CELTIC-NEXT Proposers Day
7th of September 2022, Online via WebEx

Pitch of the Project Proposal

Eyemmersive® - A VR-based creative revenue stream and inclusive eco-system for tourism economy

Dr Selvakumar Ramachandran, Kerckhoffs Ltd, UK
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Creating a VR-based eco-system for an inclusive and accessible tourism, connecting tourist guides as VR-video content creators at the destinations and VR-tourists for planning their travel and having an alternative tourism model for those who can not travel

Video: [https://www.youtube.com/watch?v=V18w77fnxAg](https://www.youtube.com/watch?v=V18w77fnxAg)
Organisation Profile

Kerckhoffs Ltd Management Team

Dr. Selvakumar Ramachandran
CEO, Board Director

Vijayalakshmi Subramani
COO

Ivor Ambrose
Partnership Development Officer

- 19 years experience in Software Development with research interests across India, Sweden, Italy
- Holds a PhD in Information Science and also a Google Scholar Award Recipient in 2012
- 15+ years of operations and management experience
- Manages the VR-content creation and postproduction along with managing day-to-day operations and coordinates with different stakeholders of tourism
- Ivor Ambrose has a driving ambition to make tourism accessible for everyone, everywhere.
- Co-founded the European Network for Accessible Tourism (ENAT), a non-profit organisation, registered in Brussels in 2008

• 2017 Established
• Until 2019 5G Research Consultancy services – Public Bodies
• 2019 – Eyemmersive VR-based inclusive tourism platform
• Local public bodies grants 2021 – Next Generation Internet Explorer (USA) – Awarded the best social impact project
• 2021 – TeenyWeenyVR – VR-based inclusive edutainment platform for SEND children
• 2021 - £25,000 grant from Innovate UK – Creative Industries Competition
• 2022 - £50,000 grant from Innovate UK – Women in Innovation Competition – Co-founder VJ Subramani for TeenyWeenyVR
• More than 100+ tourist guides and children’s entertainers are interested and registered to be our VR-content creators
• Creating Metaverse for tourism and edutainment for SEND children

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Enabling inclusive tourism - making travel experience available for everyone thus democratising tourism through emerging technologies

Enhanced inclusion at destinations (e.g., Provision of VR-based tour, where people with mobility issues can not cover all the wider area – Beamish)

Enabling an additional revenue stream platform for tourist guides/tourism operators to provide VR-based tourism leveraging on VR-technologies

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Proposal

Introduction

An alternative tourism – Enabling tourism for everyone

Catalyser for real tourism – Try before Fly

A Parallel Revenue stream for Tourist Guides

First ever ‘Uber’ like platform economy for VR based tourism

Marketing tool for destinations

K lives in India and wants to go to Switzerland

K enrolls on Eyemmersive

K enjoys immersive experience in Switzerland

Eyemmersive connects to 360-degree video content providers in Switzerland

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Partners

European Network for Accessible Tourism (ENAT), Brussels, Belgium

NewcastleGateshead Initiative (NGI), Northeast England, UK

We are looking for partners from University researchers particularly in tourism, edutainment for children with special educational needs, 5G enable tech. companies, telecommunications companies, accessible, inclusion specialists etc.,
Contact Info

For more information and for interest to participate please contact:

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12th September 11 CET
Join the follow-up Telco

**Join meeting**

Join by meeting number
Meeting number (access code): 2741 170 8518
Meeting password: JFsmDuJD927

Join by phone
+49-6196-7819736 Germany Toll

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