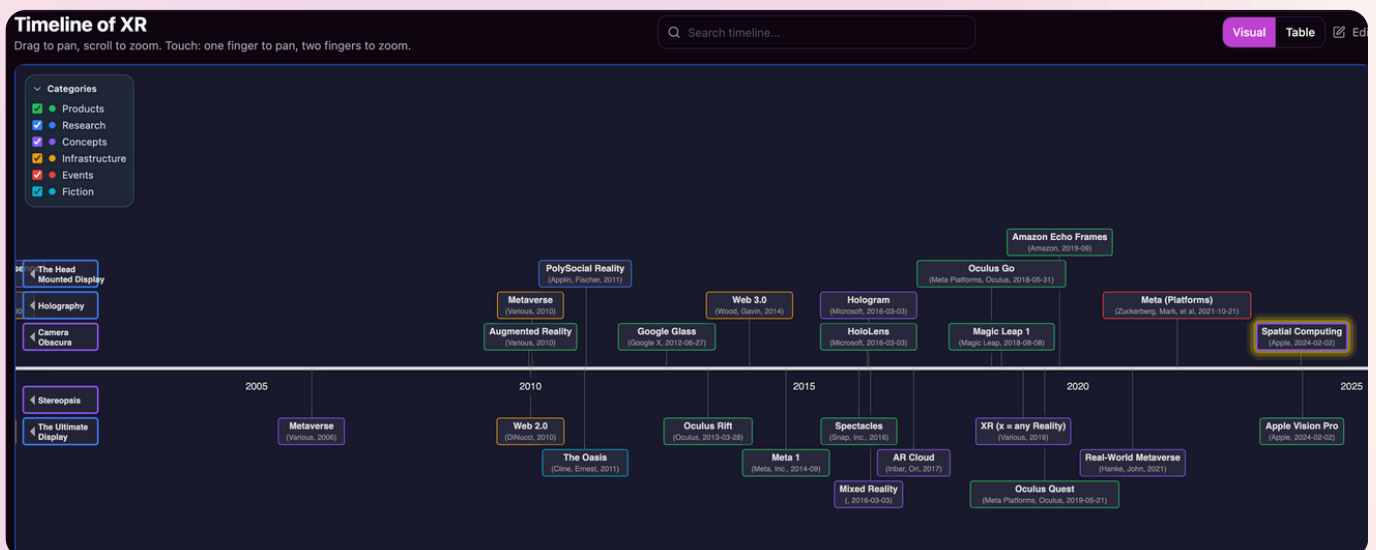


The XR Guild® Principles

Version 3.0, adopted Feb 4 2025

WHEREAS we have seen multiple waves of technology (Artificial Intelligence (AI), eXtended Reality (XR), the Metaverse and Spatial Computing) all proclaiming to be the future of Human-Computer Interaction (HCI); and where well-researched ethical principles may help guide development of HCI for the benefit of consumers and makers alike, we, the domain experts, propose these core principles to help guide our field:

- 1. Every Person Matters**
- 2. HCI should prioritize the well-being of humans & communities**
- 3. Design and Interaction patterns that trick, confuse or exploit should be exposed and redesigned for safety**
- 4. People have the right to know and control how their personal information is collected and used**
- 5. We should support a thriving ecosystem of creatorship**
- 6. We are responsible for our decisions, individually and collectively**
- 7. We strive to share knowledge, foster dialogue and learning, and actively address serious challenges to create a more informed and responsible community**



Our website, library, guild hall and Discord serve as shared infrastructure for learning, reflection, and collective progress within the XR Guild. Charity Everett and Steve van Loon assisting Avi to bring this timeline of XR and immersive media milestones to life, now on our website at <https://xrguild.org/timeline>

