

# NEWSLETTER

## ISSUE 2 OVERVIEW

- **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!*

## 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.



### Challenges Identified



#### • 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](#)*