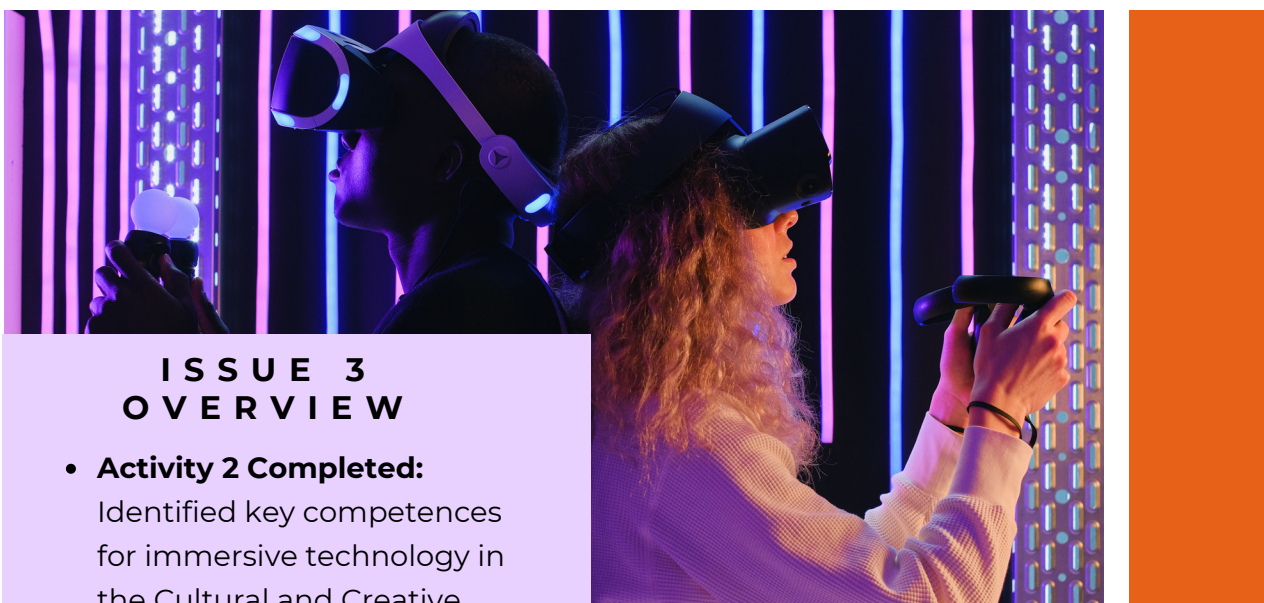


NEWSLETTER



ISSUE 3 OVERVIEW

- **Activity 2 Completed:**
Identified key competences for immersive technology in the Cultural and Creative Sectors (CCS).
- **Insights for 6 experts:**
Conducted six in-depth interviews with professionals, including immersive technology developers, cultural managers, and creative industry specialists.
- **On-going On-line Survey :**
First launched for experts, now open to a wider audience to gather diverse insights to refine the competence framework.
- **Infographics Released:**
Visual summaries of key competences, essential tools and technologies, and the immersive production process from concept to delivery.

● Message from the consortium

With the completion of Activity 2, the IMMER-CV consortium takes another important step towards defining the skills and competences needed for the implementation of immersive technologies in the Cultural and Creative Sectors (CCS). Through expert interviews and an on-going online survey, we have gathered valuable insights into the key technical, creative, and managerial abilities required in immersive production. These findings will contribute to the development of a career development model.



Curious to see our infographics? Follow us on Facebook, LinkedIn and X!

Challenges Identified by Experts

- Specialized expertise for complex integrations and troubleshooting of immersive systems.
- Lack of standardized software and hardware solutions to enhance interoperability & seamless performance.
- Difficulty in creating intuitive and engaging user experiences.
- Limited expertise in rendering, 3D modeling, and UX design.
- High learning curve for cultural professionals adopting immersive tech.



Barriers To Adoption



Strategic Recommendations from Experts

- Foster cross-disciplinary collaboration for successful immersive projects.
- Develop emotional intelligence to create user-centered experiences.
- Strengthen artistic mediation to blend the digital tools with the performing arts.
- Prioritize creative integration to ensure immersive tech enhances culture.



What are the top five most essential competences for immersive production, based on expert evaluations?

Experts provided average scores, highlighting:

- 9.8** Effective Communication
- 9.0** Managing technical and functional design of immersive experiences.
- 9.0** Aesthetic and visual design for immersive content.
- 9.0** Storytelling for immersive content Narratives.
- 8.8** Creativity in designing engaging and interactive user experiences.

Learn More on our Infographics Series