

IMMER-CV PROJECT

NEWSLETTER



- Activity 1 Completed:
 Published "The Use of
 Immersive Technologies in
 Cultural and Creative Sectors".
- Collection of 30 Case Studies:
 Showcased immersive
 applications in cultural
 heritage, performance art, and
 creative tourism.
- Presentation of Most
 Commonly Employed
 Technologies: Focused on VR,
 AR, and MR for audience
 engagement and heritage
 preservation.
- Key Challenges Identified:
 Scalability, high costs, and knowledge gaps in CCS organizations.

It features 30 use cases from across Europe and beyond, showcasing innovations in cultural heritage, performance art, and creative tourism.

Message from the consortium

We are thrilled to announce the successful completion of Activity 1 in the IMMER-CV project, marking a significant step forward in our mission to empower professionals, trainers, and students in the Cultural and Creative Sectors (CCS) with the knowledge & tools to manage immersive technologies. Our report, "The Use of Immersive Technologies in Cultural and Creative Sectors: A Report of Exemplary Practices", explores the transformative role of immersive technologies in CCS.



Want to know more about the use-cases? Follow us on Facebook!

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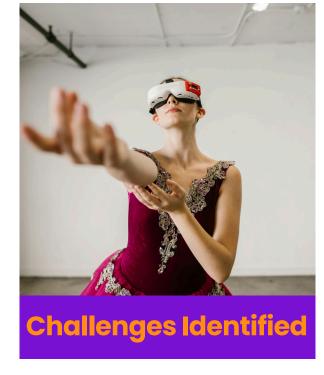


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Immersive Innovations in CCS

The report highlights how Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR) and others are being used to:

- Enhance cultural heritage preservation.
- Reshape audience engagement through dynamic and interactive experiences
- Foster educational and entertainment goals for cultural organizations.





Collaboration Across Domains

Immersive production thrives on the collaboration of three key domains:

- Artistic/Cultural:
 Shaping narratives and sensory engagement.
- Technical:

 Implementing and maintaining technologies.
- Managerial: Overseeing strategy and project coordination.



 What challenges in adopting immersive technologies in CCS were identified from the use cases?

The report also identifies major challenges, including:

- Limited scalability and standardization of immersive technologies.
- High costs, making technologies less accessible to small and medium-sized organizations.
- Knowledge gaps in technological and cultural literacy among professionals.

Read More on our Public Deliverable

