

ICRC Immersive Technology

SEE WHAT WE SEE. UNDERSTAND WHAT WE DO.

ICRC Immersive Technology

The ICRC Immersive Technology (ImmTech) team is constantly testing and developing a range of experiential, gamified products to aid and promote humanitarian solutions.

This work aims to increase outreach, accelerate messaging, and create measurable impact. Our core focus is to contribute to the ICRC's mandate by raising awareness and recognition of international humanitarian law (IHL) to alleviate suffering for those affected by conflict.

Everything we produce is created in-house by ICRC staff and the global volunteers across the Red Cross & Red Crescent Movement.



What We Produce



Mirror World - Desktop multiplayer simulations for exploration, roleplay and interaction.



VISTA - Multiplayer VR system for roleplay and interaction.



A.I.R. - AI Roleplay to facilitate realtime interaction



Video Pathway - Interactive video system with branching narratives



Custom Projects - Bespoke digital content created for unique training and communication needs for the humanitarian field.



Documentary 360 - Immersive films documenting ICRC field activities



CGI / Animated 360 - Computer-generated animations for video or immersive films

Our Story

What began as a simple question about video games and international humanitarian law (IHL) eventually sparked the creation of one of the ICRC's most forward-looking digital initiatives: the ICRC's Immersive Technology team.

In 2011, an ICRC delegate - who was also a video game enthusiast - noticed how inaccurately IHL was often portrayed in war-themed games. Together with colleagues from military-advisory and legal teams, he co-authored a [paper for the International Review of the Red Cross](#) exploring how video games could better reflect the laws of war and influence players' understanding of acceptable conduct in conflict. The article argued that games should include realistic consequences for violations such as attacks on civilians, torture, or killing prisoners, helping players better understand the rules of armed conflict.

Some media outlets, however, misunderstood the initiative and reported that the ICRC wanted to prosecute gamers for war crimes. While ICRC Communications initially had to manage the confusion, the ICRC Protection team recognized an unexpected opportunity: the gaming community represented a vast, previously untapped audience of young people who could be reached through interactive engagement rather than traditional awareness campaigns.

This momentum led to the formal creation of the ICRC's Virtual Reality Unit (VRU) in 2012, originally focused on replacing outdated or controversial war footage with computer-generated imagery. Over time, the unit expanded far beyond this initial purpose, creating immersive virtual environments across multiple operational contexts and supporting teams across the institution. By 2019, growing demand and investment prompted the ICRC's Innovation Board to commission deeper research into the strategic value of immersive technology. The resulting Extended Reality report highlighted strong global investment trends in immersive hardware and software, while an academic review covering two decades of research demonstrated that virtual training could produce results nearly identical to in-person learning.

As the team's work evolves to include broader immersive tools, storytelling, and engagement platforms, such as web-based pedagogy and AI Roleplay, the VRU officially became the Immersive Technology (ImmTech) team in 2025—better reflecting its expanding role in training, outreach, advocacy, and humanitarian design. All trainings and experiences are produced and owned by the ICRC Immersive Technology team and Red Cross & Red Crescent Movement partners.



We create powerful immersive experiences for positive global impact.

The ICRC is a neutral, independent organization. Our mandate under the Geneva Conventions is to provide humanitarian assistance to people affected by armed conflict and other situations of violence and promote the laws that protect victims of war. ICRC ImmTech aims to blend this humanitarian focus and expertise with advanced technical design to produce powerful, human-centered experiences. Through collaboration, research, and constant improvement, we support the ICRC's impact one immersive experience at a time.