

# Accelerating AI in XR: Physical vs digital & tools to try

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2022

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Director of Immersive Technology

# Convergence of technology and application areas

Virtualisation & cyber physical systems

Digital and resilient supply chains

Open and interoperable digital Infrastructure



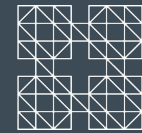
Future Networks – 5G - IoT



Immersive technologies



Artificial Intelligence and  
machine learning



Distributed ledger  
technologies and distributed  
solutions

## The Economist in Second Life





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What does it mean?

**embodiment**

**/ɪmˈbɒdɪmənt/**

***noun***

**1. a tangible or visible form of an idea, quality, or feeling.**

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# Social VR during the pandemic





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## Location based experience vs digital first?



# Immersive Arcade in the Museum of Other Realities





# Immersive Arcade on Tour





# AI in XR experiences









# AI tools for XR experiences



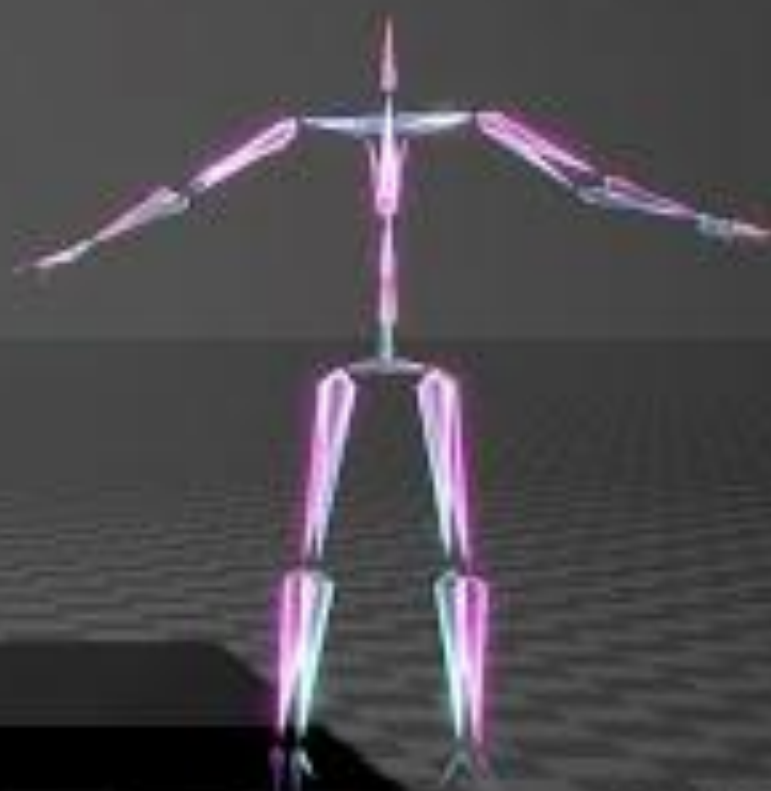


# **Creativity powered by Machine Learning**





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V3

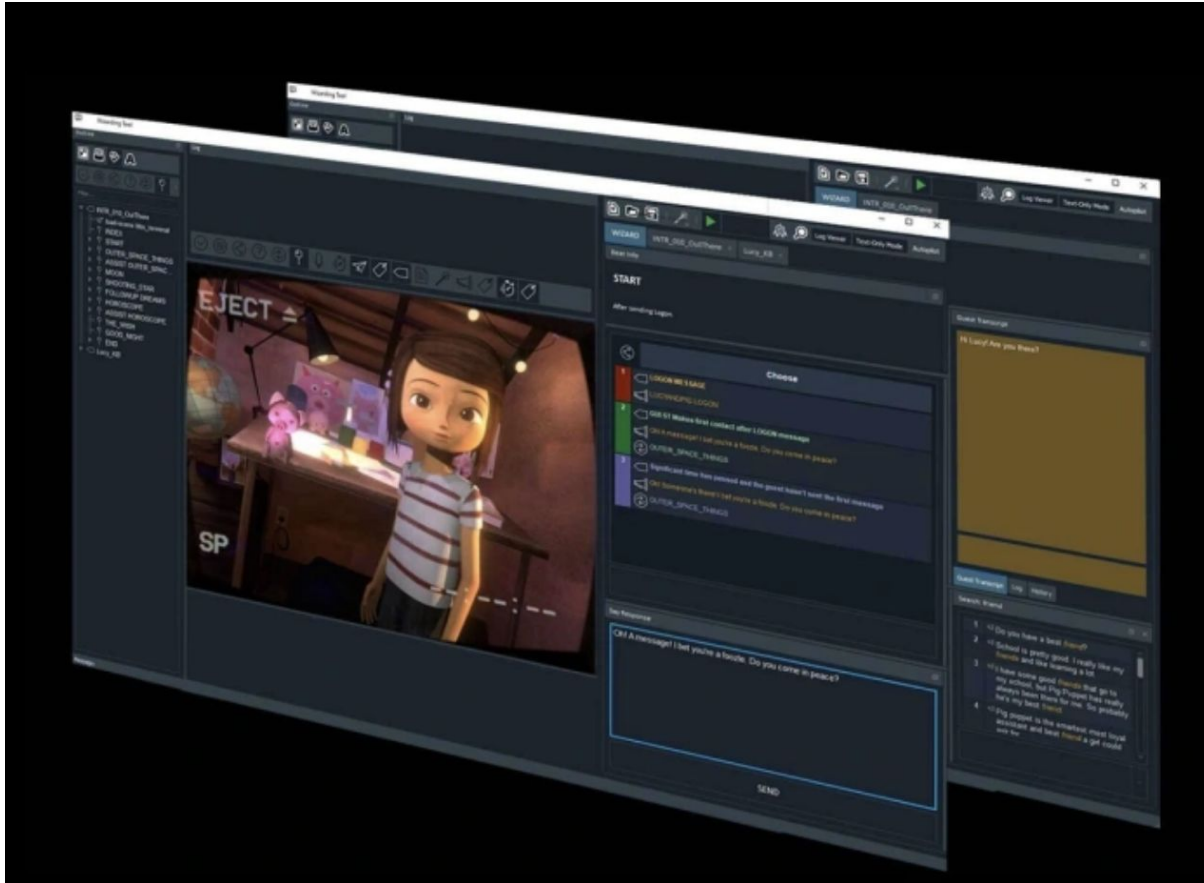


- 16 OPTITRACK PRIME CAMERAS

- 8 CORROS - MOVE AI

OPTITRACK

# Wizard Engine GTP3 - Fable Studios & Charisma AI



ABOUT  **charisma**

Powering **conversational** characters that  
**deeply immerse** audiences

Charisma enables creators to build magical conversational experiences, with our unique combination of creative storytelling techniques and advanced artificial intelligence.



Equality, Diversity, Inclusion

Responsible Technology

Sustainability



# SURGE

A MULTIDIMENSIONAL  
EXPERIENCE

megaverse



Ombond

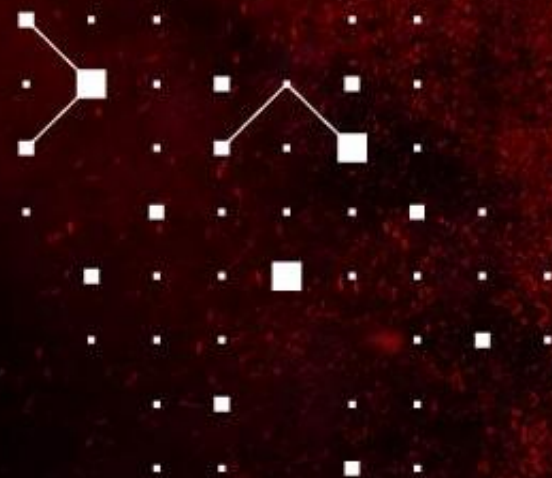


CATAPULT  
Digital



# Niantic Lightship & Digital Catapult Augmented Reality Accelerator

Building the real-world metaverse



**CATAPULT**  
Digital



**FUTURESCOPE**



Thank you

[digicatapult.org.uk](http://digicatapult.org.uk)







SURGE





# Experience it



Bodyswaps



JoinXR  
Fracture Reality



National Geographic Explore VR  
Oculus/ Meta



Keeper of the Paintings  
Arcade



## Dazzle R&D at the Virtual Production Test Stage





## Social VR during the pandemic





