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Matters -- Using Artificial Intelligence to Make Shaw Interactive: Virtual Reality, Virtual Assistant and ChatGPT -- Virtual Reality (VR) and Immersive Theatre -- Virtual Assistants: Shaw Bot and ChatGPT -- Shaw Bot as a Practical Assistant and a Dramatized Bot. ChatGPT: Disruptive Technology or Valuable Asset? -- Notes -- 6 The Way Forward: Shaw and Artificial Intelligence -- Notes -- References -- Index.

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