THE SIX PILLARS OF
THE ENTERPRISE METAVERSE

XR RESOURCES

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AS THE METAVERSE IS THE NEW ONLINE INTERACTION PARADIGM, IT IS SURE THAT COMPANIES MUST INVEST NOW IF THEY STRIVE FOR BE LEADERS IN THE FUTURE DIGITAL LANDSCAPE.

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The Metaverse is a persistent, interoperable, cross-platform space where interactive and immersive experiences can be lived and shared with other users as personalized 3D avatars.

This phenomenon will take on more and more as XR display, connection and data transmission technologies evolve, and as the latest generation mobile and wearable devices become more widespread.

Although some experts combine the Metaverse with VR technology rather than AR technology, the reality is that experiences in digital spaces are not bind to a specific wearable hardware, instead they are accessible even through web browsers or from mobile. This aspect enables a world of endless possibilities for companies and brands to have a relevant impact in the touchpoints where they are already used to communicate with a renewed multimedia content offering.
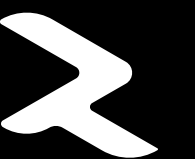
"*The key is how human interaction will take place in the Metaverse and how this interaction will reshape what we seek outside it in the reality we commonly inhabit.*
The Metaverse will not replace reality, it will enrich it.
And it is only a matter of time before we see a rapid acceleration of digital spaces in the experiences designed by creators and brands

FEDERICO GUIDI | CEO REALMORE & XR PIONEER

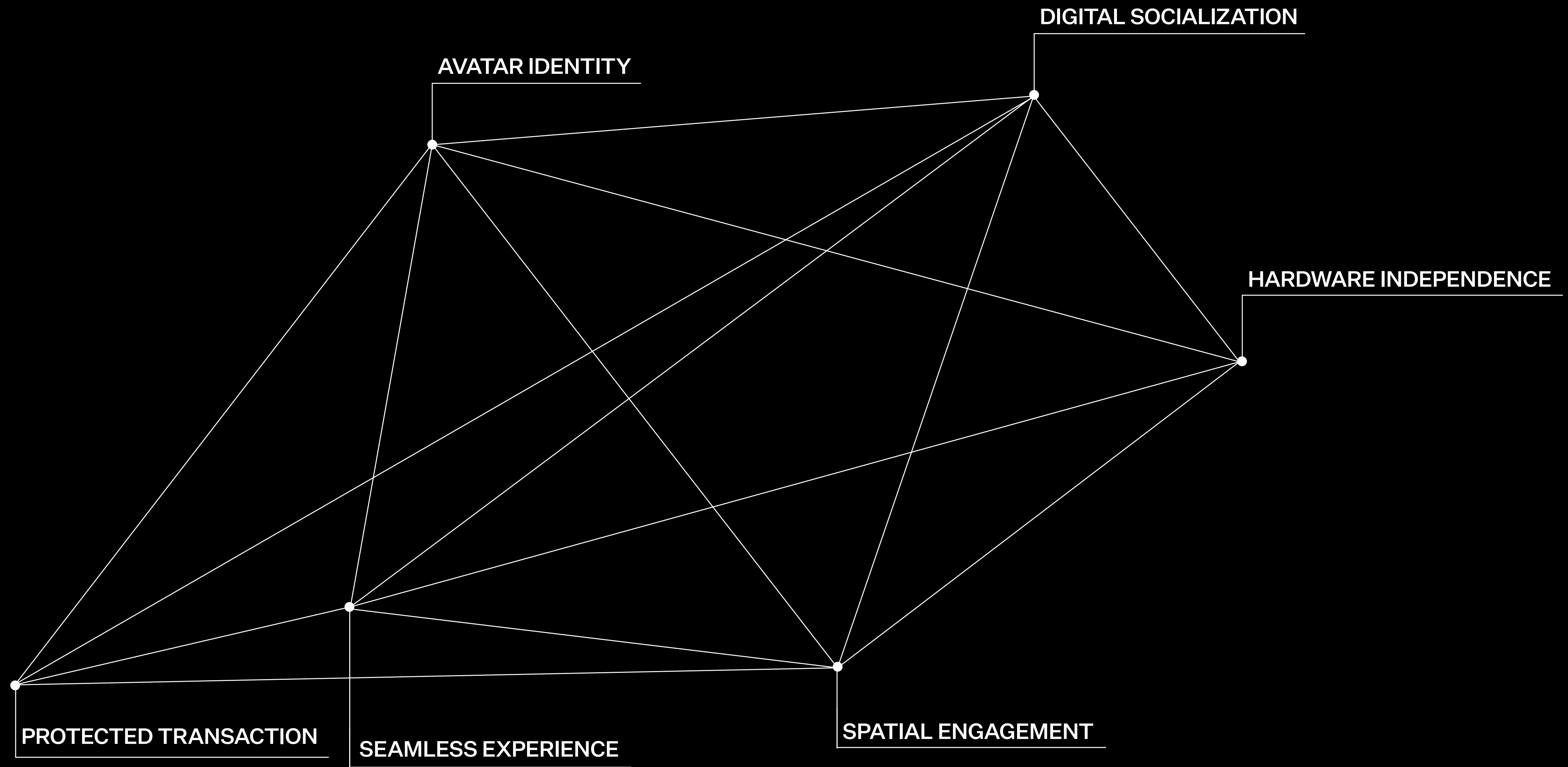REALMORE

WELCOME TO THE ENTERPRISE METAVERSE

We call it Enterprise Metaverse: a whole new way to engage customers, enhance workforce performance, and transform your company's business.

Every company has its own distinctive characteristics and requires exclusive solutions. Therefore we have identified six key pillars that define the perimeter where your company can move today to design its own Enterprise Metaverse and value to the entire business ecosystem.

DIGITAL SOCIALIZATION

AVATAR IDENTITY

HARDWARE INDEPENDENCE

PROTECTED TRANSACTION

SEAMLESS EXPERIENCE

SPATIAL ENGAGEMENT

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1# AVATAR IDENTITY

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Metaverses enable futuristic way to interact online through new digital identities, also known as Avatars. These graphic representations of users can take on real-life likenesses or that of mythical and imaginary figures as well as the one of pseudo-human beings that represents the own ideal of themselves and self-extension of my own self.

The creation of one's digital identity fosters credible and ultra-realistic social interactions in digital spaces and triggers a sense of presence to the users, that is the cornerstone of any technologically mediated experience. The Direct to Avatar Economy opens unexplored scenarios for companies that aim to start a dialogue with new generations of consumers, generations who are looking for entirely cutting-edge ways to convey their personality every time they spend their time in virtual worlds.

2# DIGITAL SOCIALIZATION

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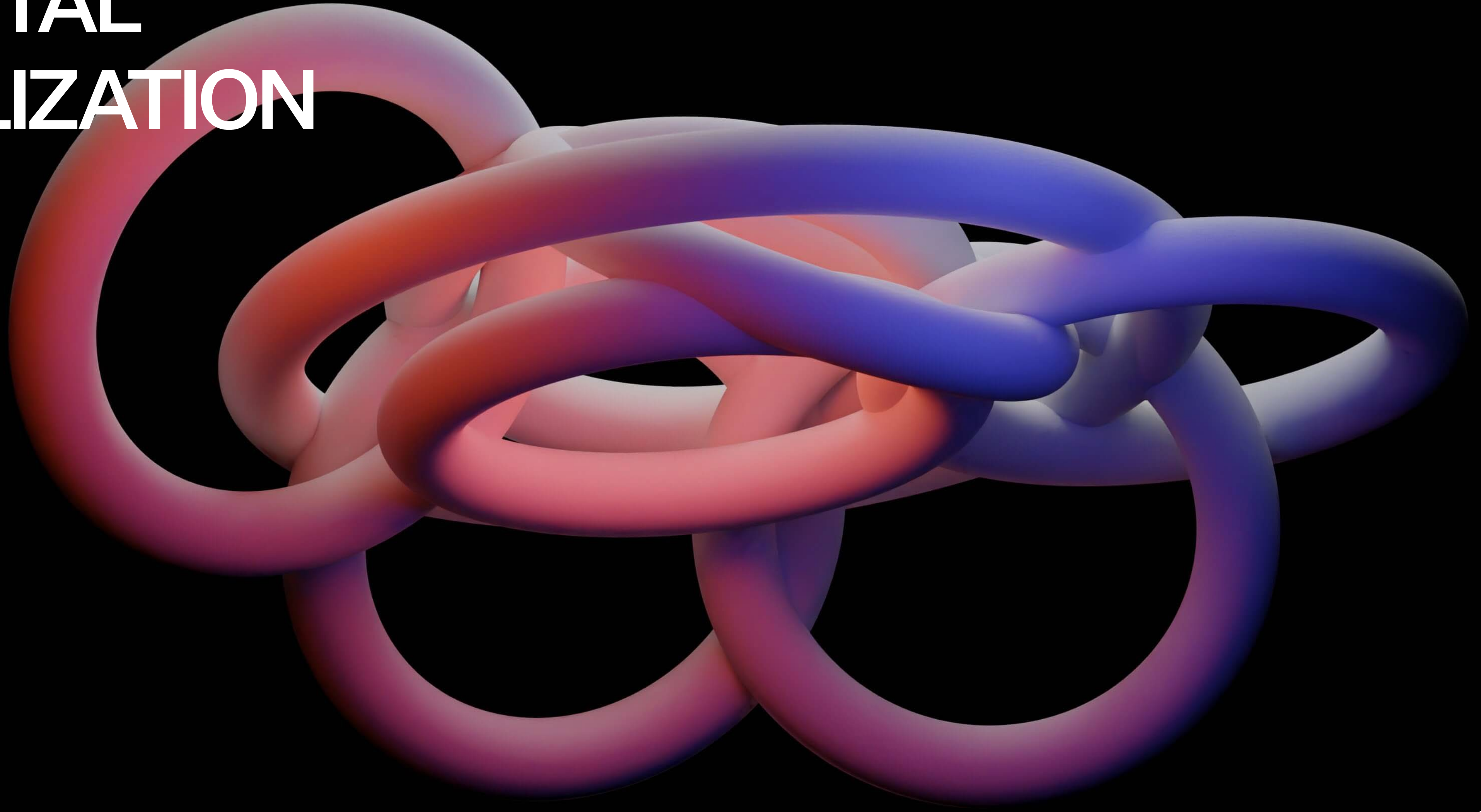
2# DIGITAL SOCIALIZATION

The Multi-Player mode, that Gamers are used to prefer into virtual spaces, enables entirely new forms of sociality and give rise to digital communities based on common interests and passions. Any experience lived in virtual space can satisfy the need for aggregation and development of interpersonal relationships.

Digital co-presence, as the ability to perceive one's own presence along with that of other users in the same shared space, fosters the creation of local and global communities in the Metaverse and more. It enhances communication and collaboration during remote business meetings and enables new opportunities for extemporaneous live and on-demand events. Furthermore, users that participate as 3D Avatar makes experiences in digital spaces more social, engaging, and relevant.

3# HARDWARE-INDEPENDENCE

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Portability, as accessibility to digital spaces, is crucial to amplify the interest of the audiences that are the recipients of the experience. Some virtual worlds can be explored only through dedicated VR or AR viewers, others through browsers or by downloading a desktop or mobile application. The possibilities are a lot, and none of these is better than the other; hardware's trade-off depends on the type of online/offline touchpoint where company hold the true value, the level of immersiveness and sense of presence it wants to achieve.

Always accessible, from any device and technology platform, whether it's a smartphone, tablet, PC, game console or wearable AR/VR device, it is crucial that the Enterprise Metaverse is usable by users through the hardware devices they are most accustomed to.

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4# SPATIAL ENGAGEMENT

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4# SPATIAL ENGAGEMENT

Metaverses are rapidly emerging as new spaces where people can shop, be entertained, and live experiences that blur the boundaries between the physical and digital worlds. As Metaverses give rise to new ecosystems of virtual life, an equally significant shift is underway. Online games and digital spaces, from Fortnite to Second Life, are increasingly capturing the time, attention, and interest of new

generations of consumers, while the pivotal elements of the Metaverse (blockchain technology, cryptocurrencies, NFT, AR/VR, etc.) are enabling people from anywhere to interact and collaborate in entirely new ways.

Brands are called with rethinking traditional engagement models to delight people in these immersive spaces. This will require new ways of communicating and marketing and will generate new revenue streams and opportunities for both brands and the companies that support them. Metaverses can help them creating frictionless experiences and reaching customers where they -and their avatars - are.

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5# PROTECTED
TRANSACTION

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5# PROTECTED TRANSACTION

Another key aspect of the new mode of digital interaction is the security of transactions in the new digital spaces. The creation of the digital identity of an unreleased product, item or object and its transmission through Blockchain technology it makes impossible to counterfeit its design and so exponentially multiplys its value in the target market.

With NFT technology, it is also possible to guarantee the exclusivity and the authenticity so coveted by digital natives, and thanks to Blockchain, every customer can monitor the process of product creation along the entire value chain: from supplier selection, sourcing of raw materials, to production and delivery.

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6# SEAMLESS EXPERIENCE

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Current technological boundaries do not allow users to get access to everywhere with their avatar moving from platform to platform seamlessly and taking full advantage of their digital assets. Nevertheless, we will see a higher and higher connection between systems and platforms, the ones created by tech giants, game companies, brands, and creators, that will be able to communicate with each other seamlessly enabling new creative, collaborative, functional and playful experiences. Such interoperability will radically transform the way people interact in the digital world and will reshape what they seek outside it in the reality they commonly inhabit.

Popping into a store and buying a virtual hat and then teleporting into your favorite video game while wearing the new clothing accessory will soon be a reality. A smooth and frictionless experience, enabled by communication protocols that will talk to each other harmoniously ensuring data collection, transmission and protection for cybersecurity and privacy. The complete portability of digital objects will increase their value by giving a strong acceleration to companies' business in digital spaces.

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WHAT'S THE DIRECTION?

THE SIX PILLARS OF THE
ENTERPRISE METAVERSE
HIGHLIGHT THE ENORMOUS
OPPORTUNITIES FOR
COMPANIES TO CREATE NEW
FORMS OF ENGAGEMENT,
INTERACTION AND
TRANSACTION WITH
CUSTOMERS AND PROSPECTS IN
DIGITAL SPACES

The ingredients are few but essential, and the outcome will be a whole new world for your audiences. The path to take is long, but there is no need to worry. The starting point is the same for everyone, and the only way to be ready to compete in the future digital landscape is to take a few steps today by starting small and then scaling up. Like any sensational trend of the moment, the Metaverse is not a guaranteed gold mine, and simply designing a virtual space will not be enough. Strategy is the cornerstone from which to start, and it will necessarily need to align with your mission and core values. Otherwise, the risk is that your customers won't be satisfied talking negatively about the

experience. In that case, your Enterprise Metaverse project will be a failure. At Realmore we are already taking the first step by offering our customers the opportunity to convert their products into 3D digital assets and/or NFTs, usable incompatible gaming universes and bought and sold in marketplace platforms where you can discover, collect and sell NFTs.

This is *The Six Pillars of the Enterprise Metaverse*. **Are you ready to ignite the digital interaction revolution?**

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WHY REALMORE?

Realmore combines pioneering expertise in developing XR visualization solutions with deep knowledge of the latest AR/VR hardware. Together with brands and companies we create digital spaces and virtual worlds that deliver everything the Metaverse, as we conceive today, promises to offer. Persistence, multi-user mode, interactivity and transactionality.

Realmore's expertise ranges from the design of Virtual Showrooms and Catwalks, on-demand and live interactive experiences, to multi-user remote visits that enhance opportunities to enjoy art, music and cultural exhibitions, events and much more.

Realmore also created the first playful-educational AR broadcast space in an outdoor environment at the largest Outlet in Europe, transformed the Flagship Store of world-renowned fashion house into highly experiential environments, developed virtual e-learning platforms making the training for staff and customers globally accessible for many companies which can be found in FORTUNE 500 and created the first selling application of biomedical devices entirely based on three-dimensional models.

These are just some of the most important creations and innovations Realmore did in the last few years.

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