

“Silicon Valley” of the English Enlightenment

Your Guide:

Tam McDonald

Fleet Street: An Agenda For Innovation

A fascinating past, an innovative future



Multimedia glimpse into
Fleet Street history



AI and virtual reality portal
on the past



Key people and alliances



Embracing community



Worldwide audience



Commercial Model



Welcome to the Immerzeo

Multimedia Glimpse Into History



Cradle of English (CoE)
website – gateway to
London's history



Content driven by
videos, podcasts,
blogposts, photo gallery



Addressing question
of how English
language developed

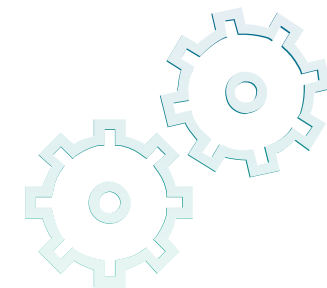


Immersive AR
technology augmented
by AI takes visitors
back in time

Tech of the future reveals riches of the past



Ye Olde Cheshire Cheese



AI And Virtual Portal



Interactive map enables Virtual Reality Tourism across centuries



Graphic filters for a variety of cultural themes and professions



Map integrates a variety of immersion technologies



Fleet Street Online hosts external AR technologies



Metadata tags for all CoE text and graphic content

Algorithmic search enables personal “tours”



St Bride's Church

Key People and Alliances



Founders team of
publishing and
technology specialists



Diverse executive
team: gender, age,
ethnicity



Key links to universities and
historical associations



Podcasts to build
network of English
cultural commentators



Technology innovators
and entrepreneurs

Global community of English language specialists

Worldwide Audience

English secured as language of past, present & future



Cradle of English reaches out to the world that thinks it knows Fleet Street and the City of London



Reality revealed as more exciting: CoE as a virtual tourism and EdTech pioneer



Multi-channel social media to establish Fleet Street globally



CoE will promote London as online destination of choice



St Dunstan in the West

Commercial Model

Five centuries of commercial dynamism: the best is yet to come



Foundation funding: corporate and individual, capital partners



Advertising and sponsorship: driven by online user registrations



Premium content consumption: business alliances, virtual tours, immersive media for global EdTech



Franchise modelling of CoE as a template for virtual tourism and EdTech





Crane Court



Immerse Yourself in History



360 panopticon views with 3D visuals, information points, and audio tracks



Browser-based navigation with full AR optimised also for mobile devices



Expansion to iOS and Android as native app, multi-lingual, AI-driven avatars



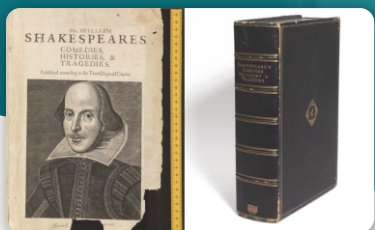
Business alliances to integrate Online Tourism, EdTech and Experiential Retail



Scalable template for franchising outside London, licensing guest technologies

investable, indicative of the excitements to come by enabling a strong sense of what can be done with time travel now

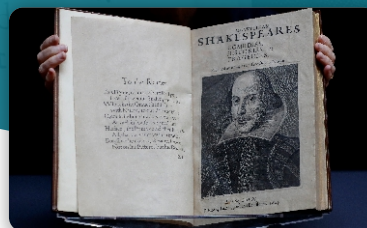
Step back into Shakespeare's London



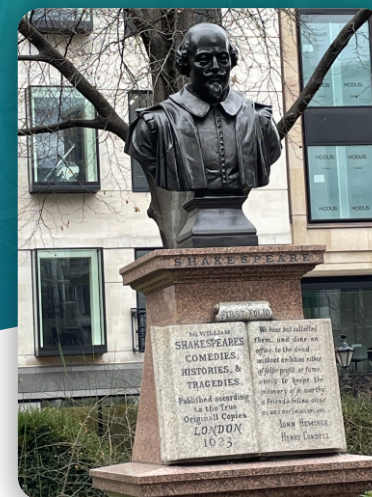
First Folio 2023 anniversary
celebrates 18 plays that
might have been lost



New immerzeo employs
multimedia Augmented Reality
to go back in time



Walk in Shakespeare's
London footprints in 1608



Diverse & inclusive: First Folio
immerzeo speaks to a
global audience



Collaboration with top
universities will research
immerzeo's impact

Building the Digital Public Realm

Founder partner of XRchiving Limited
working with King's College London

October 2022: first annual conference
celebrating immersive heritage

Announcement of work commencing
on Shakespeare's First Folio immerzeo

Bringing history alive with smart data
and immersive technologies

Astounding potential for urban renewal,
and for EdTech and Tourism markets



XRchiving.London

Saturday November 4th 2023
King's College London

In Conclusion . . .



Fleet Street did not make its name because of the newspaper industry



Newspapers located there because Fleet Street had already made its name



It was known for its printing presses, its long history of innovation, and its energy



The presses have largely gone but the innovation and energy remain



...as does the English language and...



An enduring base for multimedia business opportunities

English: a global superpower with its roots in Fleet Street

Thank You

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St Paul's Cathedral