

Catherine Allen is most well known as a UK leading expert in immersive technology - expanding the audience and creator base of the medium whilst advising on responsible use of this emerging technology. Her work has played a significant role in informing policy - with a current focus on helping shape the metaverse's inclusion in the UK's Online Safety Bill.

Her approach is innovative yet heavily audience-centric and down to earth. After working on the BAFTA-winning iPad app Disney Animated, Catherine led the creation of two of the BBC's first virtual reality experiences in 2015 - 2016. Finding VR an incredible artistic medium, but with a frustratingly narrow audience, she founded Limina Immersive in late 2016; a VR events and research company dedicated to bringing immersive tech to broader audiences. Limina ran cultural VR events across the world to a total of over 15,000 audience members. Catherine has continuously shared findings about audience needs back with universities and the sector in the form of reports, consultancy, seminars and workshops.

She has authored several seminal public reports that have influenced policy, for instance the Immersive Content Formats for Future Audiences report, for Innovate UK and Digital Catapult.

Her public engagement work includes expert op-eds, comment and analysis on immersive tech to outlets including Radio 4's Today programme, The Sunday Times, Bloomberg, British Vogue, Wired Magazine and The Guardian.