



# Audience of the Future

Mixed reality immersive experiences at the  
Natural History Museum and the Science  
Museum, London

Part of the UKRI funded Audience of the Future project to adopt, exploit and develop immersive technologies - collaborative project between many partners including the Science Museum Group

# FACTORY42



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*Dinosaurs and Robots* will be one of the first multi sensory mixed reality experiences in museums anywhere in the world.

Both will feature a fully immersive experience, with cutting-edge Magic Leap mixed-reality technology, allowing visitors to come face-to-face with dinosaurs and robots as never before.



Different experiences are being developed for launch and evaluation in 2020:

- Flagship robots experience at the Science Museum, London
- Flagship dinosaur experience at the Natural History Museum, London
- Smaller robots version for placement in shopping centres and other sites
- Smaller dinosaur version for placement in shopping centres and other sites