

Cali Technology Solutions

# AVS / Product

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# Meta City

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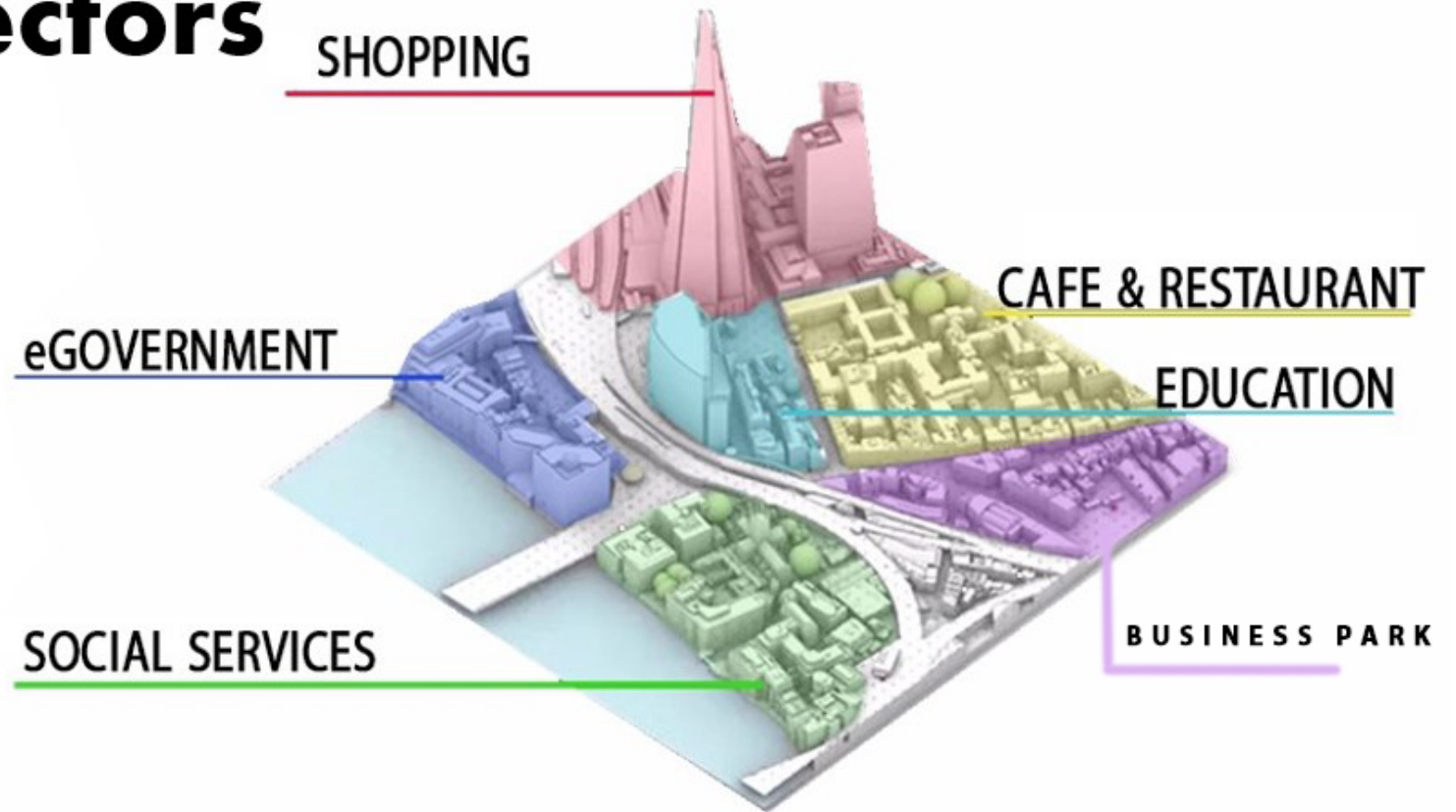
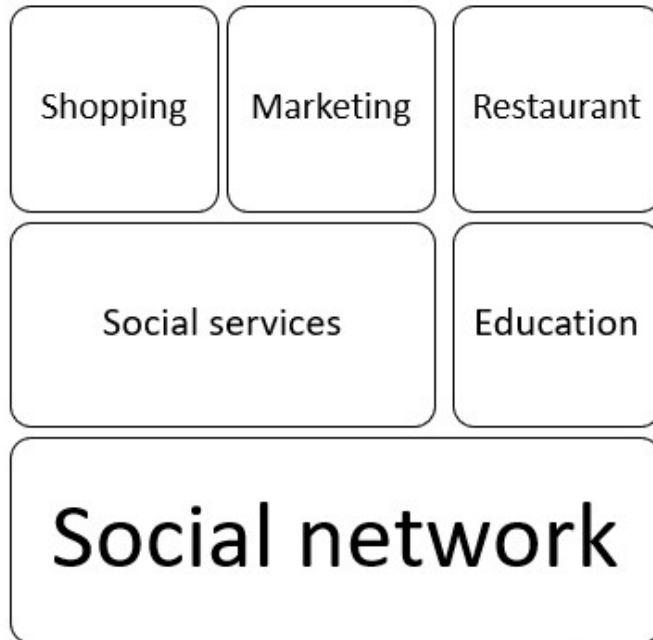
<https://www.cali.global/>

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## Definition

The metaverse is essentially an “otherworldly” atmosphere that exists outside of a physical realm. It incorporates digital experiences, setting the stage for people to interact, work, connect, or merely exist in a virtual landscape. These individual spheres have unique sets of privileges and ways of functioning. They may incorporate immersive concepts, like Augmented Reality (AR) or Virtual Reality (VR). There can be gamified experiences, as the emerging cases around us are already proving.

# services and sectors



**Competitors**

MANA Decentraland, The virtual destination for digital assets. Buy and sell LAND, Estates, Avatar wearables, and names in the Decentraland

<https://decentraland.org/>

**Pros**

- ☐ Users may buy virtual plots of land in the platform as NFTs via the MANA cryptocurrency.
- ☐ They own a huge marketplace.
- ☐ Users can create virtual structure such as casinos, art galleries, concert halls, and theme parks, and charge other players to visit them.

**Cons**

- ☐ The company has been subjected to Cyberattacks, and this indicates the weakness of the platform's security system
- ☐ Weak servers, as there is a slowdown in uploading and downloading



Our Product / Pros-Cons	Pros	Cons
	<div><div></div></div>	<div><div></div></div>
	<div><div></div>Expanding Digital Footprint metaverse allows businesses to reach customers in a new medium and provides an additional platform to sell products and services.</div>	<div><div></div>Lack of Technology Infrastructure Although the metaverse is already here in limited capacities, the digital worlds are still in the beginning stages. The technologies to create the complete visions for the metaverse are still being developed, and we may not experience the full-fledged metaverse for years or decades.</div>



**Our Product / Pros-Cons**

**Pros**

**Cons**



Increasing Revenue Models, The metaverse will offer new revenue models for existing businesses, as companies will no longer be confined to the physical world. Businesses can currently sell various items and experiences in the metaverse, such as clothing for user avatars, NFTs, real estate, advertising space, immersive experiences, and educational courses. As the metaverse continues to be built, new revenue models will arise, making the metaverse a prime place for companies looking to expand.



The lack of Experts in the Field of Metaverse development will require professionals to possess skills in several emerging technologies. These include skills in the realms of blockchain, advanced cryptography, cryptocurrencies, and virtual and augmented reality.

## RoadMap

