WE ARE IMMERSIVE LIVERPOOL

IMMERSIVE LIVERPOOL

IMMERSIVE LIVERPOOL IS A CLUSTER OF OVER 60 COMPANIES AND ORGANISATIONS IN THE LIVERPOOL CITY REGION INTERESTED IN DEVELOPING PRODUCTS, SERVICES, PROCESSES AND RESEARCH WITH IMMERSIVE AND EXPERIENTIAL TECHNOLOGY.

THIS INCLUDES AUGMENTED REALITY, MIXED REALITY, XR, VIRTUAL REALITY, IMMERSIVE EXPERIENCES, ENVIRONMENTS AND EMERGING MULTISENSORY WAYS OF CONNECTING PEOPLE THROUGH WITH DIGITAL EXPERIENCES (HAPTICS, VUIS, AMBISONICS).

THE CLUSTER BRINGS TOGETHER PEOPLE
WORKING ACROSS THE DIGITAL AND CREATIVE
SECTORS IN LIVERPOOL, INCLUDING COMPANIES,
DEVELOPERS, CREATIVE TECHNOLOGISTS,
RESEARCHERS, DESIGNERS, CONTENT MAKERS,
FILMMAKERS FREELANCERS AND EMERGING
TALENT TO THINK ABOUT THE FUTURE
OPPORTUNITIES THAT IMMERSIVE TECHNOLOGIES
CAN BRING TO VARIOUS SECTORS IN THE
REGION.

WE ALSO PROMOTE THE PIONEERING IMMERSIVE WORK COMING OUT OF THE REGIONS BUSINESSES, UNIVERSITIES, INDIVIDUALS AND OTHER ORGANISATIONS.

BUILDING FOR THE AGE OF EXPERIENCE

OUR AIM IS TO DEVELOP AN INNOVATIVE COMMUNITY, CULTURE THAT SHARES IDEAS, SKILLS, RESOURCES, FUNDING OPPORTUNITIES, DEMOS AND KNOWLEDGE IN THE GROWING IMMERSIVE SECTOR AND TO HELP ORGANISATIONS TO COLLABORATE IN DEVELOPING NEW PROJECTS, EXPERIMENTS, EXPERIENCES AND APPLICATIONS FOR THE NEW AGE OF EXPERIENCES.

WE REGULARLY RUN NETWORKING EVENTS, CONFERENCES AND WORKSHOPS WITH NATIONAL, INTERNATIONAL AND REGIONAL PIONEERS IN THE IMMERSIVE TECHNOLOGY SPACE. THE IMMERSIVE LIVERPOOL NETWORK EVENTS HAVE BEEN SUPPORTED BY A NUMBER OF ORGANISATIONS IN THE REGION. THESE EVENTS HAVE BEEN ATTENDED BY OVER 1000 PEOPLE SINCE OUR LAUNCH IN 2018.

WE HAVE ALSO SUPPORTED INTERNATIONAL OUTREACH WORK WITH PARTNERS IN FRANCE, IRELAND, CHINA, INDIA AND THE USA AND OUR WORK IS RECOGNISED BY THE DEPARTMENT FOR INTERNATIONAL TRADE (DIT).

WE HAVE ALSO SUPPORTED THE REGIONS
BUSINESSES TO DEVELOP FUNDING SUPPORT
FROM ORGANISATIONS SUCH AS INNOVATE UK,
INCLUDING DEVELOPING MANY SUCCESSFUL R&D
BIDS THAT DRAW ON OUR UNIQUE POOL OF
ASSETS AND TALENT IN THE CITY REGION.



ARE DOING EXPERIENTIAL AND IMMERSIVE

TECHNOLOGY



WE ARE CONNECTED TO A NUMBER OF THE REGIONS KEY STRATEGIC AND LARGER ORGANISATIONS ACROSS PUBLIC SECTOR AND UNIVERSITIES.

LIVERPOOL CITY COUNCIL- INVEST LIVERPOOL/LIVERPOOL VISION

LEP/LCR COMBINED AUTHORITY
UNIVERSITY OF LIVERPOOL
LIVERPOOL JOHN MOORES UNIVERSITY
EDGE HILL UNIVERSITY LIVERPOOL HOPE UNIVERSITY

LIVERPOOL INSTITUTE OF PERFORMING ARTS

AVENUE HQ/EAGLE LABS

PROFESSIONAL LIVERPOOL

SENSOR CITY

LCR ACTIVATE

MAKE LIVERPOOL

ALDER HEY INNOVATION CENTRE/ROYAL LIVERPOOL HOSPITAL

ACCELERATOR

CULTURE LIVERPOOL

LIVERPOOL MUSEUM GROUP

BALTIC CREATIVE

MERSEY MARITIME SIMULATION CENTRE

KNOWLEDGE QUARTER

RIBA NORTH

DOES LIVERPOOL

LIVERPOOL GIRL GEEKS

GROUPS

IMMERSIVE LIVERPOOL MEETUP GROUP, LIVERPOOL VIRTUAL REALITY MEETUP GROUP, SWIFT SOCIETY, GOOGLE DEVELOPERS GROUP, INTERNET OF THINGS LIVERPOOL, MERSEYCODE, DOT NET LIVERPOOL

NATIONAL/INTERNATIONAL LINKS INCLUDE:XS

DIGITAL CATAPULT **IMMERSE UK BIMA IMMERSIVE** MANUFACTURING TECHNOLOGY CENTRE ARVR ASSOCIATION

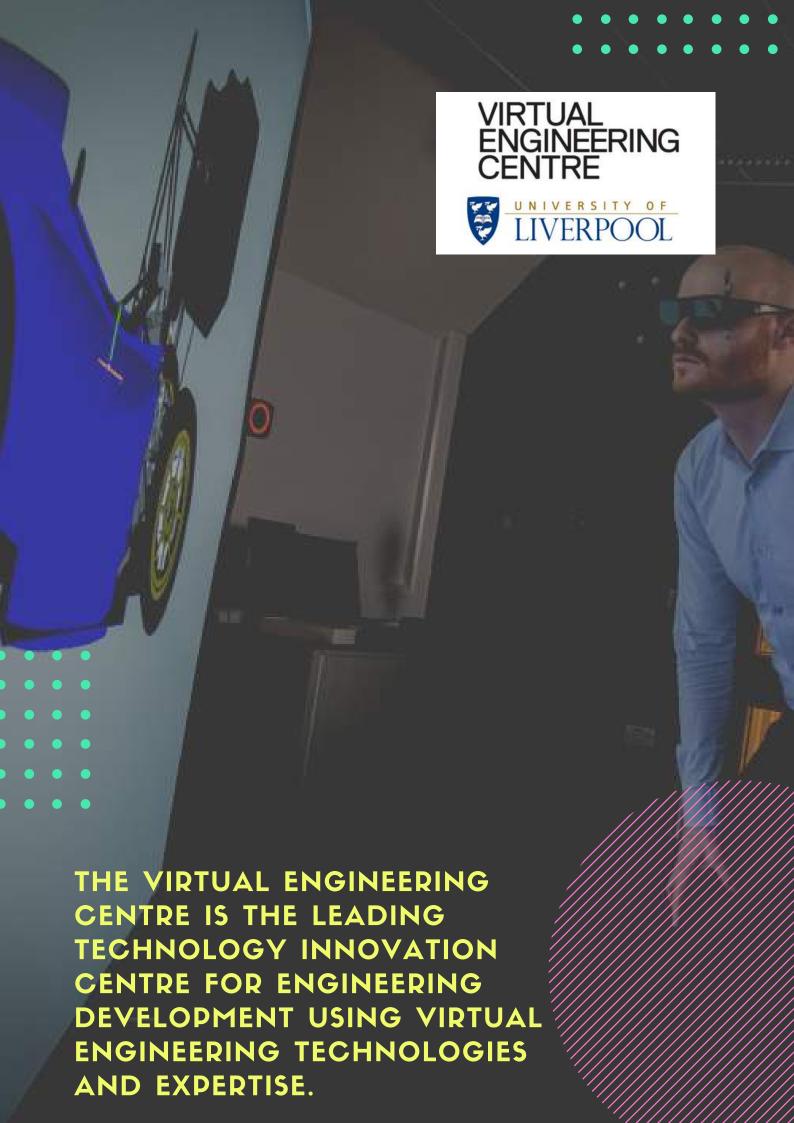
RESEARCH ASSETS

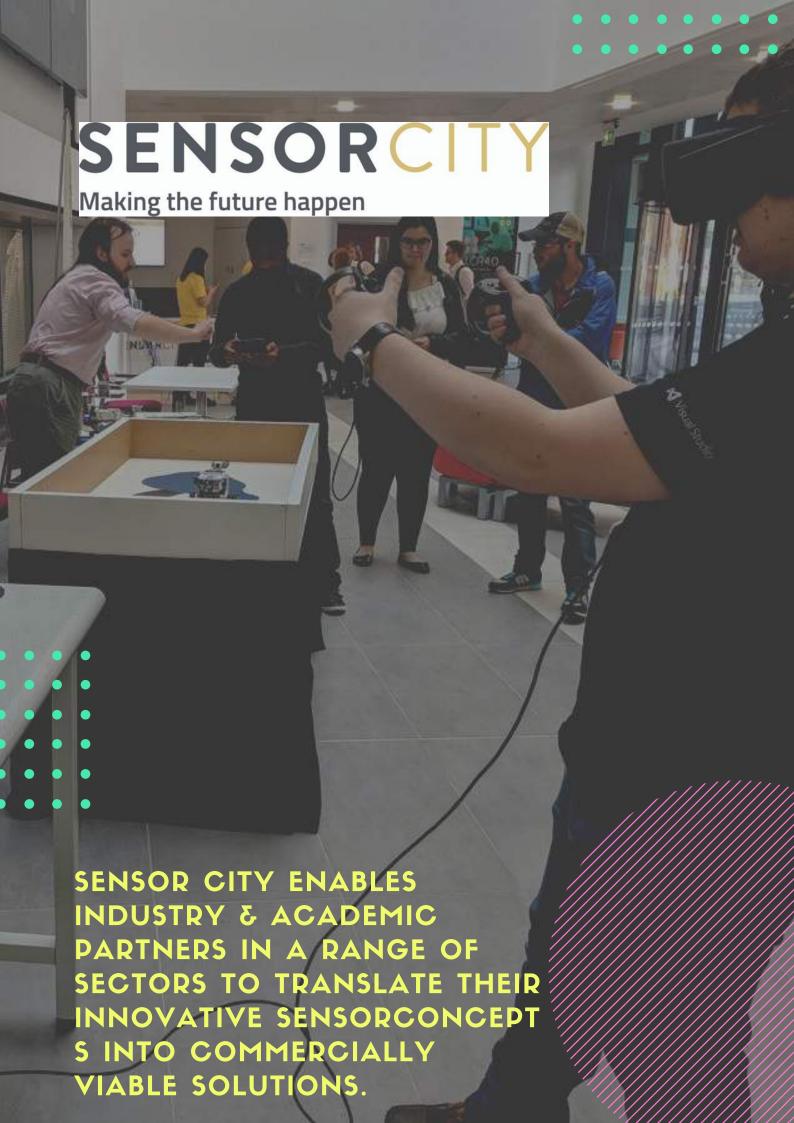
OUR UNIVERSITIES AND HIGHER EDUCATION ORGANISATIONS ARE INVESTING HEAVILY IN THIS SPACE TOO, WITH DEDICATED RESEARCH LABS, R&D PROJECTS, KNOWLEDGE TRANSFER ACTIVITY, TRAINING AND EDUCATION PROVISION BEING DEVELOPED BY THE FOLLOWING ORGANISATIONS.

- · INSTITUTE OF ART AND TECHNOLOGY LJMU
- EXPERIMENTAL TECHNOLOGIES LAB LJMU
- FABLAB LJMU
- VEC VIRTUAL ENGINEERING CENTRE UOL
- DIF DIGITAL INNOVATION FACTORY -UOL/UNILEVER
- SENSOR CITY UOL/LJMU

IMMERSIVE

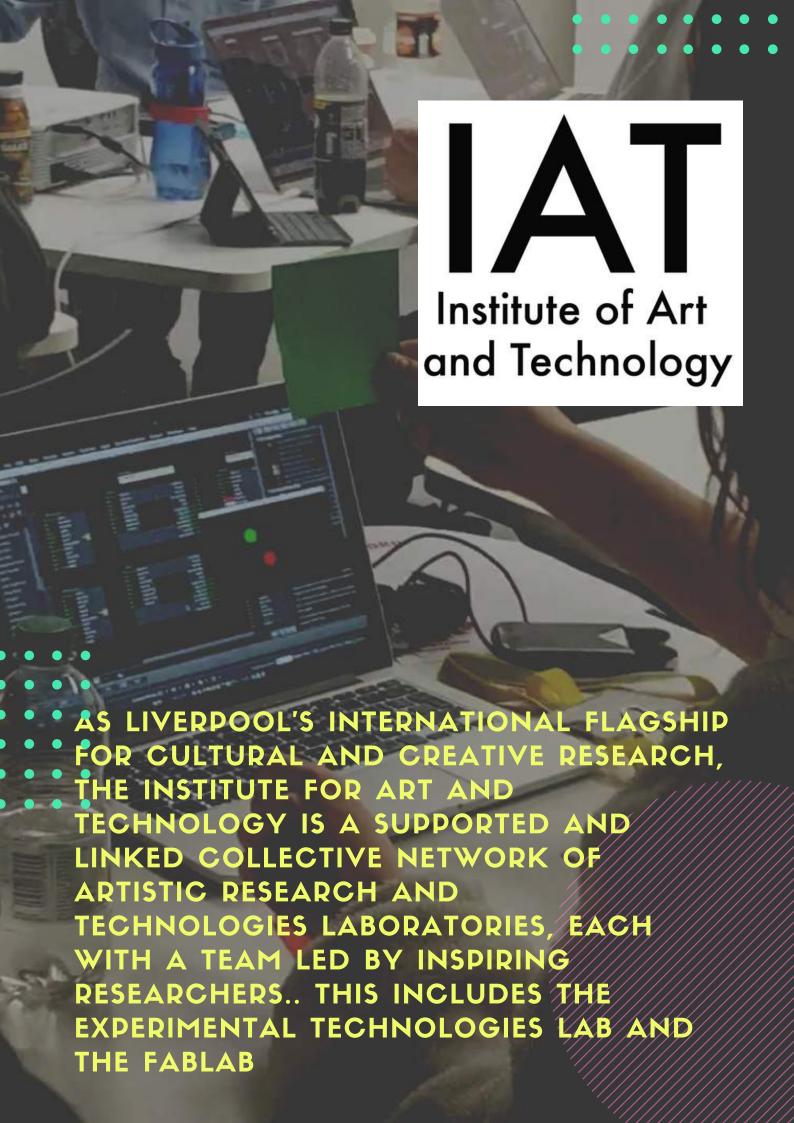
- LIVELAB LIVERPOOL IMMERSIVE EXPERIENCE LAB- LJMU
- TECHNOLOGY HUB CAVE- EDGE HILL UNIVERSITY
- LIVERPOOL HOPE CREATIVE CAMPUS
- FACT LAB FOUNDATION FOR ART AND CREATIVE TECHNOLOGY
- CAVA CENTRE FOR ARCHITECTURE AND VISUAL ARTS UOL
- LIPA IMMERSIVE TECHNOLOGIES







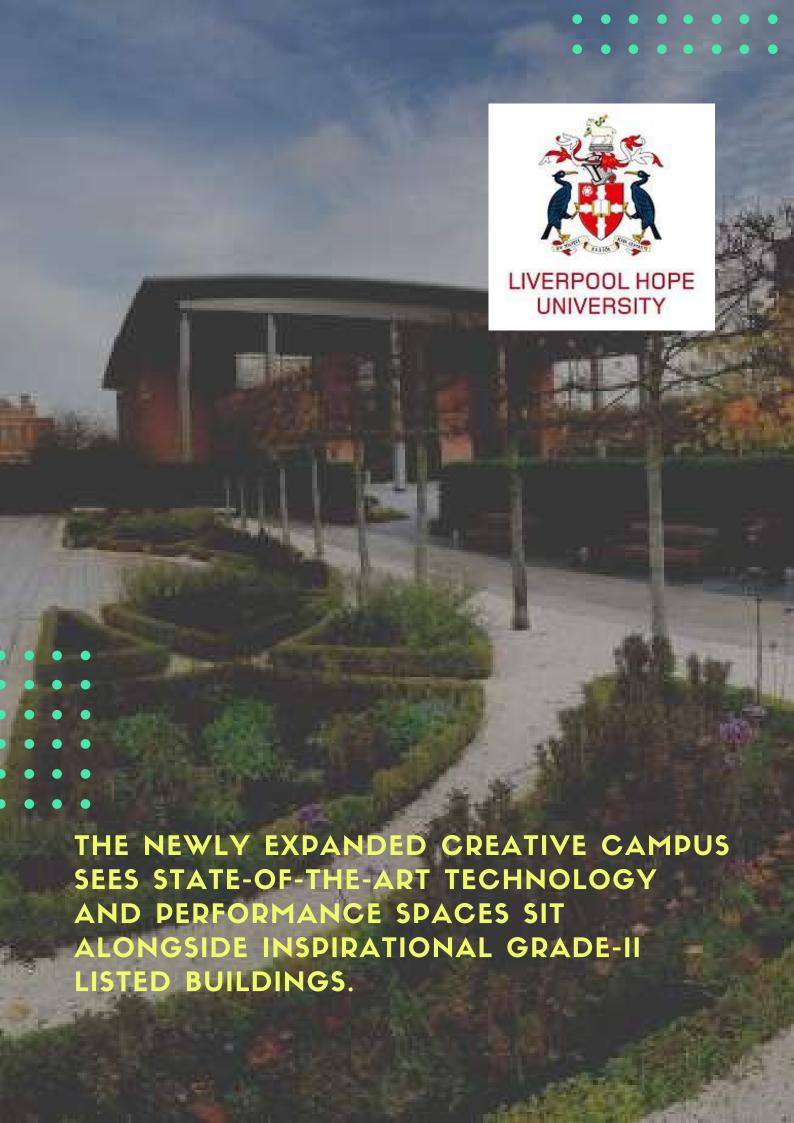




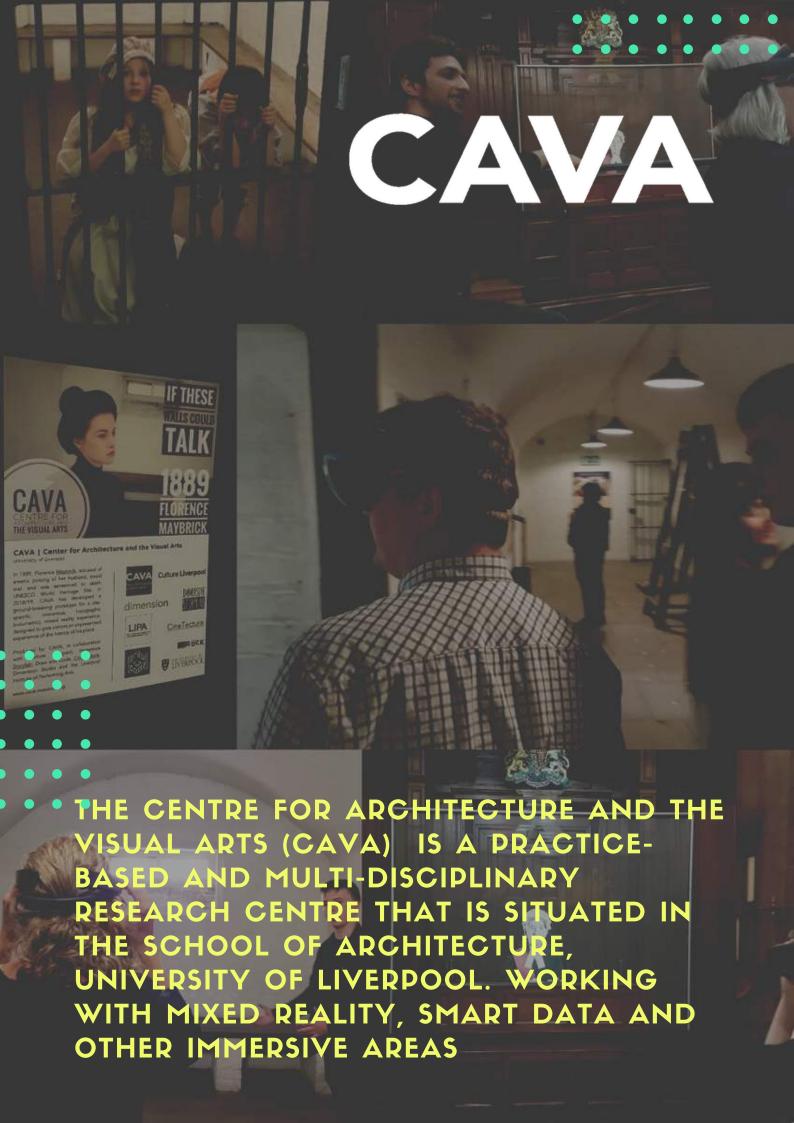


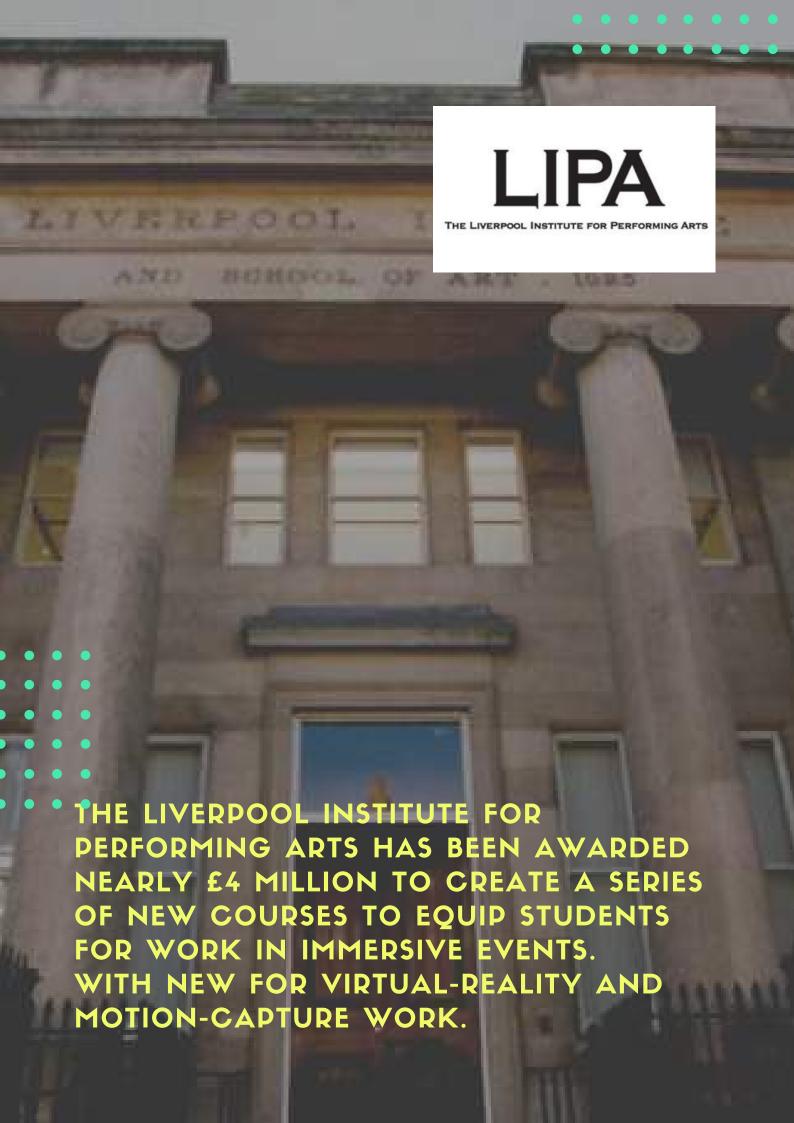












BUILDING TALENT

WE ARE INVESTING, ENCOURAGING AND INSTIGATING ACTIVITY IN TRAINING AND EDUCATION

MA IMMERSIVE ARTS, LIVERPOOL SCREEN SCHOOL LAUNCHING IN 2019

MSC COMPUTER SCIENCE (AR&VR), LIVERPOOL SCHOOL OF COMPUTING, LAUNCHING IN 2020

TECHNOLOGY HUB - EDGE HILL UNIVERSITY, LAUNCHED IN 2016

LIVERPOOL HOPE CREATIVE CAMPUS UP AND RUNNING

STUDIO SCHOOL, SCHOOL/FE PROVISION TO BUILD FUTURE TALENT IN CREATIVE TECHNOLOGY, UP AND RUNNING

BA CREATIVE TECHNOLOGIES AND DERFORMANCE- LIPA LIVERPOOL INSTITUTE OF DERFORMING ARTS, LAUNCHING IN 2019

THERE ARE ALSO AROUND 25 PHD STUDENTS CURRENTLY STUDYING IMMERSIVE TECHNOLOGY AREA AT OUR UNIVERSITIES. PLUS A NUMBER OF KTP ASSOCIATES THAT WE HAVE EMBEDDED IN OUR REGIONAL IMMERSIVE COMPANIES AND ORGANISATIONS

BRINGING PEOPLE TOGETHER

WE BRING PEOPLE TOGETHER TO MAKE THINGS HAPPEN. OVER THE LAST YEAR WE HAVE RUN A NUMBER OF REGIONAL, NATIONAL AND INTERNATIONAL EVENTS, INCLUDING:

MIXED REALITY, JAN 2018, SENSOR CITY

COLLABORATING IN IMMERSIVE SPACES, FEB 2018, VR HERE

AUGMENTED REALITY, APR 2018, SENSOR CITY & LAVAL VIRTUAL, FRANCE

DUBLIN ARVR DELEGATION VISIT, MAY 2018, DUBLIN

IMMERSIVE HEALTH AND WELLBEING, JUN 2018, ALDER HEY CHILDRENS HOSPITAL IN COLLABORATION WITH BIMA

IMMERSIVE HEALTH, JUL 2018, LIVERPOOL INTERNATIONAL BUSINESS FESTIVAL

IMMERSIVE STORYTELLING EXPERIENCES
SYMPOSIUM, DEC 2018, LIVERPOOL SCREEN
SCHOOL

STORYHACK XR IMMERSIVE RESIDENCY, APR 2019, LIVERPOOL SCREEN SCHOOL/LIVERPOOL SCHOOL OF ART AND DESIGN

AS WELL AS SUPPORTING OTHER PEOPLE'S EVENTS IN THIS AREA AND BRINGING WORKSHOPS TO THE CITY REGION.

OUR COMPANIES

IN THE 2018 REPORT ON THE IMMERSIVE ECONOMY IN THE UK, LIVERPOOL WAS HIGHLIGHTED AS ONE OF THE UK'S TOP 10 CLUSTERS FOR IMMERSIVE TECHNOLOGY BUSINESS AND ECONOMIC ACTIVITY IN THIS AREA.

OUR REGION HAS ALWAYS BEEN PIONEERING IN DIGITAL AND CREATIVE AND MANY OF OUR CLUSTER HAVE SECURED MAJOR INVESTMENT TO DEVELOP NEW IP, PRODUCTS AND SERVICES. AMONG THEM THEY ARE ALSO WORKING IN PARTNERSHIP WITH A WIDER NETWORK OF INTERNATIONAL BRANDS, TECHNOLOGY COMPANIES AND PRIVATE INVESTORS.

WITH PREDICTIONS OF HUGE INDUSTRY GROWTH IN THE NEXT 10 YEARS, AND MAJOR TECHNOLOGY PROVIDERS INVESTING HEAVILY IN THIS AREA (GOOGLE, APPLE, FACEBOOK, AMAZON, TENCENT, ALIBABA), IMMERSIVE TECHNOLOGY REPRESENTS AN IMPORTANT OPPORTUNITY FOR OUR REGION'S CREATIVE TECHNOLOGY TALENT, AS WELL AS THE WIDER SECTORS WHO THEY WORK WITH.

COMPANIES WHO ARE DIRECTLY WORKING WITH IMMERSIVE TECHNOLOGIES IN OUR REGION CONTRIBUTE A SIGNIFICANT AMOUNT TO THE REGIONAL ECONOMY. WITH MANY GROWING AT HIGHER THAN AVERAGE RATE IN TERMS OF JOB CREATION, INVESTMENT AND EXPORTS.

INTRODUCING...

VTIME DRAW AND CODE **IMMERSIVE INTERACTIVE LADUMA KINICHO** FIRESPRITE GAMES MEET & POTATO RENDERNATION **REALSPACE** M7 VIRTUAL **IMMERSIVE STORYLAB** JUICE IMMERSIVE CITRUS SUITE **REALISED REALITIES AUG-IT** SONY INTERACTIVE CRUCIAL FX ADLIB **VR HERE** SIMUL CAPTURE VR MOCHA PRODUCTIONS HATCH **BECT.IO REVIT TO REALITY** LUCID GAMES **MILKY TEA** THE REALITY CLUB **MEYOUANDUS** WUSHU STUDIOS THE LANTERN COMPANY **REBELLION BREAKOUT LIVERPOOL ARCAINS FEEDAR MONTEROSA** DONT SELL ME A DOG THE IMMERSIVE LEARNING STUDIO **EVOKE CREATIVE SPLINTER STUDIO K2 ARCHITECTS** STUDIO MASHBO **ONTECA** COSMONAUT INVISIBLE WIND FACTORY **APPOSING MECHABIT** CHANUA HEALTH **CINETECTURE** SHOP DIRECT **UNIFORM AMAZE**

MANDO

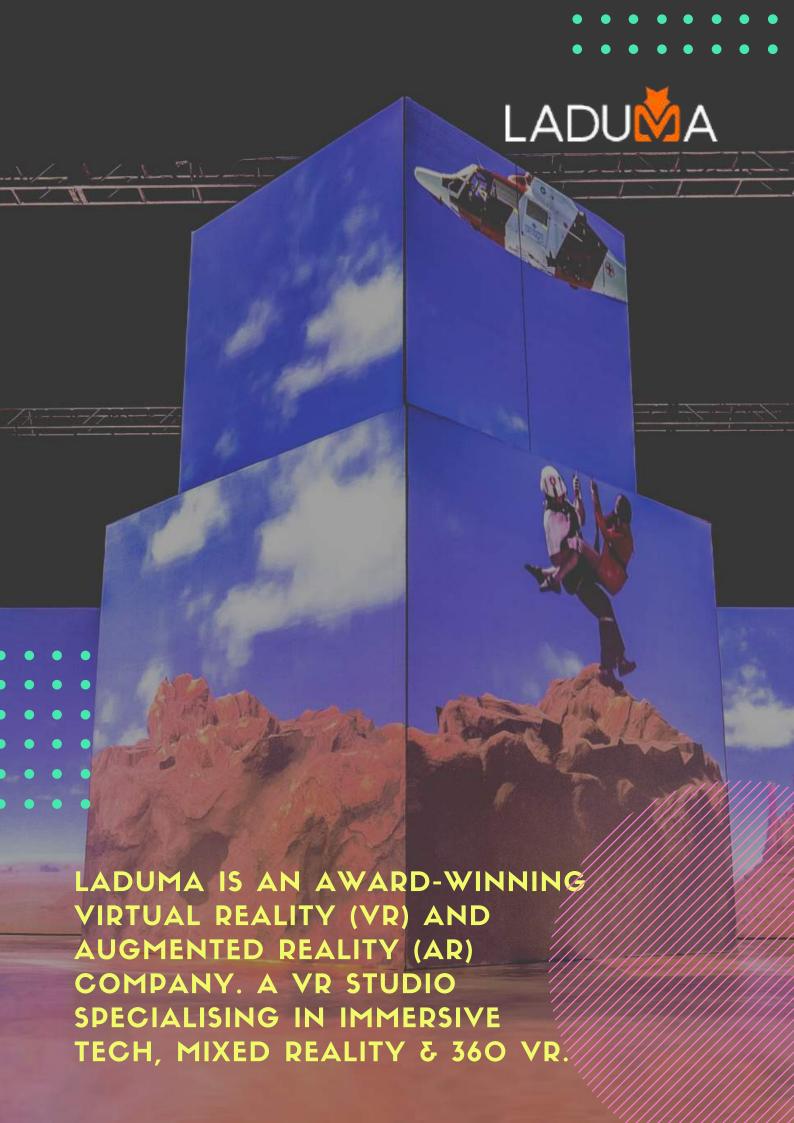


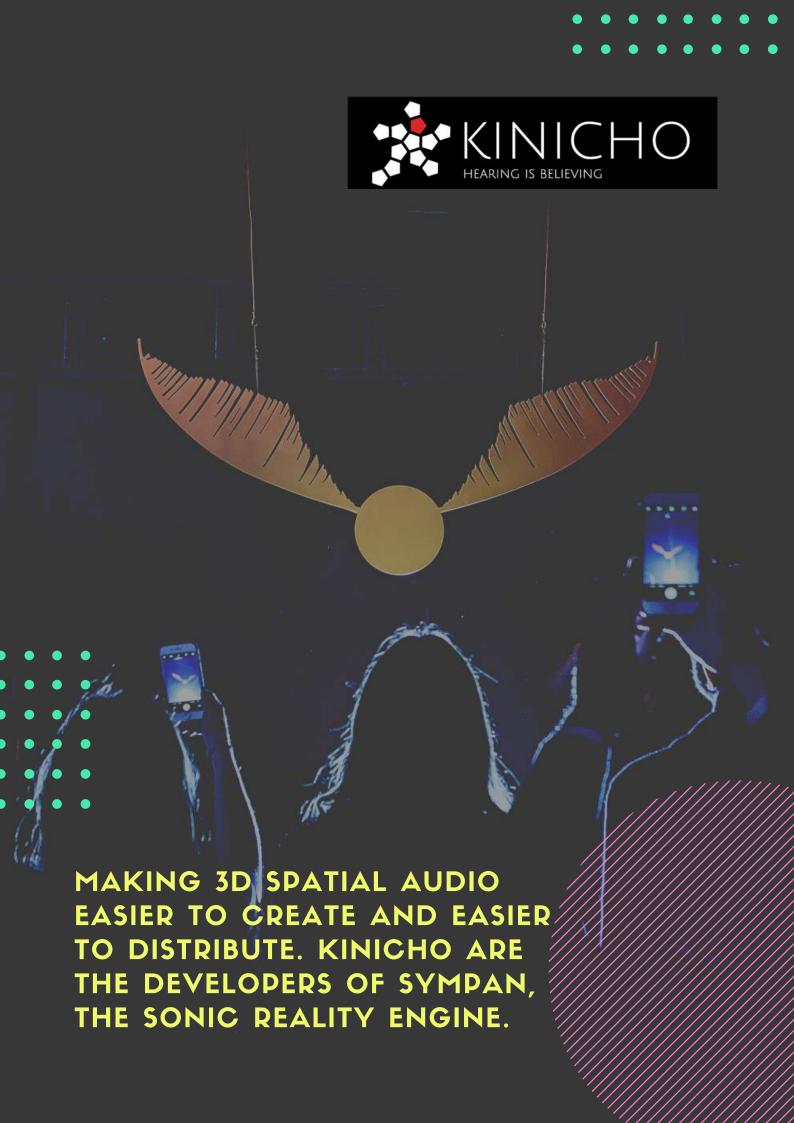


DRAW & CODE CREATE
IMMERSIVE TECH EXPERIENCES
INCLUDING AUGMENTED
REALITY, VIRTUAL REALITY AND
PROJECTION MAPPING FOR THE
WORLD'S LEADING BRANDS



UK'S LEADING PROVIDER OF FULLY IMMERSIVE LEARNING SPACES IN BOTH EDUCATION AND EMERGENCY SERVICE SECTORS.









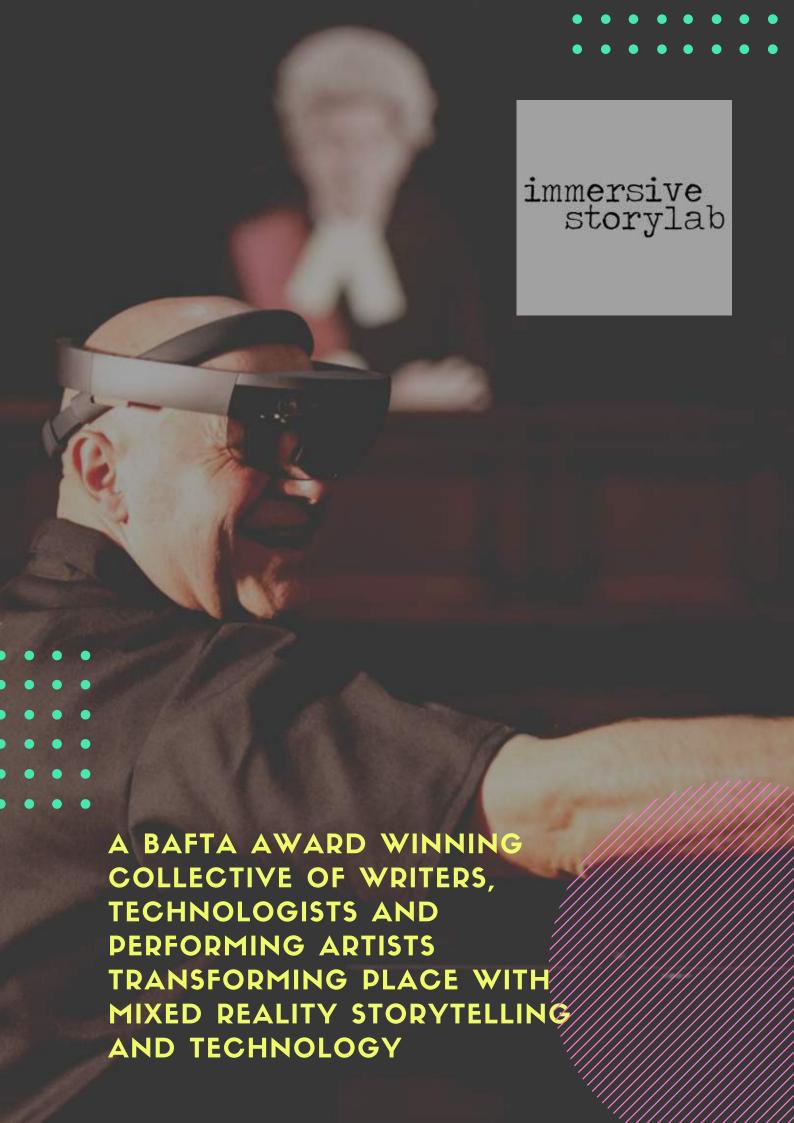




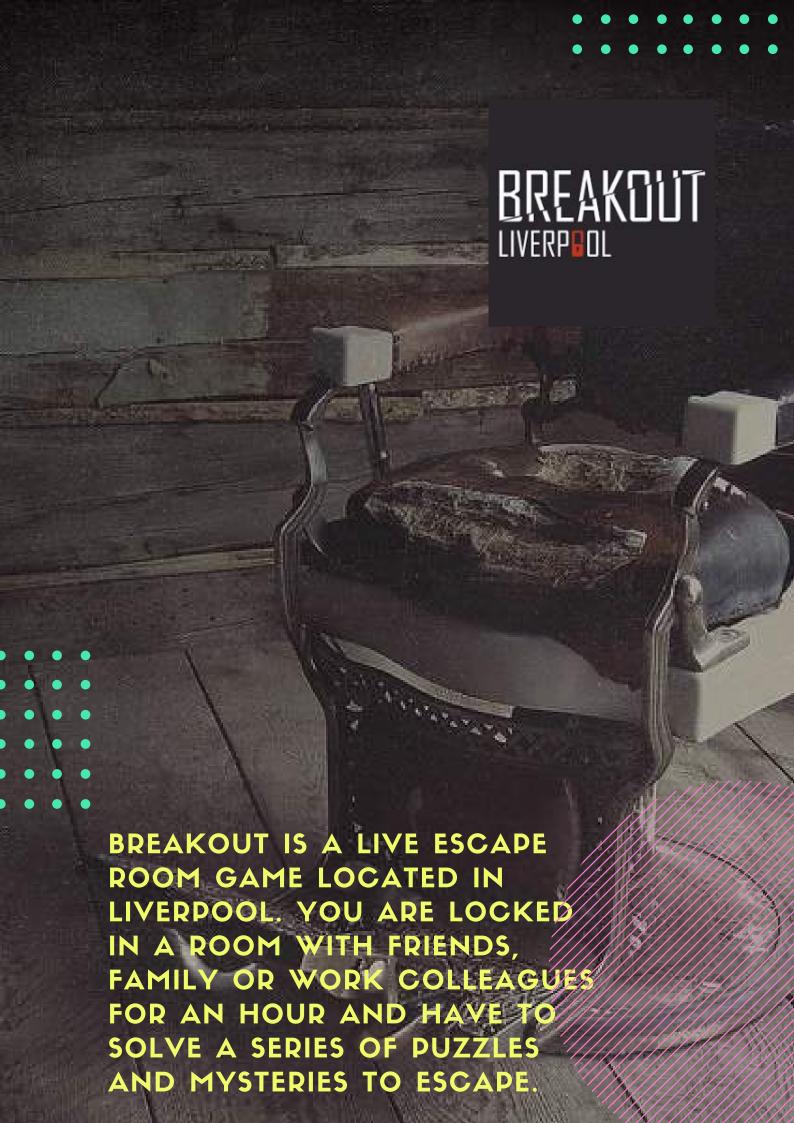
















REALISED REALITIES ARE A
UNIQUE SPECIALIST
CONSULTANCY BUSINESS WITH
UNPARALLELED EXPERTISE IN
VIRTUAL REALITY,
MIXED REALITY,
AUGMENTED REALITY AND
IMMERSIVE TECHNOLOGIES.



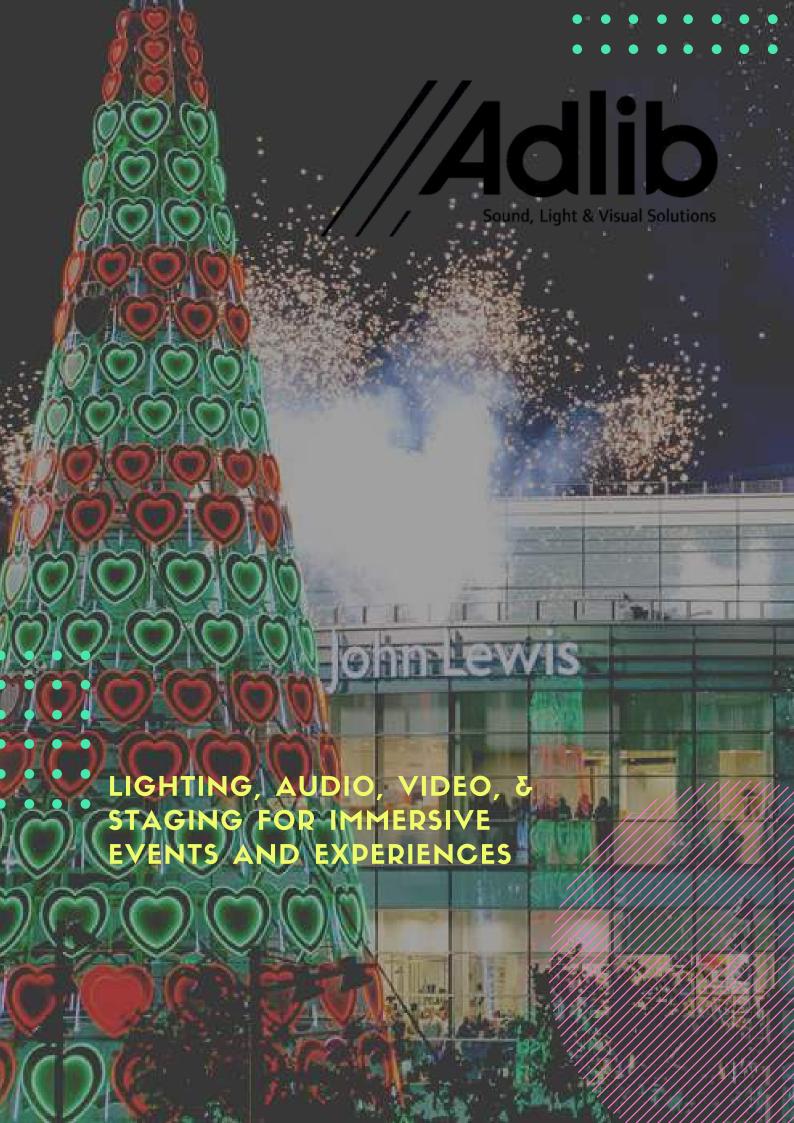




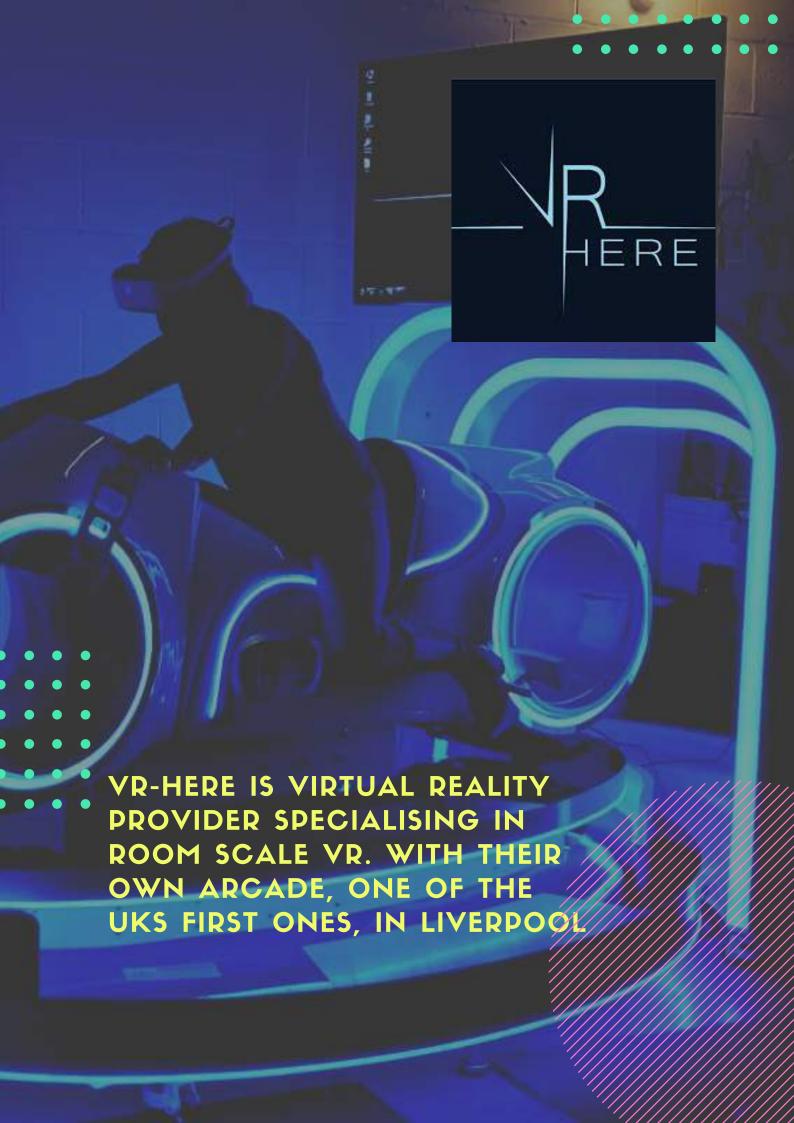








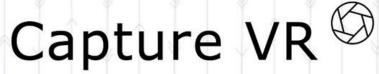












Digital versions of real world spaces

CAPTURE VR CREATE INTERACTIVE 3D VIRTUAL TOURS AND CAPTURING OF IMMERSIVE VR SPACES







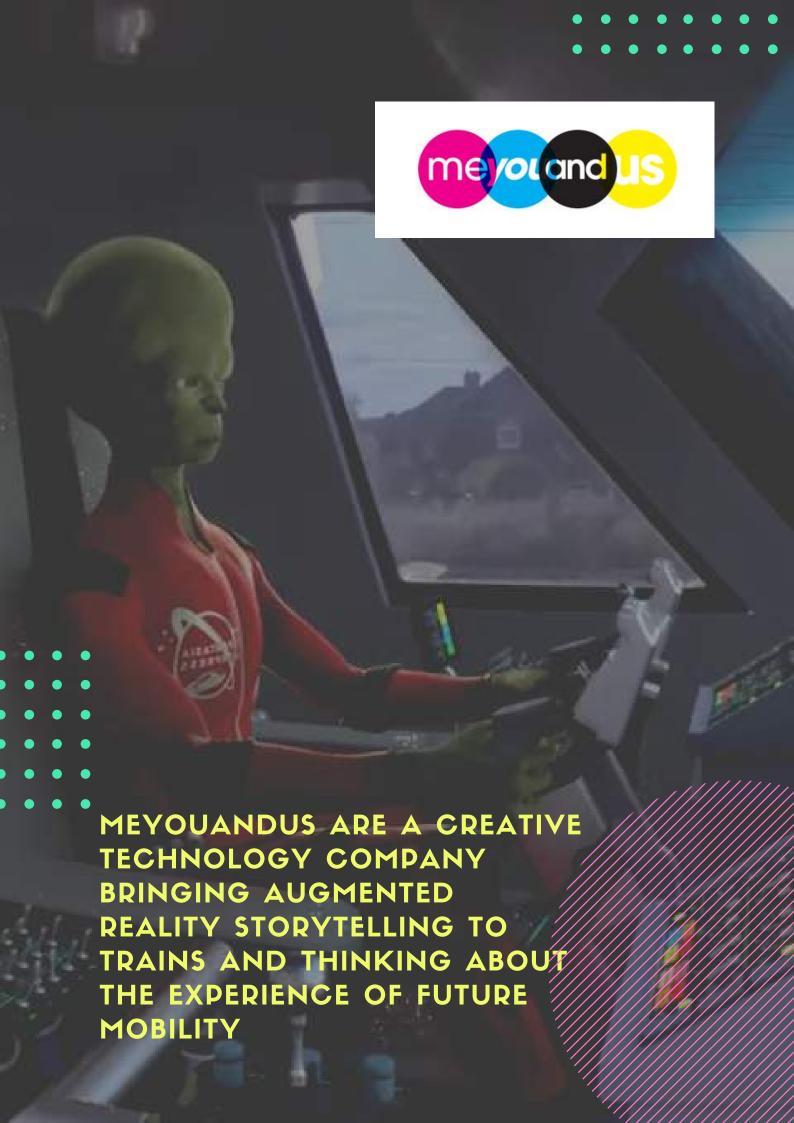


HATCH ARE A TRULY
MULTIDISCIPLINARY TEAM
WORKING ACROSS A RANGE
OF DIGITAL MEDIA
STORYTELLING FORMATS
INCLUDING VR.



BRINGING THEIR PIONEERING ESPORTS CONTENT TO VR





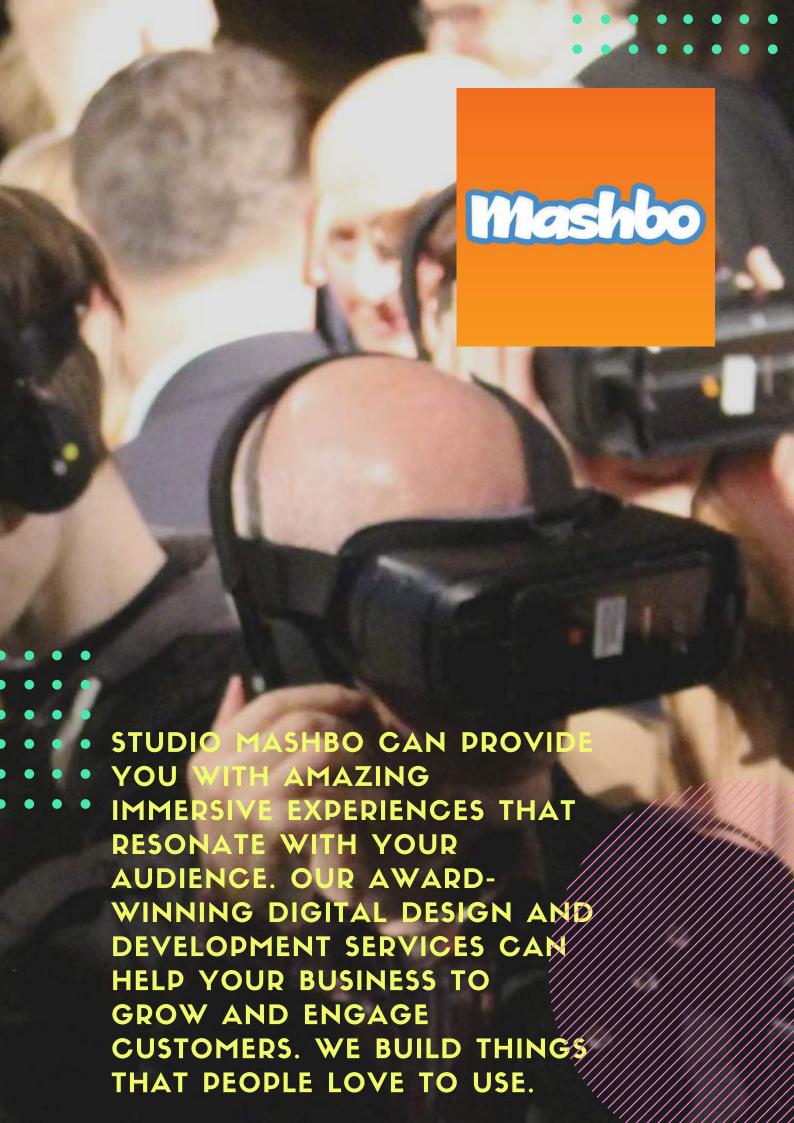


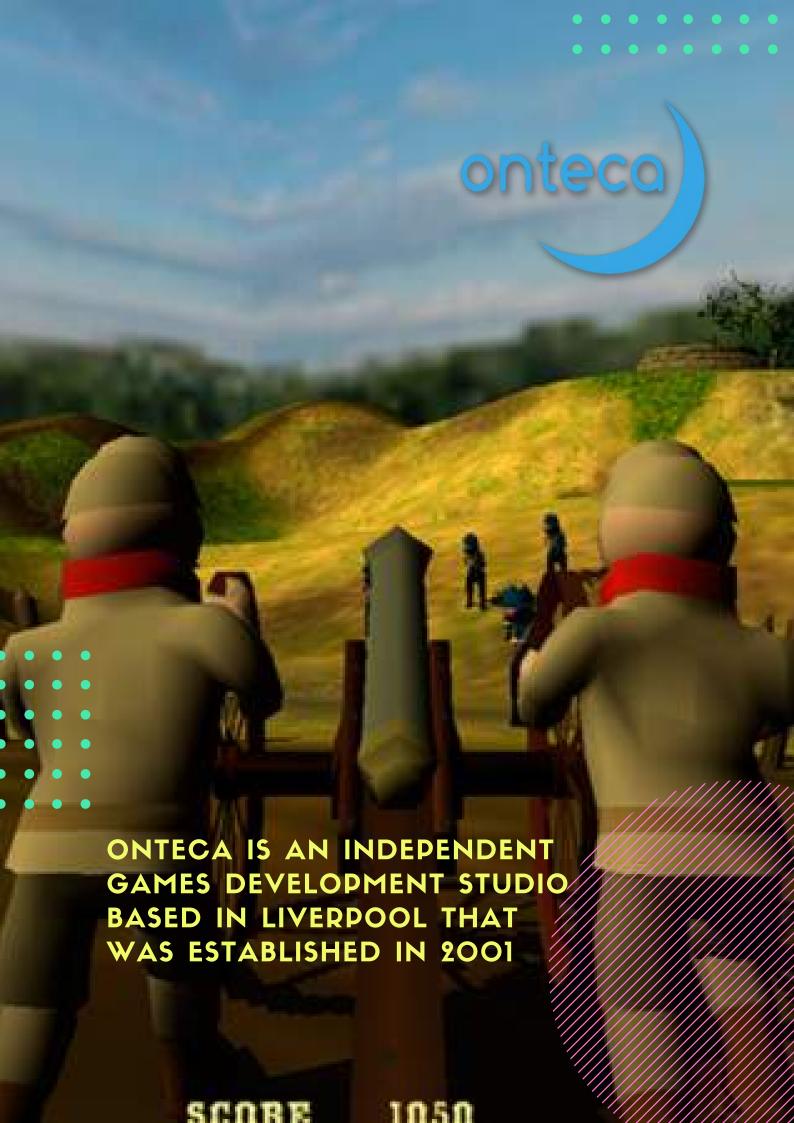


IMMERSIVE LEARNING STUDIO WORK WITH PROGRESSIVE ORGANISATIONS TO HELP THEIR EMPLOYEES SUCCEED THROUGH THE APPLICATION OF CREATIVE AND IMMERSIVE LEARNING EXPERIENCES.



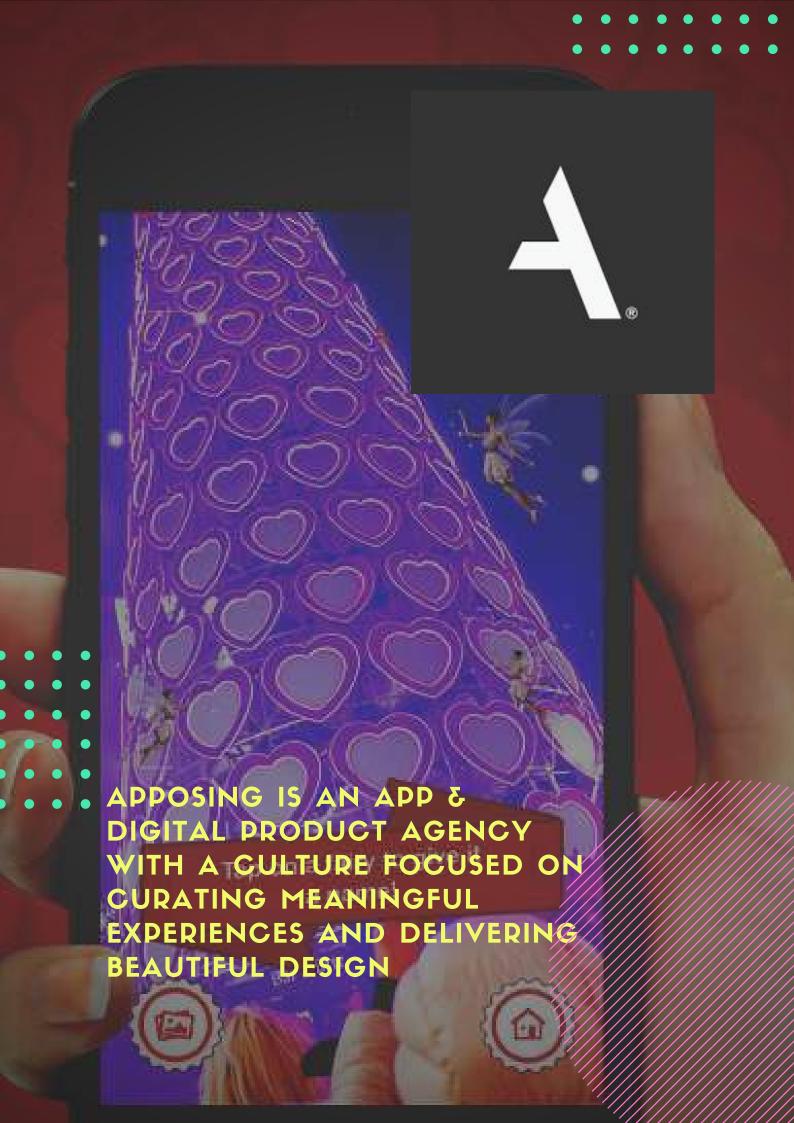






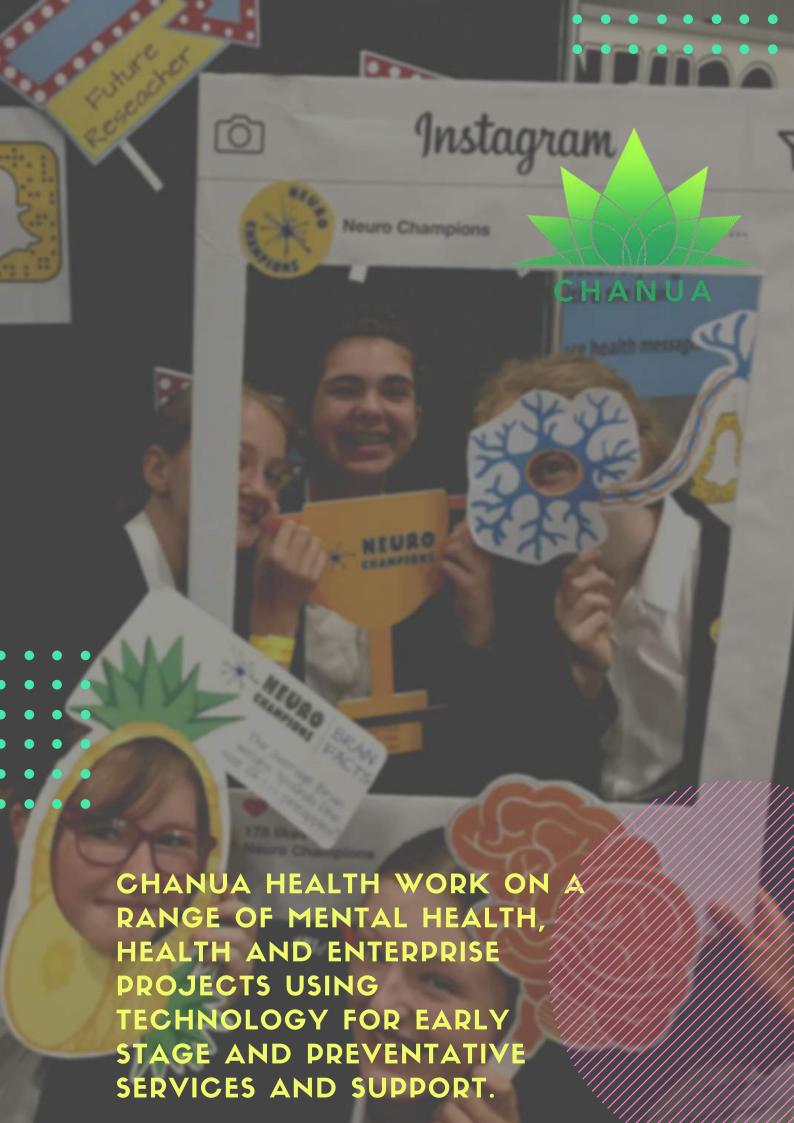






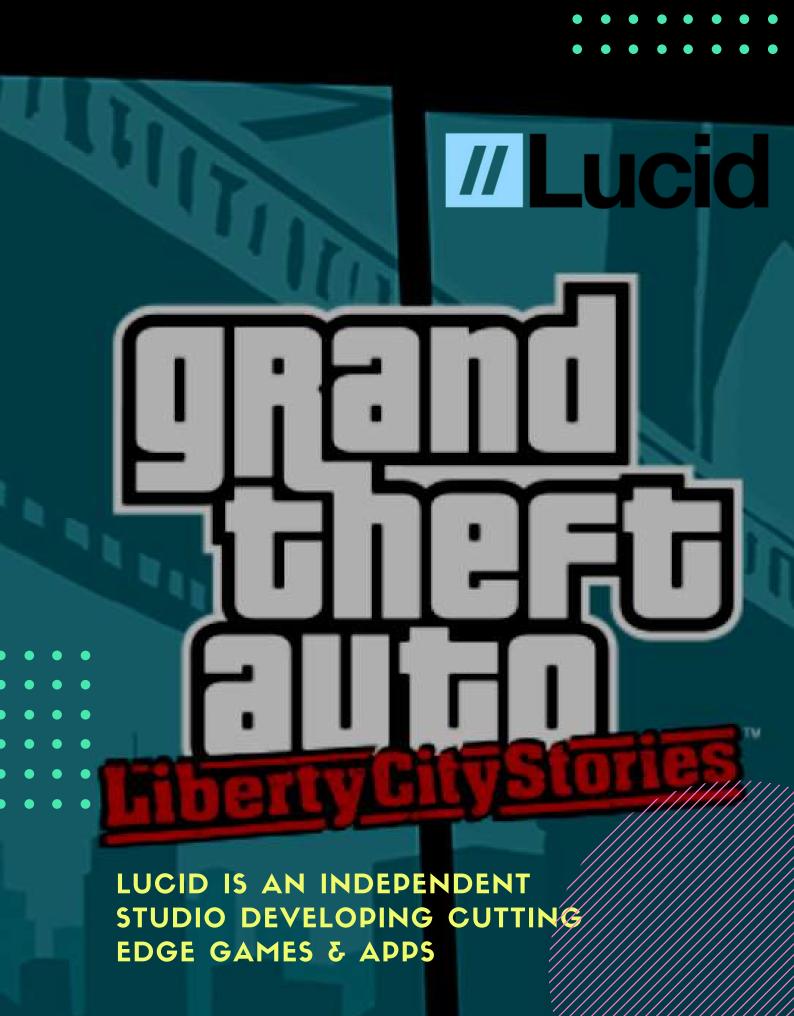


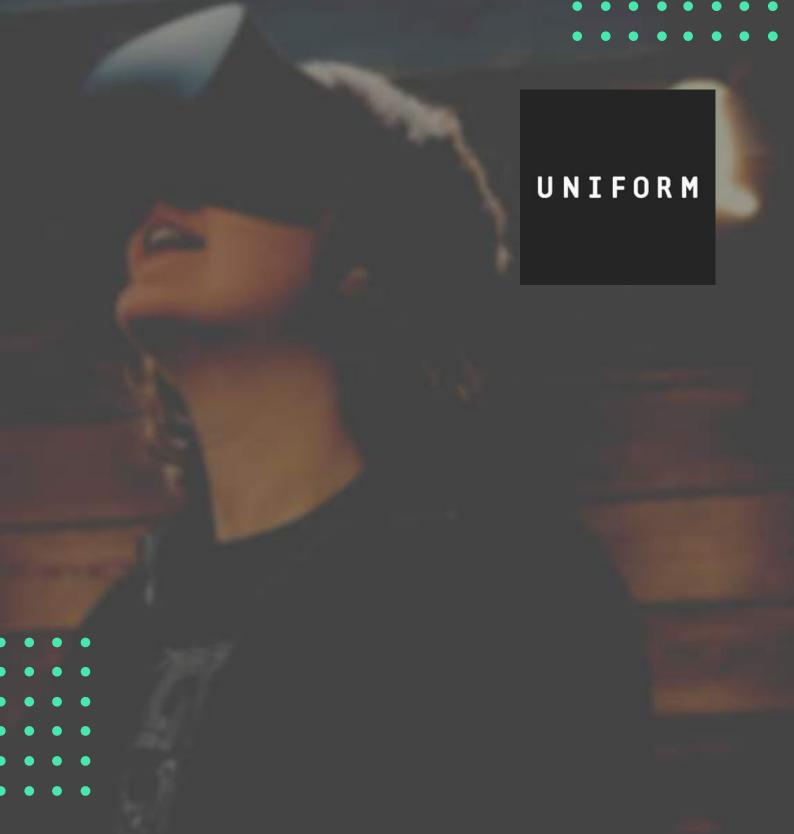
MECHABIT IS A UK BASED INDIE GAME STUDIO SET UP IN 2013 BY KEVIN TSANG.
OUR FOCUS IS ON ACCESSIBILITY, CREATIVITY AND INNOVATION IN VR. THEY RELEASED THEIR FIRST COMMERCIAL GAME (KAIJU PANIC) ON STEAM AND XBOX ONE IN 2015.





CINETECTURE SPECIALISES IN THE PRODUCTION AND POSTPRODUCTION OF HIGH QUALITY VIDEO, INTERACTIVE VR AND MULTIMEDIA CONTENT FOR BROADCAST, COMMERCIAL, ART AND RESEARCH SECTORS





AT UNIFORM, THEY HELP BRANDS TO EMBRACE CHANGE BY CONNECTING THE DOTS BETWEEN HUMAN BEHAVIOUR, CREATIVITY AND TECHNOLOGY.



KIN+CARTA

A DIGITAL AGENCY THAT DELIVERS CONNECTED EXPERIENCES THAT TRANSFORM BUSINESSES. CREATING HUMAN ADVANTAGE THROUGH DIGITAL SOLUTIONS.

• • • • • • •

OUR FUTURE

OUR FUTURE AIMS ARE TO FACILITATE THE GROWTH OF THE LIVERPOOL IMMERSIVE CLUSTER THROUGH.....

- 1. R&D, IP EXPLOITATION, EXPERIMENTATION AND INNOVATION DEVELOPMENT
- 2. TALENT DEVELOPMENT, EDUCATION AND TRAINING
- 3. NETWORKING, DEMONSTRATION AND NATIONAL/INTERNATIONAL COLLABORATION/PARTNERSHIP/SHOWCASING OPPORTUNITIES.

MOST IMPORTANTLY, WE WANT TO POSITION LIVERPOOL AS A MAJOR INTERNATIONALLY RECOGNISED CENTRE FOR EXCELLENCE, CREATIVITY AND INNOVATION IN THE AREA OF IMMERSIVE CONTENT AND EXPERIENCES, TO ENSURE THE CITY CAN CONTINUE TO ATTRACT INWARD INVESTMENT, BUISNESS GROWTH, SKILLED TALENT AND NEW STARTUP IDEAS.

WE ARE ALSO KEEN TO INCLUDE THIS CLUSTER INTO POLICIES AND DEVELOPMENT OPPORTUNITIES THAT ARE EMERGING IN THE CITY'S CREATIVE INDUSTRIES SECTOR.

IF YOU CAN HELP WITH THIS, PLEASE EMAIL

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