



ENGAGING STORYTELLING THROUGH AVATAR AND METAHUMAN TECHNOLOGY

Innovative new methods have helped to pave the way for bringing significant figures to life. Utilising digital technologies such as photogrammetry, AI, image detection and mesh generation, a life-like virtual character can be created, opening opportunities for organisations to engage with tools and performers. Having a virtual character provides more flexibility for public interaction and can further support engagement.

Through an exciting combination of performing arts, digital capture and processing technology, the Virtual Engineering Centre have produced a responsive virtual avatar proof-of-concept. Through innovative new methods, this partnership has helped to pave the way for bringing significant historical figures to life.

By combining the use of a virtual avatar and facial tracking technology, a performance can be integrated with the virtual world, through a recorded session or demonstrated through real-time live tracking for a more dynamic result.

SOLUTION

Murphy's Gin is a family business producing small batch, naturally flavoured, award-winning gins, in the heart of Liverpool's historic North docklands.

Like many Liverpool natives, ancestry links can be traced back to Ireland. William Murphy, a young mariner, left Wexford harbour for Liverpool

in 1889, dreaming of a better life. Shortly after arriving in one of the greatest maritime cities on earth, he met his future wife, Bridget Murphy, also from Wexford. Settling in the Scotland Road area of Liverpool, they soon married and had seven children. Fast forward four generations later and three brothers have embarked on a different type of journey with Murphy's Gin.

With support from the VEC technical experts, Murphy's Gin focusses on the creation of an 'augmented reality' avatar of their great grandfather. Using AR technologies and placing a smart device toward the company logo positioned on the companies' bottles, will enable a virtual character to appear, explaining the history and origin of the brand. This personal approach brings greater personality and a brand affiliation for Murphy's Gin, which can lead to a competitive advantage.

BENEFITS

The underlying technology is also directly useful for applications where 'story telling' can make artworks and spaces accessible to visitors of all ages and abilities. This enables historic stories and family backgrounds to be easily communicated and easily accessible through day-to-day technologies.