

TREND



Advances in
technology

Extended reality (XR) hardware

- Lighter, more comfortable headsets
- Wireless, and ergonomic
- Enhanced displays
- Eye-tracking and hand-tracking
- Haptic technology
- New user interface (UI) paradigms

AI and machine learning

- AI-powered content creation
- Behavioural prediction and adaptation

5G and edge computing

- Low latency and high bandwidth data transfer
- More complex and connected data and virtual worlds
- More responsive real-time interactions

Virtual production tools and spaces

- Virtual production spaces and facilities, eg. physical VP labs
- Gaming engines
- Screen industries and convergent media

Immersive collaboration tools

- VR meeting platforms and 3D workspaces
- Remote collaboration
- Persistent virtual worlds (the metaverse)

Digitising spaces and objects

- Digital twins; digital replicas of real-world systems, such as buildings, cities, or industrial processes for better analysis, monitoring, and planning
- AR devices advancing in their ability to map and understand physical environments, enabling more precise overlays of digital information onto the real world
- 3D video capture techniques for immersive content
- Viewers experience scenes from multiple perspectives

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Societal

Human centred design



Sustainability



Ethical design



Digital ownership and copyright



Inclusive and democratic society



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Sectors

Immersive learning and education

- Virtual classrooms
- Skill training simulations

Entertainment applications

- Film, TV, animation
 - Gaming
 - Theatre & performing arts
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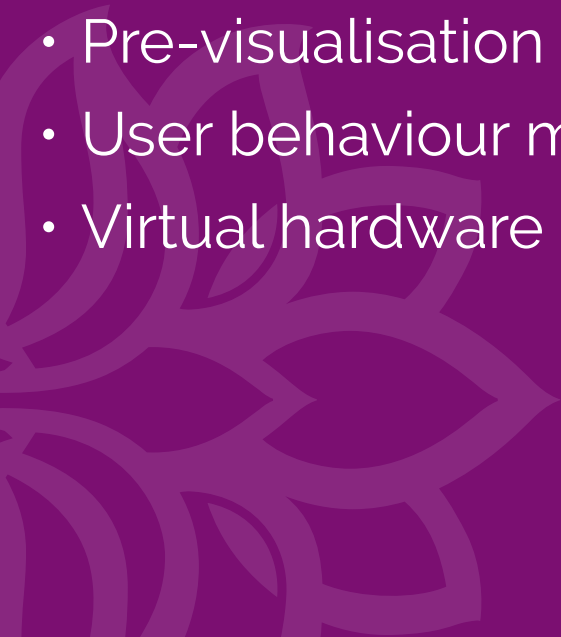
Healthcare and therapy applications

- Immersive healthcare training
- Virtual therapy: Immersive environments used in psychological therapy, pain management and rehabilitation, allowing patients to practice physical or mental exercises in a controlled, interactive space

Climate and environment applications

- Visualising and analysing data
 - Modelling climate scenarios
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Engineering & manufacturing

- Training
 - Pre-visualisation
 - User behaviour modelling
 - Virtual hardware controls
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Fashion

- Virtual fashion
 - Influencers
 - Online & gaming wearables for avatars
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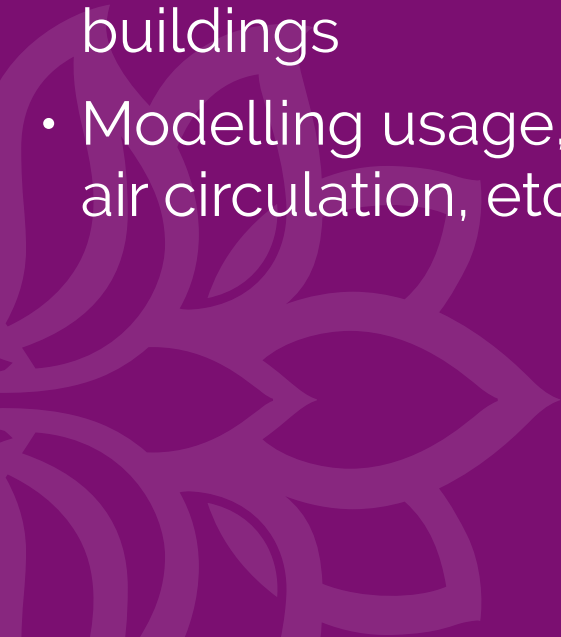
Cultural heritage and GLAM

- Historical visualisations and reconstruction
 - Showcasing fragile or difficult to reach objects
 - Interactive data visualisation
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Travel and tourism

- Promotion of destinations and planning of experiences at a distance
- On-site AR and on-site or online VR reconstructions
- Novel experience economy offers

Architecture & construction

- Modelling look and feel of new or reconfigured spaces and buildings
 - Modelling usage, people flow, air circulation, etc.
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Use cases

**Modelling look
and feel of new
or reconfigured
spaces and
buildings**



Creative production processes



Audience interaction



Immersive storytelling/ interactive narratives



Design thinking



Rapid prototyping



Imagining and visualising alternative futures



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Advocacy

**Encourage
policymakers
to consider the
success of open
innovation as a
key performance
indicator in
evaluating industry
growth and
sustainability**

**Highlight the role
of collaboration
and ecosystems in
creating conditions
for sustainable
industry growth**



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Spaces

Innovation hubs



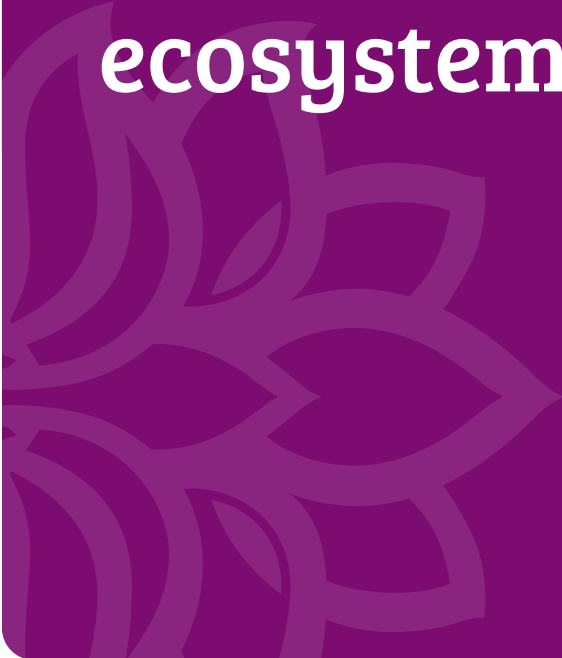
Co-working spaces



Collaborative research initiatives



Networking platforms/ ecosystems



Innovation labs or accelerators



**Creative clusters
(eg. many games
companies located
in the same area)**

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Measuring
impact

**What are the
indicators of
success? How does
this change lives?**



Metrics to evaluate effectiveness and impact



Standardised definitions of open innovation



**Standardised
and unified data
systems for
tracking open
innovation for
small businesses**

**Tracking the
number of
collaborative
projects, the
diversity of
stakeholder
engagement
and the tangible
outcomes**

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Funding
and support

Public-private partnerships



Private investment



Investment incentives



Investor sector awareness



Grants



Low-interest loans



Matched funding



**R&D/research
funding
(eg. Horizon)**

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Industry–academia partnerships



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**Integrating
open innovation
into education
and training**

Educational programmes and training initiatives





Open innovation principles in industry standards and best practices

Entrepreneurship support



**Continuous
professional
development or
lifelong learning
around open
innovation, and
innovation skills.**

Case studies and best practice



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Policy
interventions

IP policy for AI



Industrial strategy



Research strategy



R&D tax codes



Legal frameworks

