REALMORE

Charting the Route:
Metaverse **Destination**

#**METAVERSE**DESTINATION

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Metaverse:
The Scenario

The Metaverse is a persistent, multi-platform virtual space where unlimited users can move, share, and interact through personalized 3D avatars. The Metaverse exploits the combination of technologies that are already widely spread, allowing people to live experiences like those they would live in the real world or totally different from reality.

As the successor of the Internet, the Metaverse will be increasingly important as digital technologies and state-of-the-art mobile and wearable devices become more widespread.

The Metaverse is going to elevate the way people interact and experience the physical and digital worlds and enrich the new frontier of information, communication and data exchange: the so-called Web 3.0. The new open and decentralized Internet enabled by Blockchain, NFT and AI.

The Metaverse promises to offer an immersive, interoperable digital experience, where you can teleport as an avatar instantly through a set of interconnected virtual worlds.

Are you ready to kick-start to the digital interaction revolution today?

According to recent research by Forrester "less than a quarter (23%) of respondents in the US and only 17% of those in the UK expressed a willingness to spend time in the Metaverse. While 36% of UK respondents and 26% of US respondents said they would not feel the need to implement it in their daily lives today".[1]

Anyway, there is no doubt that the Metaverse is set to spread among younger generations of consumers, and particularly among digital natives that are using to interact on new virtual platforms. The amount of time spent by the younger generations on these platforms is incontrovertible and it's growing. The world will become increasingly digital, and it is only a matter of a few years to look a sudden change in the trend that will see the Metaverse like one the most important landmark in the experiences designed by creators and brands.

According to Gartner, by 2026 25% of people will spend at least one hour a day in the Metaverse for work, shopping, education, social and/or entertainment.

"Marketers are already building ways for users to replicate their lives in digital worlds. From attending virtual classrooms to buying digital land and building virtual homes, these activities are currently conducted in separate environments. Eventually, they will take place in a single environment - the Metaverse - with multiple destinations across technologies and experiences".[2] **Marty Resnick, vice president of research at Gartner.**

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PEOPLE IN THE USA
Would like to spend time
in the Metaverse

19%

PEOPLE IN THE USE
Argues that Brands should build
experiences in the Metaverse

25%

PEOPLE ALL OVER THE WORLD
Will spend at least 1 hour/day
in the Metaverse by 2026

What's the Direction

Innovation leads us into new discoveries that have a significant impact on our lives. Innovation changes the way we look at the world and helps to transform the world as we know it.

The Metaverse, as an innovation of the state of art technology, allow us to go beyond anything we could have imagined earlier: it promises us to teleport anywhere we want, instantly, with our 3D avatar.

The Metaverse is a bridge between identities, properties and physical and digital spaces. People, places and things converge in the real and virtual worlds simultaneously and interact with each other seamlessly.

Five Key Features of the Future Metaverse

01. Persistent

02. Multi-Users

03. Interactive

04. Interoperable

05. Transactional

01.

Everything stays unchanged, **just as you left it**

01. Persistent

The Metaverse is a space where you can get the access at any time and from any device and guarantees the continuity of the experience. What the user leaves within the environment stays unchanged and it's always still, changes remain in place until the next visit. The experience is continuous, persistent and without programmed resets between browsing sessions.

In the Metaverse, a person can meet holographically with colleagues and write, for example, notes on a virtual whiteboard during a brainstorming activity. What is drawn on the whiteboard stays unchanged until his next action or that of another user. This principle can be applied to any environment and interaction within the virtual space such as those that might occur in coffee or break rooms, auditoriums, training rooms, game rooms, innovation, meeting and meditation spaces, onboarding and of course in the office.

02.

Meet who you want, make the experience you want

02. Multi-Users

In the Metaverse, millions of users can connect simultaneously and live together the same experience. Although current technological limitations prevent the construction of a single reality where millions of users can interact and communicate with each other, mirrored versions of the same Metaverse can be designed to make it possible.

Travis Scott's concert required over 120,000 identical copies of the game to allow 27.7 million viewers to watch the musical performance in real-time on the Fortnite platform, numbers far away from the ones a concert in a physical location can accommodate.

A multi-user experience that has put the spotlight on the famous US rapper, but not only that. Each of the 27.7 million viewers travelled from the bottom of the sea to outer space, diving themselves and their Avatar into psychedelic, science-fiction scenarios and feeling like they were at the helm of the experience.

03.

Create with no limit of time and space With your avatar 3D

03. Interactive

In the Metaverse, people meet, interact, and achieve their goals together with no limit of time and space, moving holographically in real-time and in a completely natural way despite being in different places.

This type of interaction enhances communication and collaboration between remote teams: Smart Working becomes more engaging and millions of creators and artists around the world can boost their creative expression, even remotely. In VR spaces teams can get to know each other, collaborate and develop ideas together using all the tools they need, from three-dimensional screen sharing to interactive whiteboard in VR.

Immersive presence, spatial maps and multi-user synchronization transform brainstorming and design sessions, as these are becoming even more functional and interactive.

04.

Move and interact from any platform seamlessly

04. Interoperable

The Metaverse envisages that systems and platforms communicate seamlessly enabling new creative, collaborative, functional and playful experiences. Popping into a shop and buying a virtual hat and then transporting yourself into your favorite videogame by wearing the new clothing accessory is what the Metaverse promises to offer to the users.

A fluid and continuous experience, enabled by communication protocols that dialogue harmoniously, that guarantees data collection, transmission, and protection, for IT security and privacy.

Interoperability between users and platforms promises to radically transform the ways in which even totally different experiences communicate and interact in the digital world.

05.

Buy and distribute NFTs with Cryptocurrencies

60 Million

Messages sent on Roblox every day

41 Billion

Today's quotation of NFTs in the world

05. Transactional

NFTs, Non-Fungible Tokens, are ownership certificates of digital works written on Blockchain. With the integration of NFTs, immersive spaces are populated with original and authentic contents that cannot be replicated and they are therefore unique. Any kind of goods can be purchased in the Metaverse: from plots of land in imaginary cities such as those inhabited in platforms such as Roblox and Sandbox, to the clothing accessory you can make your character wear in your favorite videogame, to artistic masterpieces such as Leonardo da Vinci's Ultima Cena that can be personalized, digitized, and sold at virtual auctions organized within Metaverse by museums, art galleries or independent artists.

The combination of cryptocurrency payment systems, NFT property certificates and persistent, multi-platform digital spaces will allow users to enjoy unrepeatable experiences, participate to exclusive events and buy rights of artistic works and iconic luxury items created by the most digitally cutting-edge brands and artists.

Metaverse | *Fashion*

Crossplatform
Interactive experiences
between Gaming and VR

The big fashion brands have already started to explore the Metaverse and are investing on virtual platforms that immerge consumers into extraordinary worlds with strong experiential, emotional and value connotations.

Balenciaga presented its latest autumn-winter 2021 collection in the video game Afterworld: The Age of Tomorrow, set in the futuristic New York of 2031. The immersive video game starts in the fashion house's store: once the user has selected an anthropomorphic avatar, he or she can immerge him/herself in a science fiction world with natural landscapes, enchanted forests, and deserted technological cities.

With this project Balenciaga wanted to give visibility to the new fashion collection. And as it can be decoded from the choice of the virtual environment, the brand aimed to raise public awareness of global issues such as: reducing waste, safeguarding the planet and environmental sustainability. A branded content that wanted to strike the customer's emotional chords, improving green-oriented perception of the brand and positioning the fashion house as a company that cares about environmental issues.

The Balenciaga use case is a clear sign of how **the contamination between fashion, Gaming and Virtual Reality technology is going to be the "new normal" in this industry**.

Cédric Charbit, CEO of Balenciaga, says: *"At the moment, the peak of consumer action is to click on a 'like', comment or click on the cart to buy something. But we can take it to the next level."*

And the next level will be the Metaverse.

Source Balenciaga "Afterworld: the age of tomorrow"

Communicating
with the digital natives
in the new virtual scenarios

Fashion has seen a recent and rapid acceleration of investment in digital technologies, and the feeling is that it is driving the shift from the physical to the virtual world.

Research has shown that most people still seem to be attracted to the store, because shopping in place can provide the physical dimension that the digital total product look experience is not yet able to emulate. Even if touch interfaces and new Augmented Reality services are an important hook to engage people when they first find a product, the store is still the usual and favorite shopping destination for customers.

Speaking the same language of digital natives is key to gain the attention and trust of the fleets of consumers who daily use digital technologies and look for new reference models "without space and time" that live in the virtual playful contexts in which they are used to interact and relate. If a brand wants to open a dialogue with the new generations, it cannot think to ignore the new digital paradigms for much longer.

The real question is how human interaction will take place in the Metaverse and how it will reshape what we look outside it in the reality we commonly inhabit.

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Dior has fully grasped the trends of the new generations by launching an interactive experience, in collaboration with *Ready Player Me,* where users can create their personal 3D avatar, unleash their self-expression, and immerse themselves in scenarios inspired by the iconic luxury brand. Navigating the virtual environments, users can discover a branded imaginary world, purchase exclusive Dior fragrances during the immersive journey and receive product directly at home.

Interactive **Showroom**
to show the new virtual collections

Not only the final consumer, but even buyers and retailers are the recipients of the new Metaverse created by fashion brands. Metaverse can host interactive Virtual Showrooms and virtual fashion shows for the presentation of new collections.

Buyers are called upon to view samples and select garments considering the needs of customers and the specific characteristics of the reference markets. If until yesterday the research and selection of samples took place in physical showrooms or in the wholesale stores of fashion houses, today it is possible to move the experience into virtual contexts.

Navigating the Virtual Showroom in the Metaverse offers to buyers an immersive XR viewing experience of new collections that is natural and true-to-life. Looking at garments down to the smallest detail, explore and interact with new collections, access information about fabric design and sartorial details, select products and access the wishlist to manage order status; all without moving away from its own desk, with an unprecedented speed and flexibility.

Metaverse | *Meetings*

The new way to communicate remotely, more engaging and less intrusive

Recent global phenomena have highlighted two rapidly growing trends: on one hand, companies that have massively applied remote working modes have noticed an overall booster in employee performance; on the other hand, people have begun to suffer from the lack of human relationships that distance has inexorably contributed to generate.

The ability to connect from anywhere has provided the flexibility that people have long desired, but remote meetings have also highlighted the limitations of video meetings that today make more complicated the communication and the building of interpersonal relationships, key aspects to get an effective teamwork and proper career development.

If it is true that whether a video camera is turned on or off, the quality of a meeting changes, it is sometimes stressful to decide how to behave in the (digital) presence of a colleague, with the options camera off and on that punctually put a strain on the will of the person who is connecting remotely, and this often happens from a home context that they would prefer to keep hidden from their co-workers.

The first step most users will take is to join a meeting as a personalized avatar of themselves rather than a static image or video. Being able to step into the shoes of your personal avatar will offer a viable alternative to traditional ways of communicating and collaborating remotely such as face-to-face meetings, chats, emails, and video calls. [3]

Collaborate and interact holographically from anywhere in the world

The Metaverse broadens opportunities for remote communication and collaboration by making meetings more engaging through holographic experiences and interactive tools available within immersive environments. Teams can interact holographically from anywhere and collaborate on projects in new work scenarios that are set to spread at an accelerating pace.

A striking example of the opportunities that the Metaverse phenomenon can offer in the Smart Working environment is represented by Microsoft Mesh, an immersive collaborative space where it's possible to interact through your own 3D avatar and get the access through any device like Smartphone, Tablet, latest generation AR visors. Mesh is designed to make online meetings more personal, engaging, and fun and provides a gateway to a persistent and multi-platform digital universe[4]. A work-proof Metaverse that can strongly empower the performance of people and organizations.

Source Microsoft Mesh

Boost creativity in virtual meetings environments

In the Metaverse, people come together to communicate, collaborate, create, share, and do all the things they can imagine in a more engaging and interactive way. This is, for example, the goal that Accenture has set with the "Virtual Campus" project developed in collaboration with Microsoft, a space in which employees can share, from any country in the world, work, and non-work moments such as meetings, presentations, coffee breaks and parties. All in an immersive mode but putting first the experience of each employee.

"We started calling it the Nth Floor, this magical, mythical campus that could only be found in virtual reality. My favorite feature is the ability to run into colleagues from all over the world and have deep, meaningful conversations. Enthusiastic after each event, I have ideas for five more." [5]

Jason Warnke, senior managing director e global digital experiences lead at *Accenture*

Metaverse | *Music & Entertainment*

Immersive and *Emotional* experiences without any limit of time and space

When you think about the Metaverse associated to the music industry what immediately springs to mind is the Travis Scott concert hosted by the giant Epic Games in the popular battle-royale video game Fortnite. The concert saw as main character the famous American rapper whose performance has been viewed in real-time by over 27.7 million users connected from everywhere in the world.

One of the trends that is beginning to take hold in the music world is the direct generation of revenue streams directly from the connection between artists and fans within virtual worlds.
Unlike live events, where at the end of the show the artist totally loses contact with their fans, the experience in the Metaverse represents an opportunity for direct interaction and a new revenue stream for this industry.

These platforms allow artists to interact and connect with fans in ways they wouldn't be able to replicate in real-life and they are making events and shows more accessible and more affordable to an ever-widening audience of people. Experiences that until yesterday people couldn't have hoped to witness live.

Source Travis Scott Concert
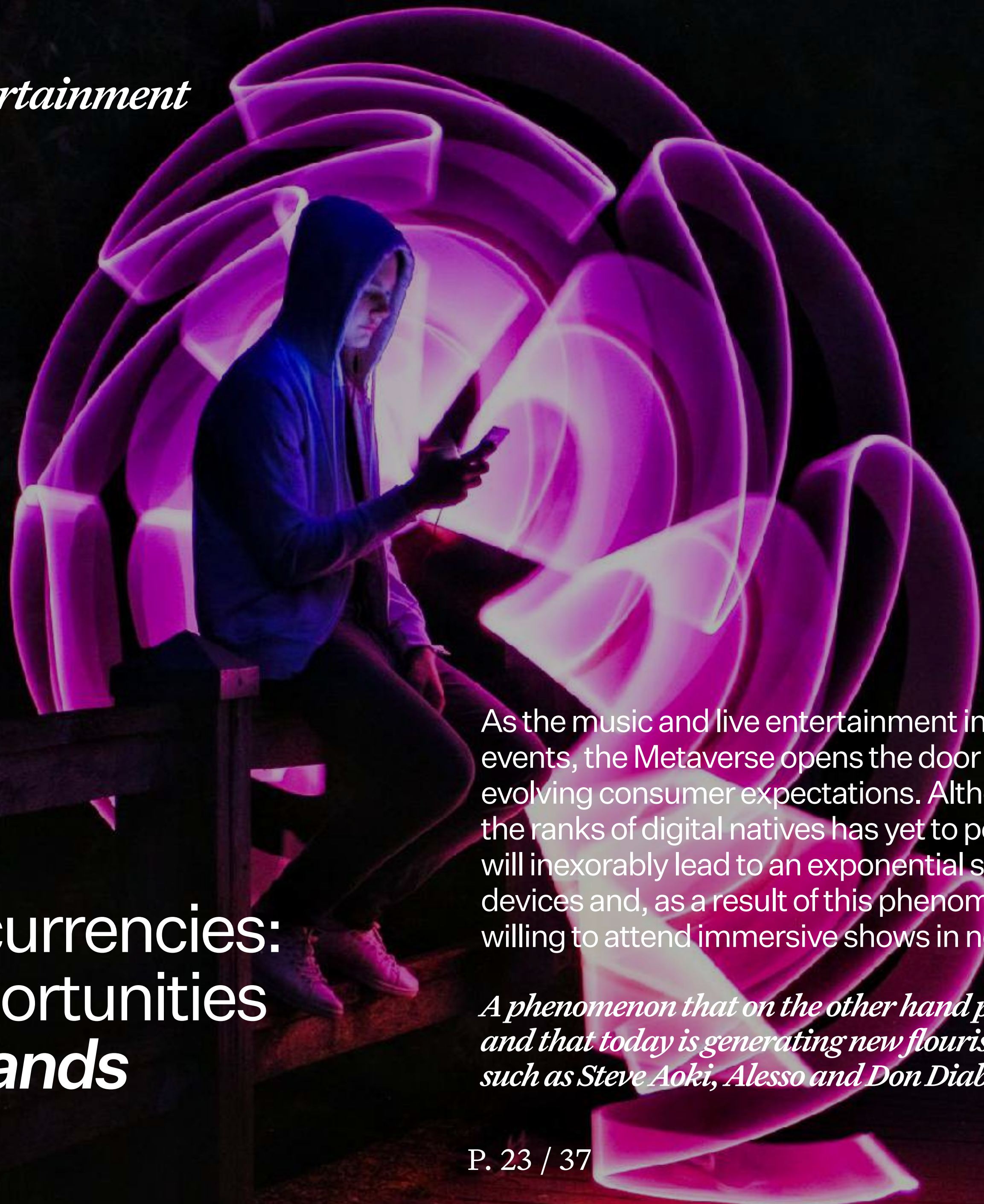
NFT and Cryptocurrencies:
a **universe** of opportunities
for *artists* and *brands*

As the music and live entertainment industries explore alternatives to on-site events, the Metaverse opens the door to new digital scenarios that can meet evolving consumer expectations. Although the adoption of VR viewers among the ranks of digital natives has yet to peak, massive investments by tech giants will inexorably lead to an exponential spread of the latest mobile and wearable devices and, as a result of this phenomena, expand the segment of the public willing to attend immersive shows in new virtual scenarios.

A phenomenon that on the other hand promises to create new big opportunities, and that today is generating new flourishing earnings to famous musical artists such as Steve Aoki, Alesso and Don Diablo, is the NFT.

NFTs are unique, verifiable digital tokens stored on the Blockchain, certificates of ownership of digital objects that can be traded and bought and sold during concerts and on-demand events. With these digital tokens, forward-thinking artists make as much money in minutes as they would do with streaming services in an entire year. How to promote and showcase NFTs in the digital space? With the Metaverse.

Bringing people exclusive experiences inaccessible to the most is what the Metaverse promises to deliver. With the integration of NFTs, exclusivity is growing more and more and immersive spaces are populated with original and authentic content that attest their authenticity and ownership. An explosion of opportunities for artists and brands to reach new generations of consumers and build their loyalty over time.

Metaverse | *Market Research*

Analyze user behaviors with *gamified* total look *experiences*

In the Metaverse, people move, interact, and share experiences with their 3D avatar. The opportunities for brands to carry out market test and market research, communicate their products and services in an original and innovative way, engage and entertain consumers are potentially endless.

In the imaginary city built by *Nike* on the *Roblox* game platform users can challenge their skills by competing in interactive mini-challenges and explode their creativity by creating new versions of the game and challenging each other with no limit of time and space.

During the challenges, users can select and virtually wear Nike suits, hats, shoes, and clothing in general. The aim of the American sportswear giant is to monitor and analyze the behavior of users within Nikeland, with a focus on the choices and configurations of clothing to dress the 3D characters that inhabit this imaginary world. The garments represent prototypes that haven't yet put on the market, and they are tested in the city Nikeland before starting the mass production. [6]

Metaverse | *Education*

One area that will benefit from this new and evolving phenomenon is Education. With the intrinsic ability of the Metaverse to teleport the user to any place and time, in-person and distance learning can become an enhanced and emotional experience and allow the student to watch the ancient Rome in the third century BC or Egypt at the time of the Pharaohs, or to explore the solar system and the planets that inhabit it.

The way learning is delivered can find a positive boost in the immersive, dynamic, interactive, and engaging experiences that the merge of today's technologies can provide. New methods based on learning through direct experience can make a difference in study, and in maximizing memory and academic achievement.

Learning about the universe with an enhanced holographic 3D view

Access to teaching through e-learning is now possible thanks to digital technology and the web that make knowledge available to everyone. The Metaverse promises to make a quantum leap from the traditional and obsolete methods of education that limit learning capabilities and do not currently enable students to reach their full potential. The understanding of complex phenomena and of the most significant historical events that have marked the evolution of human civilization comes through the engagement and interaction that cutting-edge digital tools are now able to offer to training institutions and schools.

The St. Louis School in Milan is one of the first schools that will enable collaborative teaching and learning in Virtual Reality within the Metaverse. Students will be able to access live lessons, communicate with students from all over the world and get all the knowledge through a hybrid education between physical experimentation, interactive virtual sessions and immersive experiences that are able to generate engagement and cognitive development.

Metaverse | *Art*

Live and On Demand immersive viewing of artworks

Today many art fairs have planned the implementation of virtual viewing rooms as a replacement or in combination with experiences in physical spaces. Immersive technologies, above all Augmented Reality and Virtual Reality, can create an active dialogue between museums, works of art and viewers, to reduce the distance between art and the public and increase the opportunities to enjoy exhibitions and cultural events, engaging users and creating moments of education and cultural deepening that it's accessible to everyone.

The Metaverse enables immersive experiences both remotely and in presence, bringing together two worlds, physical and virtual, which until now have traveled on parallel but separate tracks. In the tourism industry, this digital evolution translates into virtual tours with interactive guide, like the ghost version of an artist of Renaissance and contemporary works of art, or on-demand and live Augmented Reality exhibitions with dynamic infographics and voice-over narration, or immersive experiences with applications and games that help visitors to better understand the works art.

Metaverse | *Art*

With NFT the sale of art, artistic and architectural works is tinged with digital

Metaverse | *Art*

The $69.3 million sale of Beeple's Everydays artwork is one of the most representative use cases of the potential that NFT hold. What in the past would not have been possible through the traditional sale of the artist's photo shoots and visual creations, it has become a reality with the creation of a unique real-life work bought and sold through the NFT certificate of ownership.

Snoop Dogg just released one of the most successful musical NFTs. For his new album, B.O.D.R. (Back on Death Row), he released 25,000 Stash Box NFTs at $5,000 each. So far, he's sold 8,800 of them. That's $44 million and sales are still open. Pak, one of the most renowned artists in digital art and crypto media, sold 266,445 copies of an NFT on the Nifty Gateway platform, a deal that netted him about $92 million.

Gucci, Adidas, and Nike have already invested in digital by putting on the market cryptographic copies of accessories and garments worth thousands of euros, garments that users can wear in the virtual video game contexts in which they usually interact.

Any type of good can be purchased in the Metaverse: from plots of land in imaginary cities such as those inhabitable in platforms such as Roblox and Sandbox, to the clothing accessory that can be worn by your character in your favorite videogame, to art masterpieces such as Leonardo da Vinci's Ultima Cena that can be customized, digitized and sold at virtual auctions organized in the Metaverse by museums, art galleries or independent artists.

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Metaverse | *Design & Prototypation*

Design and prototype three-dimensional models with sartorial accuracy

With immersive technologies, the London team can communicate with the Tokyo team by drawing and manipulating objects creatively and interactively. Experimenting in a virtual environment allows a faster understanding of the state of art of the project; instead of iterating with physical materials or models, it's possible to quickly explore all possible variations and cost-effectively test various models in a way that is accessible from anywhere in the world.

People meet and achieve goals together by interacting holographically in real-time and in a completely natural way despite being in different countries.

The development of new virtual platforms for multi-user design of any type of 3D asset radically transform the remote collaboration of engineering and design teams. The ability to connect from anywhere and get digital information when and where the business needs it enables new opportunities for companies to be fast and flexible when it occurs deep changes.

Moving and interacting within the virtual environment with an agility that accelerates decision making and enhances problem solving; this is the new way to design and prototype without time and space constraints and with zero environmental impact.

Disegna vestito

Modifica materiali

Cambia modello

Metaverse | *Industry 4.0*

Explore *holographically* the manufacturing plant with your 3D avatar

In the production environment, there are many applications that have already been implemented and that provide the visualization of digital information in the workstation. This information are superimposed on the view of the workforce in order to accelerate the completion of a given operation and reduce errors generated by an incorrect execution of processing, assembly or repair procedures.

Augmented Reality enriches human sensory perception by contextually displaying digital data and content directly in the field of view of those people who are performing a task at the workstation. With Augmented Reality, information from the digital world is visually mapped and integrated in a contextual and relevant way. This technology never shifts the user's attention from the reality they commonly inhabit but it enriches the spaces with real-time content to amplify the view of the world he sees in real-time.

The interoperability between Augmented Reality and IoT, with IoT technology collecting and transmitting data generated by the industrial asset that is then overlaid in real-time in the operator's field of view via AR viewer, is set to unlock new advanced applications that will help staff to deal with real world problems.

Enabled by Internet of Things and Augmented Reality, the Metaverse promises to broaden opportunities for collaboration in the field and remotely. The workforce can explore industrial environments with its 3D avatar and interact holographically in a manufacturing plant, even on the other side of the world, overseeing operations without moving from desk.

Monitoring industrial assets with XR visualization system

The Metaverse, or AR Metaverse, overlays a 3D user interface on top of the operators' view without diverting the attention from their task or activity combining the physical and digital worlds and enhancing the workforce's ability to make more informed and intuitive decisions in real-time with a new level of interaction and engagement.

To achieve this, gathering the input from the physical world and contextually transmitting it as visual output requires an enhanced, cloud connected IoT architecture that can return the industrial asset with XR visualization systems. The efficiency and safety goals that can be achieved on the ground of productivity corroborate the potential of integration between daily cutting-edge systems and technologies.

Why Realmore?

Become a *Leader*
in the new *Digital* Scenario

Companies in every industry are on the brink of deep paradigm shifts. In an environment that is evolving at a rapid pace, managing the latest innovations requires the ability to grasp new market challenges to not miss out on important revenue and growth opportunities. Being able to keep up in today's digital scenario requires the spark of technology.

The Metaverse is the new paradigm of three-dimensional interaction, it's one of the challenges of the global landscape that today has come into its own and that in the future will allow us to teleport wherever we want with our personal three-dimensional Avatar.

Realmore combines a deep passion for immersive technologies with pioneering knowledge of AR/VR hardware. Together with brands and artists we create virtual universes that deliver everything the Metaverse, as we conceive today, promises to offer. Persistence, multi-user mode, interactivity, transactional systems.

Realmore's expertise ranges from the design of Virtual Showrooms, interactive on-demand and live experiences to multi-user remote guided tours that enhance the opportunities of participation to artistic, musical, and cultural exhibitions and events.

This is **Charting the course: Destination Metaverse**. Are you ready to embrace the digital future in the Metaverse?

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About Realmore

Realmore is an Omicron Group company with a boundless expertise in Augmented Reality, Virtual Reality and 3D holographic, providing several solutions and services in strategy, consulting and digital.

Combining a deep-rooted knowledge in User Centered Design with all immersive technologies' passion, Realmore aims to make AR and VR affordable and scalable for business.

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.

Thank you!