

## TRANSMIXR – IGNITE THE IMMERSIVE MEDIA SECTOR BY ENABLING NEW NARRATIVE VISIONS

TRANSMIXR is a three-year project set to kick off in October 2022 under the leadership of the Technological University of the Shannon (TUS), Athlone campus, Ireland. The project has received 9 million euros in funding from the European Union’s Horizon Europe program focused on research and innovation.



With the development 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 partnerships.

The TRANSMIXR platform will provide a distributed XR Creation Environment that allows people to collaborate in a virtual space, and an XR Media Experience Environment for the delivery and consumption of immersive media experiences. Ground-breaking AI techniques will provide users with access to a whole range of complex and heterogeneous media content via a single immersive platform using the Living Labs methodology. Thanks to this user-centric methodology, TRANSMIXR will develop and evaluate four pilots in four important CCS domains: news media, broadcasting, performing arts, and cultural heritage.

“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. A key strength of the TRANSMIXR consortium is its interdisciplinary nature, bringing complimentary technical, methodological and domain expertise together to create impactful solutions for the creative and culture sectors,” said [Dr. Niall Murray](#), TRANSMIXR Project Coordinator, Technological University of the Shannon and investigator in the SFI Adapt Centre.

The consortium brings together leading universities and research centres: Technological University of the Shannon: Midlands Midwest (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 TRANSMIXR 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).

“We will work hand in hand with key partners including experts in artificial intelligence and extended reality to define the needs of our profession in these fields and to help create essential tools for the newsroom of the future,” said [Christine Buhagiar](#), Regional Europe Director at AFP.

The TRANSMIXR project will hold its kick-off meeting on the 25th & 26th of October 2022 in Athlone, Ireland. For further information on the project, please check the [website](#) and social media channels: [Twitter](#) and [LinkedIn](#).

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