



# **THE IMMERSIVE TECHNOLOGY CONSULTANTS**

**Learning solutions for the digital age**

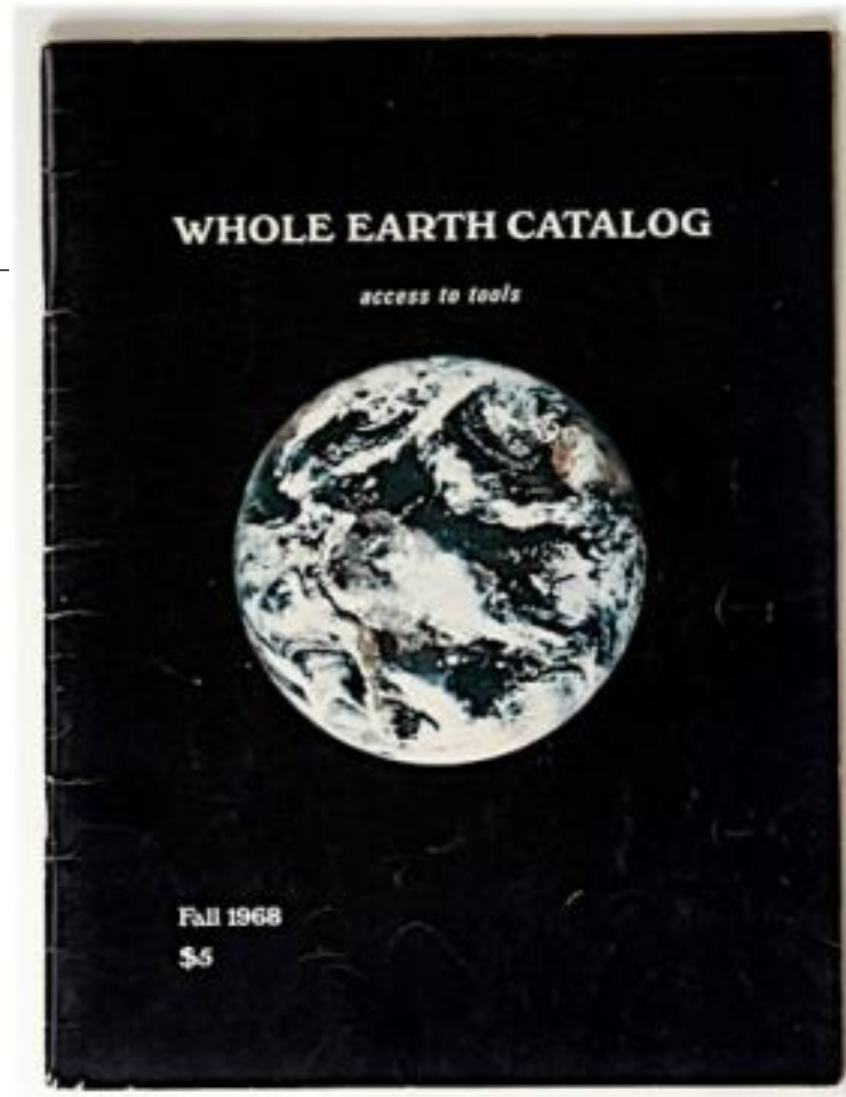
Ian Robertson  
Founder

## Digital Tourism Conference



# **We are as gods, so we might as well get good at it.**

**Stewart Brand**



**September 1<sup>st</sup> 1968**



# What are we going to talk about today?

VIRTUAL REALITY

HARDWARE

AUGMENTED REALITY

Spatial  
Computing  
Solutions

IMMERSIVE ROOMS

HOLOGRAMS / AVATARS

VOLUMETRIC CAPTURE

THE HUMAN FACTOR  
Pedagogy / Human interaction

THE HUMAN FACTOR  
Filming

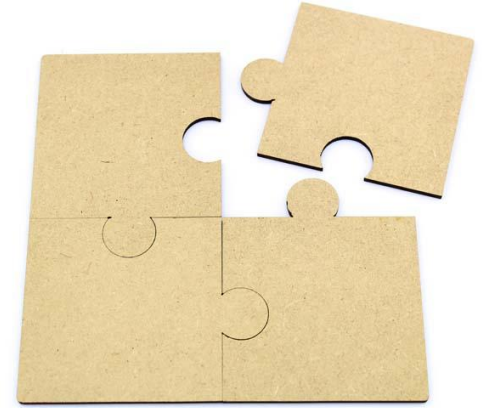
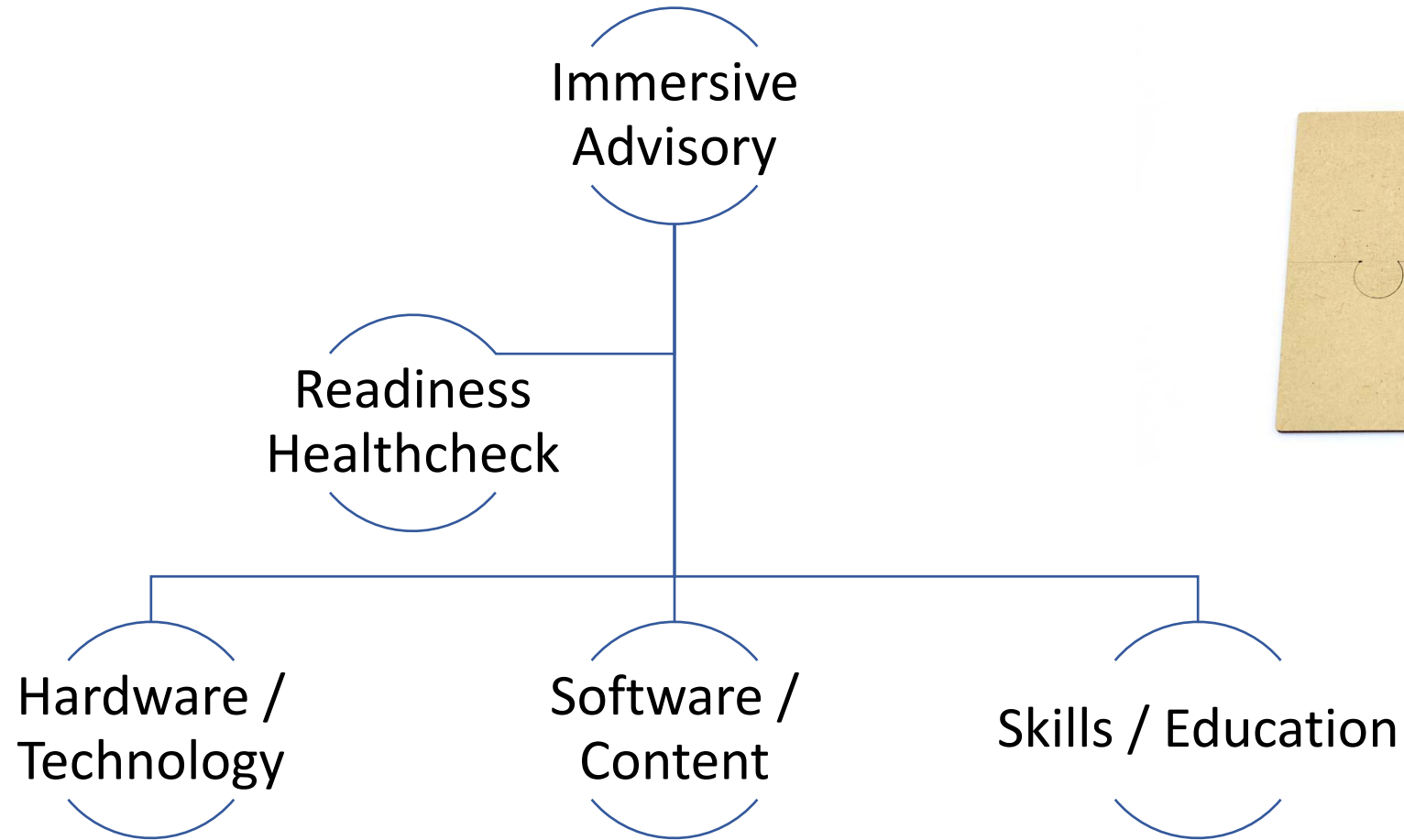
SERVICES

Professional  
Services

CONNECTIVITY: 5G

Connectivity

# Immersive Advisory



# Augmented Reality & 5G

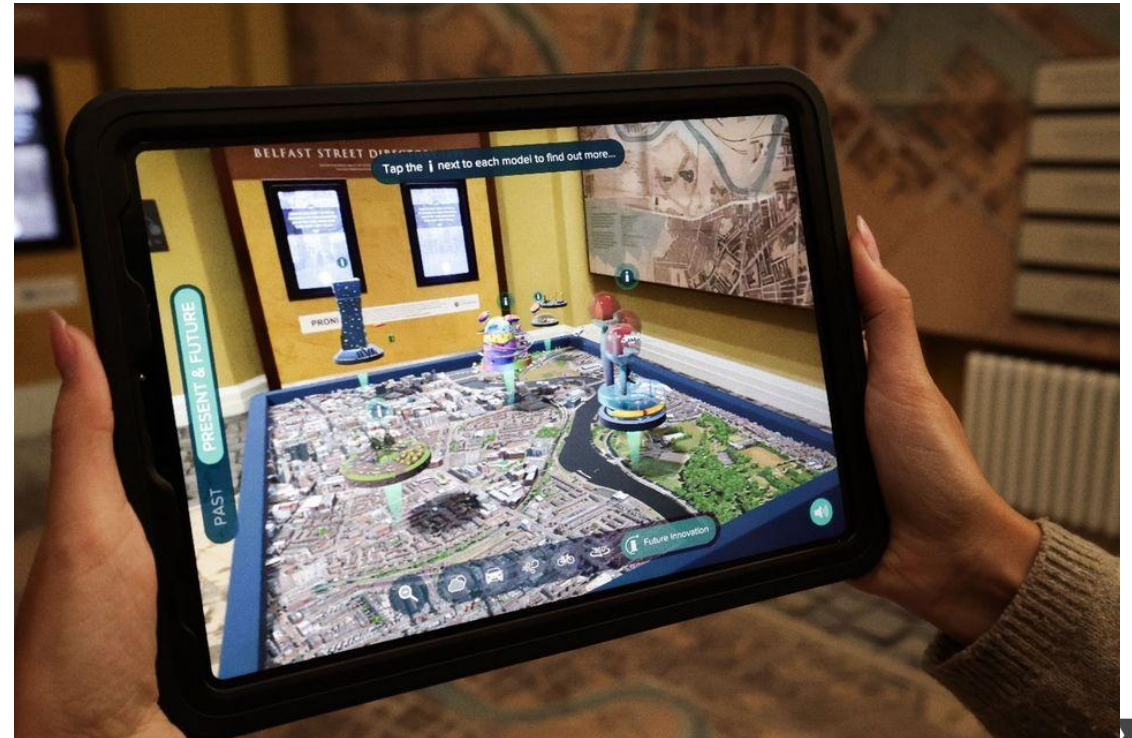
[BT collaborates with Belfast City Council to create new AR experience in City Hall | BelfastTelegraph.co.uk](https://www.belfasttelegraph.co.uk)

## BT collaborates with Belfast City Council to create new AR experience in City Hall

Following considerable investment from BT, the new augmented reality experience showcases the power and potential of 5G technology.



Belfast City Hall's new AR experience depicting Sugarhouse Entry in the late 1790's





## Use Cases

### AR storytelling/Marketing:

Friendly AI-assisted AR characters lead audiences on AR adventures. Live culture trails from Liverpool to Turkey

### Tourist venues and museums:

AR characters answer questions in real time and guide you through destinations. Live now in museums and parks around the world.

### Travel hubs:

Travel companion to help disabled passengers navigate stressful journeys. Used by Network Rail in UK stations & Kenya Airways

### Next-Gen Shopping Malls:

Interactive AI character guides shoppers both on touch screen, and as a digital companion on their mobile devices.



# AI Avatars

[Yellow M&M | Mars Demo — 2wai](#)



**Steve Backshall**  
Natural Sciences



**Henry VIII**  
History



**Calum Worthy**  
General Guide







# AI Holograms

## Jacksonville International Airport AI persona holograms launch features mayor

Jacksonville International Airport debuted AI-powered persona holograms with the launch of a Proto hologram of Jacksonville Mayor Donna Deegan, according to a press release.

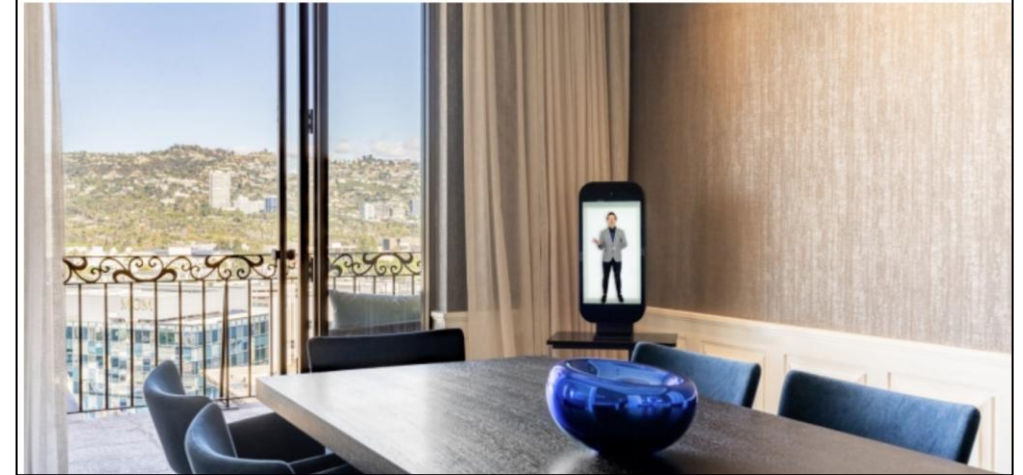


## BEVERLY WILSHIRE, A FOUR SEASONS HOTEL INTRODUCES LIVE BEAM HOLOGRAMS INTO THE HOTEL'S PENTHOUSE AND PRESIDENTIAL SUITES

The first to offer this advanced technology in-room, The Proto M is certain to elevate the guest experience

April 15, 2024, Beverly Wilshire, A Four Seasons Hotel, USA

[PRINT](#)



# Hologram Event selfies

Fans can have a virtual meet-and-greet with the local celebrity.

The selfie photo can be an additional event revenue stream.

The fan will generate additional event promotion by posting on social media.



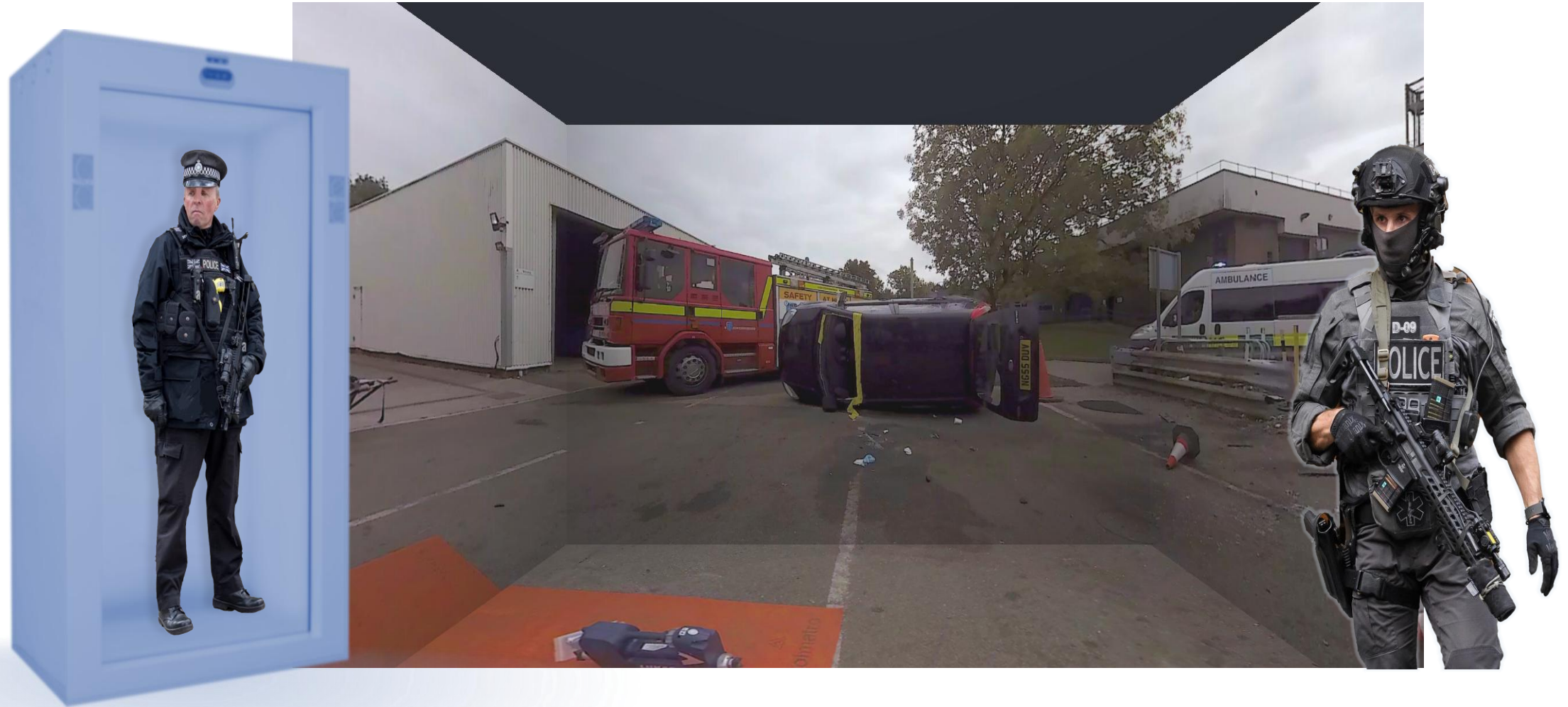


# Immersive rooms





# Hologram integration with immersive room



# Return on investment (ROI)

Cost is a big factor when it comes to deploying new technology. From initial training, training centres and customer experiences, overheads can get out of control.

Immersive Rooms allow you to do everything onsite.

You could also earn money with revenue opportunities such as:

- Therapy rooms (eg sports massage, counselling etc)
- Mediation Rooms
- Corporate presentations
- Training room for hire
- Childrens parties
- Sports training/ personal coach
- Showcase hire
- Sports team analysis
- Yoga classes
- Corporate training
- Live streaming for business events



So whatever you decide to do next,  
collaboration is key.

Grow the tourist sector and .....

**..... continue being gods.**



# Anything else?

If you need anything - then just ask.

We would be delighted to help you find the solution that is right for you.

For more information contact

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