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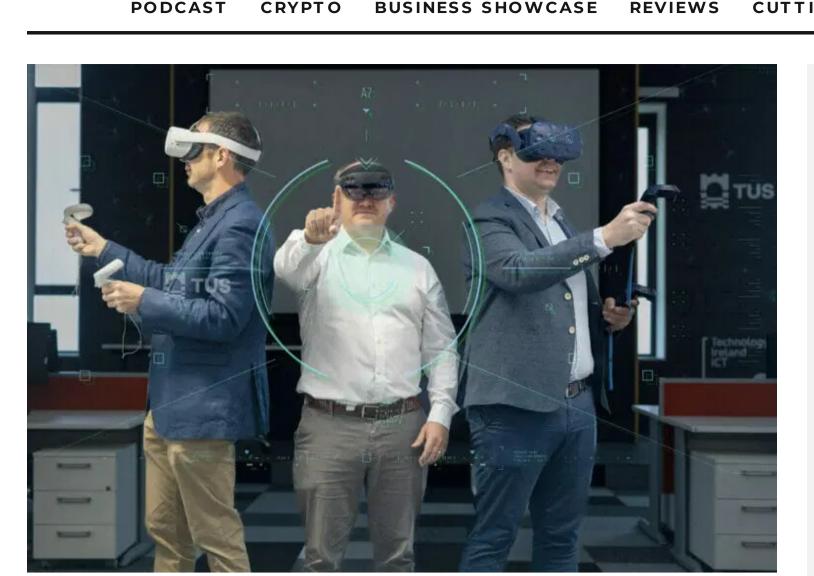
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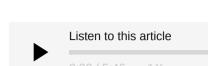


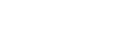
€9M EU PROJECT TRANSMIXR TO BUILD 'METAVERSE' TOOLS FOR MEDIA AND ARTS **SECTORS AT TUS**

SIMON COCKING × OCTOBER 13, 2022

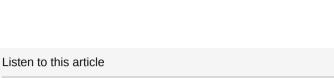
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A €9 million project aiming to transform the news media and arts sectors through the creation of social extended reality experiences is to get underway at the Technological University of the Shannon (TUS) in Athlone this October.

TRANSMIXR, which is funded by Horizon Europe and led by TUS, brings together researchers, design partners and media companies from 19 countries with the goal of creating human-centric tools for remote content production and consumption.

€9M EU Project TRANSMIXR to build 'Metaverse' Tools at TUS

With the maturity of extended reality (XR) and artificial intelligence (AI) technologies, a unique window of opportunity for the European creative and cultural sector (CCS) exists to reimagine digital co-creation, interaction and engagement possibilities.

The TRANSMIXR platform aims to provide (i) a distributed XR creation environment that supports remote collaboration practices, and (ii) an XR media experience environment for the delivery and consumption of evocative and immersive media experiences.

Project coordinator Dr Niall Murray, who is based in TUS's Athlone campus and is an investigator in the SFI Adapt Centre, says TRANSMIXR will "ignite the immersive media sector by enabling new narrative visions".

"TRANSMIXR is a very exciting project that will create a suite of user-centric

technologies to support the creation, consumption and understanding of new media experiences in distributed, collaborative and immersive ways. Underpinned by the convergence of AI and XR, the design of these new systems will be informed by and be evaluated with real end users," Dr Murray explained. He continued, "A key strength of the TRANSMIXR consortium is its

interdisciplinary nature, bringing complementary technical, methodological and domain expertise together to create impactful solutions for the creative and culture sectors."

complex media content will enable the reuse of heterogeneous assets across immersive content delivery platforms. Using the Living Labs methodology, TRANSMIXR will develop and evaluate

Ground-breaking Al techniques for the understanding and processing of

four pilots that bring the vision of future media experiences to life in four important CCS domains: news media, broadcasting, performing arts, and cultural heritage. **Explaining further, Dr Conor Keighrey, an immersive technology**

researcher at TUS's Athlone campus, said, "In addition to our role as coordinator, TUS will further develop our research on extended reality (XR) for the TRANSMIXR distributed creation environments as well as working on the creation of human centric AI for XR audience understanding".

The TRANSMIXR project, which is expected to run for three years, will hold its kick-off meeting October 25 and 26 in Athlone, Ireland.

The consortium brings together leading universities and research centres: Technological University of the Shannon (Ireland), Centrum Wiskunde & Informatica (CWI, Netherlands), Modul Technology GmbH (Austria), Trinity College Dublin (Ireland), Ethniko Kentro Erevnas Kai Technologikis Anaptyxis (CERTH, Greece), and Lucerne University of Applied Sciences and Arts (Switzerland) blend theoretical and applied AI and XR R&D expertise.

Vrije Universiteit Brussel (Belgium) are leading the efforts with respect to user centred design. Furthermore, industry partners Intel Germany GmbH (Germany), VRAI (Ireland), Khora APS (Denmark), Immersion (France) and webLyzard technology (Austria) bring technical expertise and reflect the interests of commercial organisations.

Finally, media practitioners from the different TRANSMIX CCS domains will ensure the developed technologies are grounded on real industry needs. The partners include Agence France-Presse (AFP, France), RTV Slovenia (Slovenia), Netherlands Institute for Sound & Vision (Netherlands), Baltic Film & Creative Tech Cluster (Lithuania), European Broadcasting Union (AISBL EBU-UER, Belgium), Sparknews (France) and Satore Studio (Portugal).

The participating partners are currently recruiting across a wide range of expertise in the fields related to the project. Please see further information on

the project website and social media channels. Website: transmixr.eu Twitter: twitter.com/TRANSMIXR LinkedIn: linkedin.com/company/transmixr

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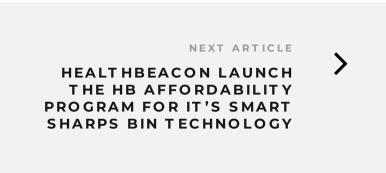
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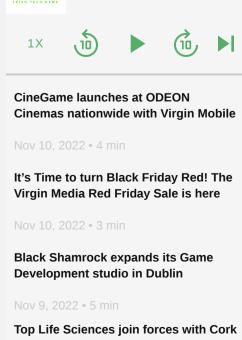
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