



THE IMMERSIVE TECHNOLOGY CONSULTANTS

Learning solutions for the digital age

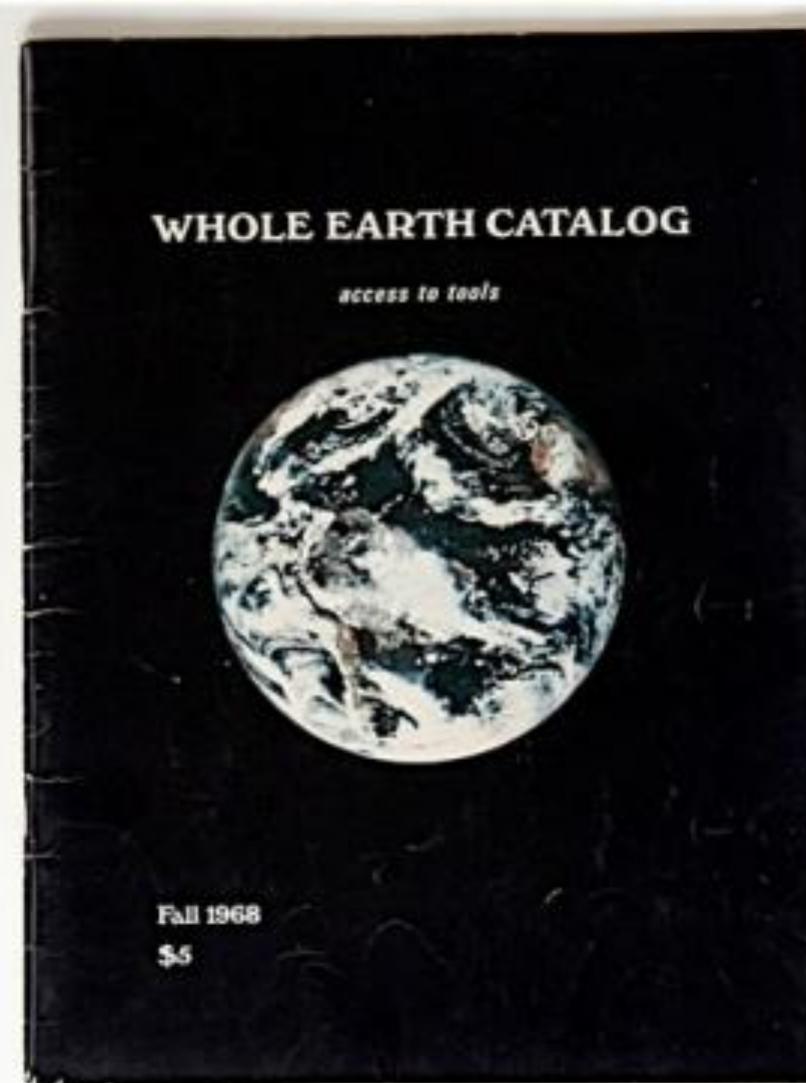
Ian Robertson
Founder

Digital Tourism Conference



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

Stewart Brand



September 1st 1968

What are we going to talk about today?

VIRTUAL REALITY

HARDWARE

AUGMENTED REALITY

IMMERSIVE ROOMS

HOLOGRAMS / AVATARS

VOLUMETRIC CAPTURE

THE HUMAN FACTOR
Pedagogy / Human interaction

THE HUMAN FACTOR
Filming

SERVICES

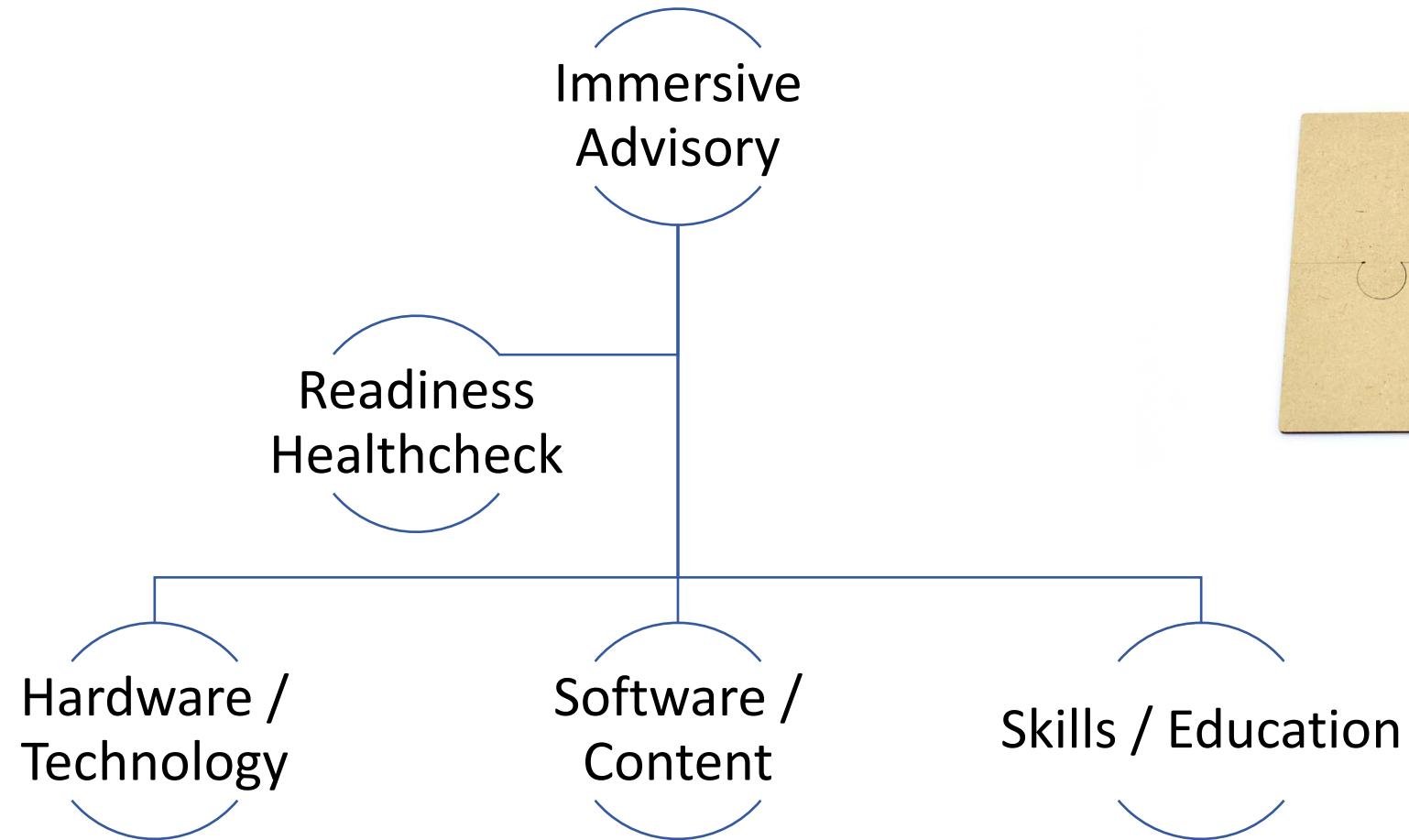
Spatial
Computing
Solutions

Professional
Services

CONNECTIVITY: 5G

Connectivity

Immersive Advisory



Augmented Reality & 5G

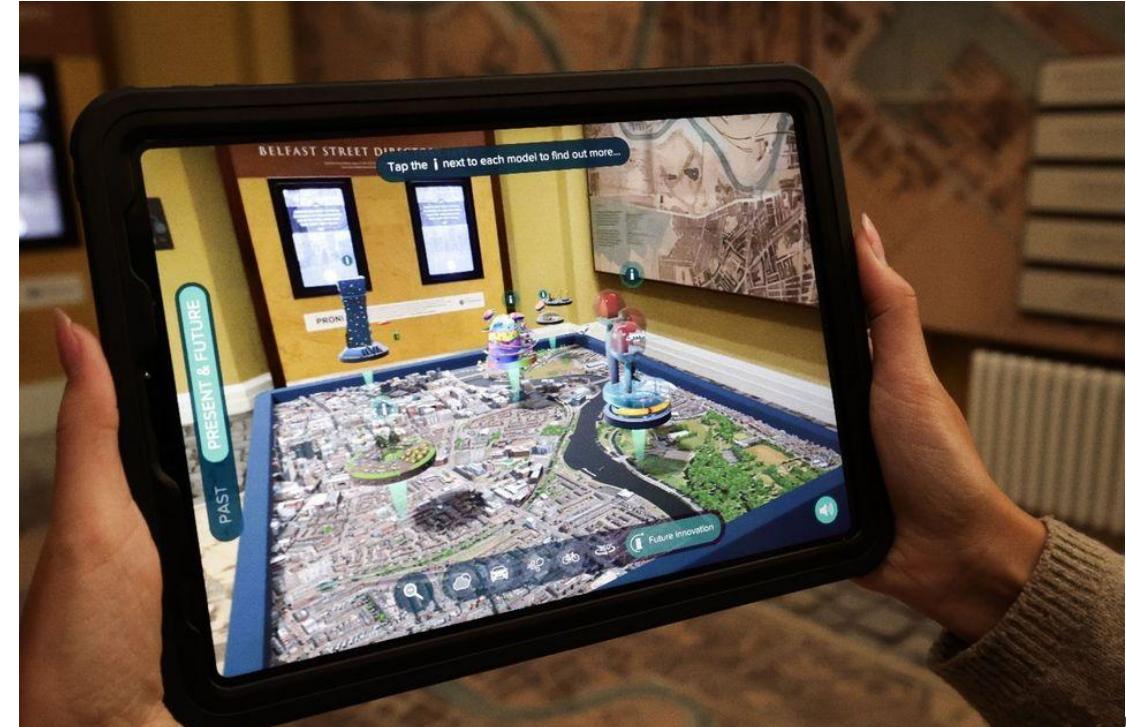
BT collaborates with Belfast City Council to create new AR experience in City Hall | BelfastTelegraph.co.uk

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:

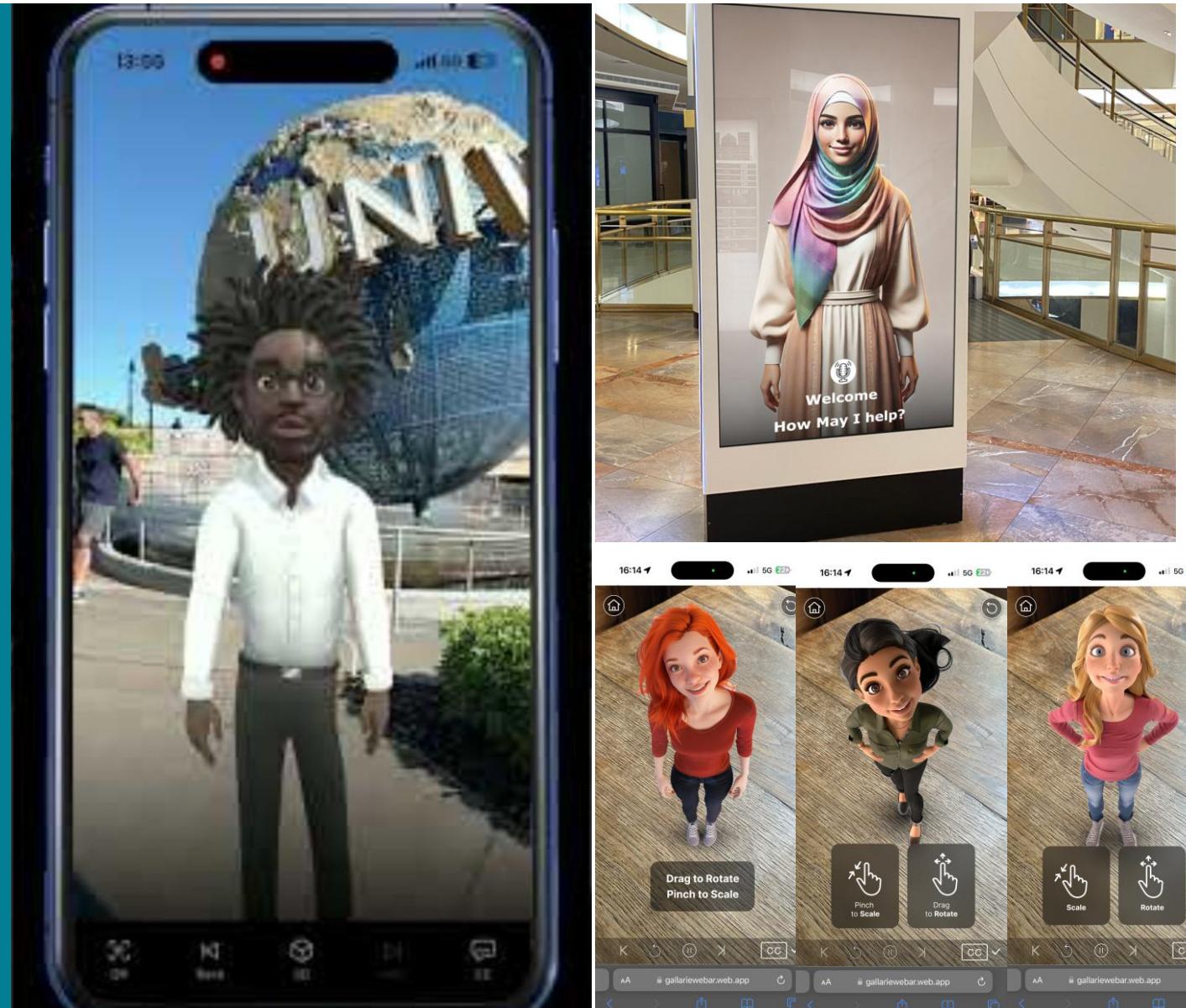
AR characters answer questions in real time and guide you through destinations. Live now in museums and parks around the world.

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.

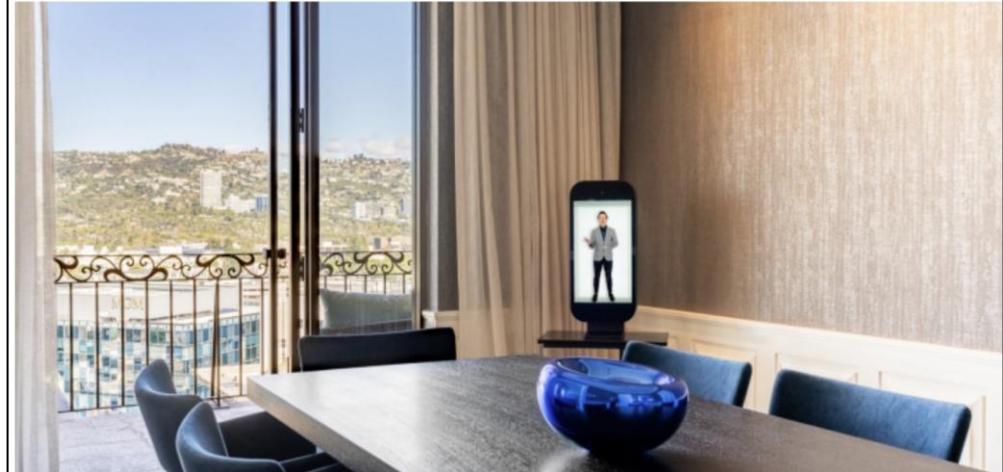


BEVERLY WILSHIRE, A FOUR SEASONS HOTEL INTRODUCES LIVE BEAM HOLOGRAMS INTO THE HOTEL'S PENTHOUSE AND PRESIDENTIAL SUITES

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

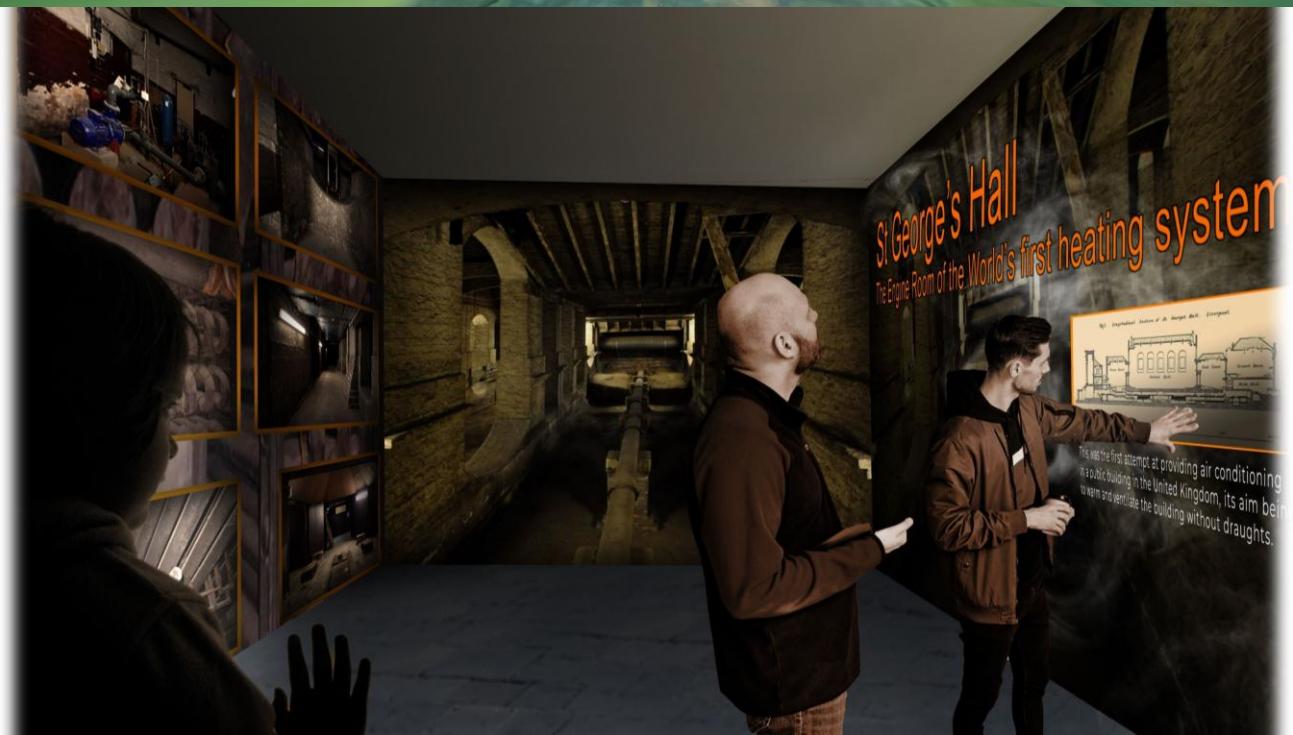
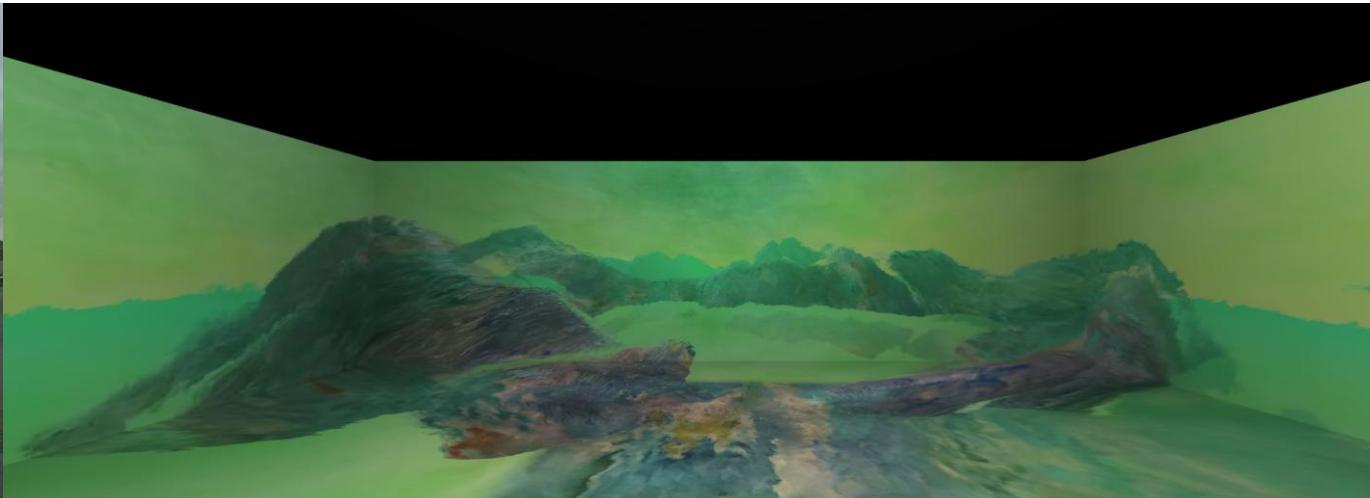
Fans can have a virtual meet-and-greet with the local celebrity.

The selfie photo can be an additional event revenue stream.

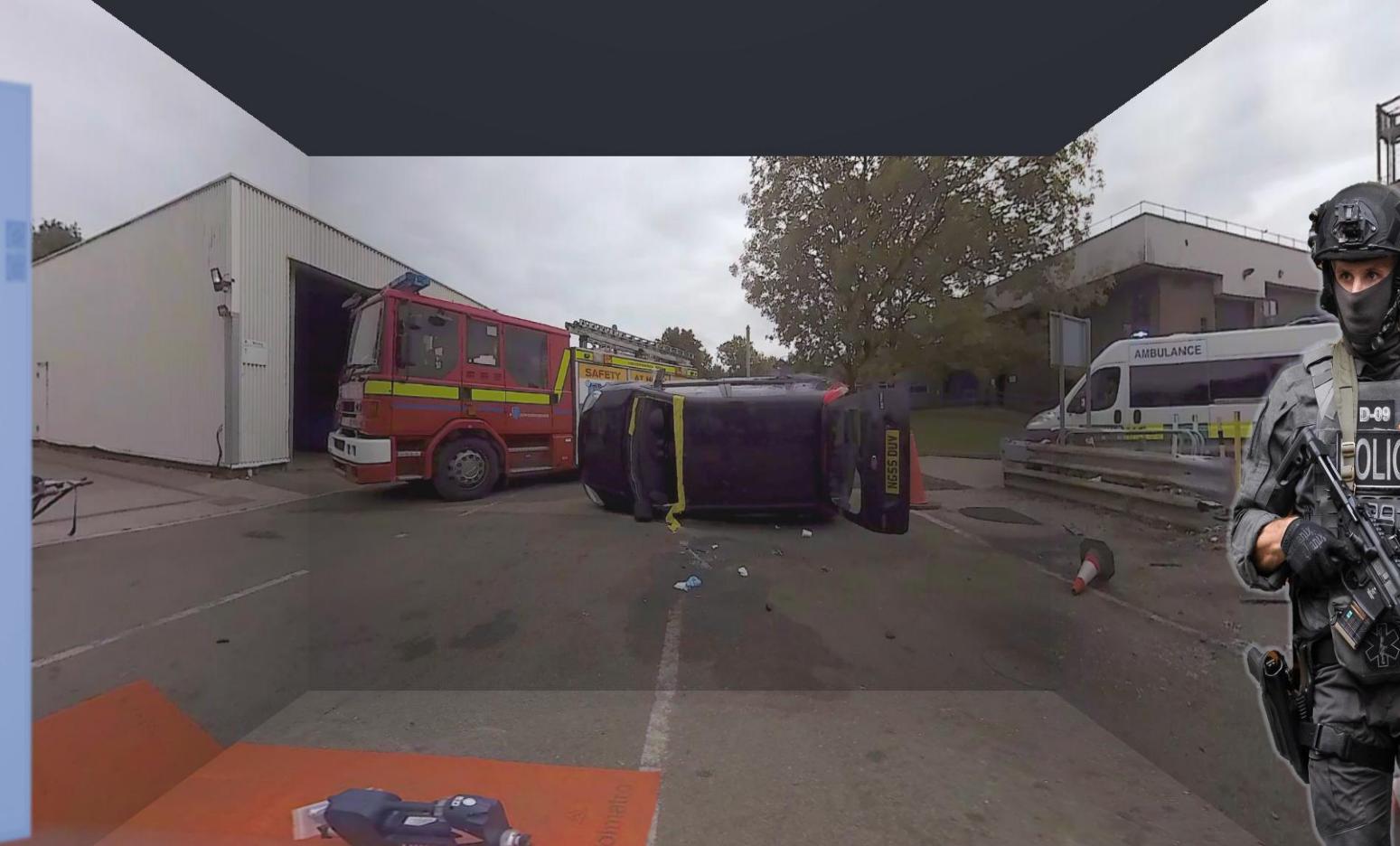
The fan will generate additional event promotion by posting on social media.



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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