

Can users make their own immersive experiences?

One of the key reasons to create Sandbox is to give that ability to students and to teachers to make their own immersive environments, that is what Sandbox is all about. We want to give you the raw materials so that you can create your Maya temple or your Egyptian scenario. You can go to the surface of Mars. You can mix things up, you can go to the bottom of the ocean and you can be. And then, of course, you can scale it all up and you can be there and you can create with that as well.

So the ability to create, to share, to inhabit an immersive environment, that's a very powerful making experience. And in doing so, of course, it amplifies the whole effect of immersive experiences as well. So you're not just consuming an immersive experience, you're making it, you're conceiving it, and then you're inhabiting that immersive experience as well. Then you can use your device to film your journey through that to record your audio around it as well. So it's just amping up the whole idea of immersive content and what it can do in the classroom.

And we know what's going to happen with experiences like this. We know that the children are going to mix a Roman Centurion, with an elephant, with a giraffe, with a shark, and they're going to put all those things together. But they're going to do it in a way that's fuelled by their imagination. And that is an opportunity as well for them to write about that, to film it, to tell us all about, why is that happening? And to go off in a direction that we probably hadn't even thought of in the first place.