

# WELCOME TO METAVERSE

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MUHAMMAD HASSAN  
PIAIC199064



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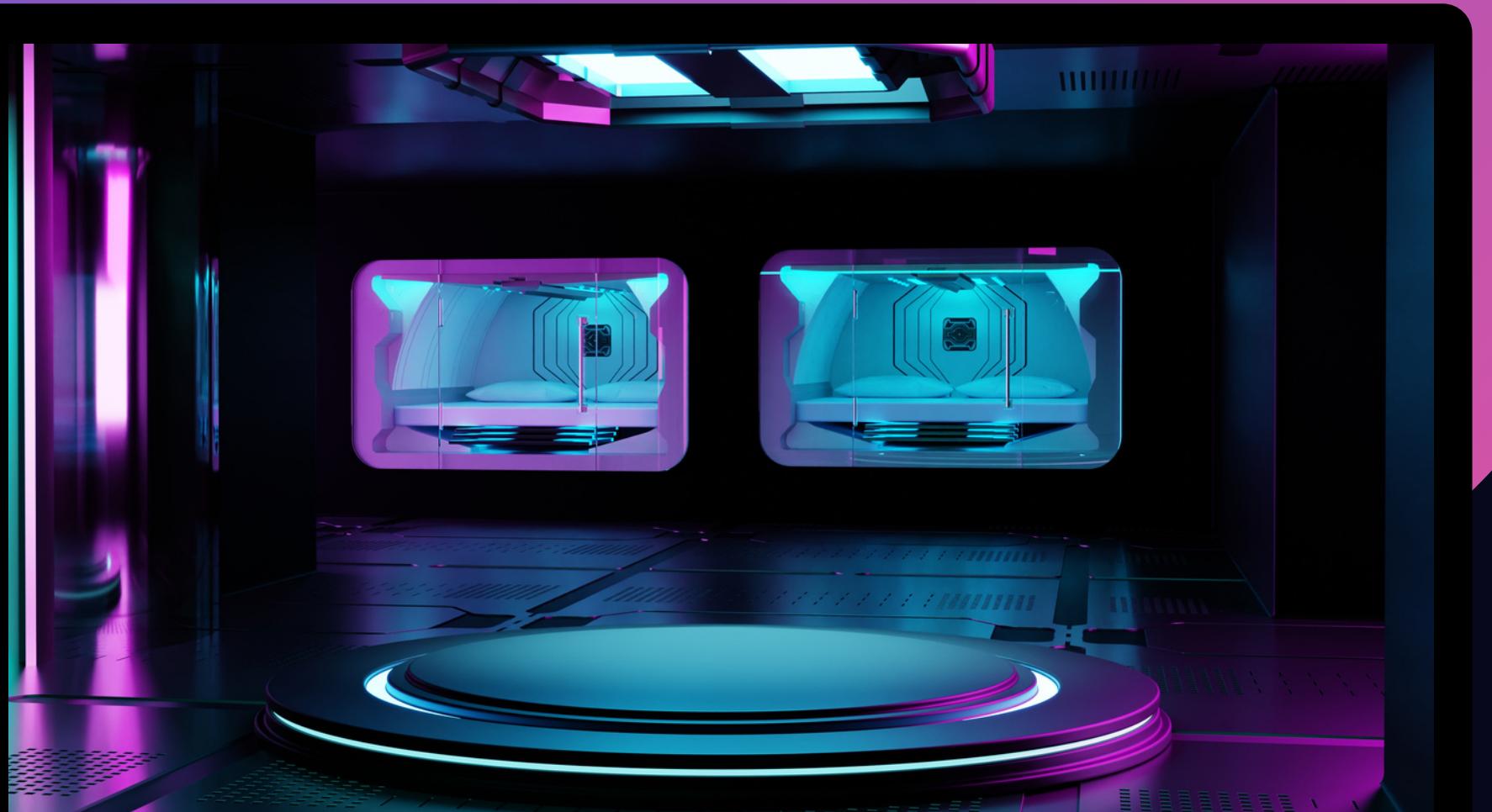
# WHAT IS THE METAVERSE ?

The term Metaverse is used to describe a combination of the virtual reality and mixed reality worlds accessed through a browser or headset, which allows people to have real time interactions and experiences across distance.

## WHAT IS METAVERSE IN SIMPLE TERMS?

In the metaverse, users traverse a virtual world that mimics aspects of the physical world using such technologies such as virtual reality (VR), augmented reality (AR), AI, social media and digital currency.

# WHAT IS THE HISTORY OF METAVERSE



Neil Stevenson's 1982 novel, Snow Crash. Stevenson's metaverse was a virtual place where characters could go to escape a dreary totalitarian reality. In the early 1990s, Sega introduced VR arcade machines like the SEGA VR-1 motion simulator, which users enjoyed in many arcades.

# WHAT CURRENCY IS POWERING THE METAVERSE?

THE METAVERSE OFFERS A PARALLEL VIRTUAL WORLD WHERE WE CAN EXIST AS DIGITAL IDENTITIES. THE TECH INDUSTRY HAS MADE IT CLEAR THAT THE METAVERSE IS NOT A FAD BUT THE FUTURE OF HUMAN CONNECTIONS AND TRANSACTIONS IN VARIOUS SECTORS. SO WHILE IT'S STILL IN THE EARLY STAGES OF DEVELOPMENT, BUSINESSES HAVE ALREADY STARTED INVESTING IN IT.

NOW, METAVERSE COINS ARE THE NEXT BIG THING. THE LATEST UNTAPPED OPPORTUNITY, THESE CRYPTOCURRENCIES HOLD THE POTENTIAL TO CHANGE HOW BRANDS CAN INTERACT AND ENGAGE WITH AUDIENCES.

PLAY TO EARN  
(P2E) GAMES

3D VIRTUAL  
METAVERSES

METAVERSE  
PLATFORMS



# HOW METAVERSE WILL CHANGE THE WORLD



The metaverse, by offering a 3D environment, has hopes of being the virtual environment for these social moments. Employees of the same company spread across the globe will have the potential to meet up in the metaverse to brainstorm at highly creative levels so as to solve problems.

# ADVANTAGES OF THE METAVERSE

- 01 CONNECTING THE WORLD AND NEGATING PHYSICAL DISTANCE
- 02 BETTER SOCIAL INTERACTIONS ONLINE
- 03 NEW BUSINESS OPPORTUNITIES
- 04 IMPROVEMENTS TO ONLINE LEARNING AND EDUCATION



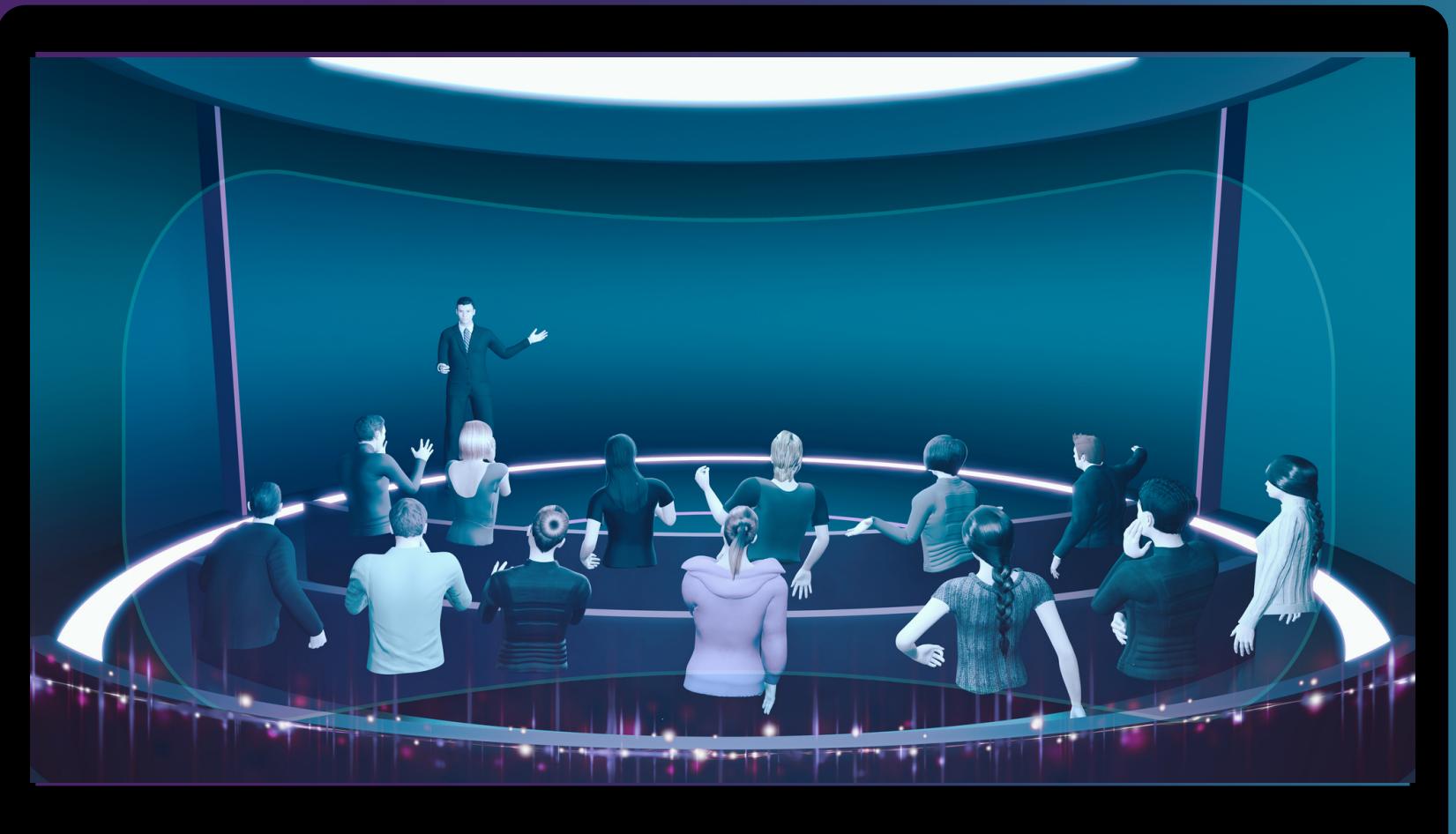


# DISADVANTAGES OF THE METAVERSE

- 01 CYBERCRIME
- 02 LOSING CONNECTION WITH THE PHYSICAL WORLD
- 03 MENTAL HEALTH ISSUES
- 04 NEGATIVE IMPACT ON CULTURES AND SOCIETIES

# HOW METAVERSE WILL CHANGE THE WAY OF ONLINE BUSINESSES AND COMPANIES IN FUTURE

Metaverse will bring a new meaning to marketing and engagement. For what can be termed as a unique and lucrative space for brands to rightly communicate to their audience, metaverse will further enhance the shopping experience. This change will also call for heightened analysis of digital insights and traffic.





THANK YOU