

<https://www.leewayhertz.com/metaverse-use-cases-and-benefits/>

- **Introduction - What is VR, AR, and how these connects to the Metaverse**

AR and VR are crucial to Metaverse because they give users an engaging and immersive 3-D experience. These two technologies are the entry points to a virtual world, Metaverse, or similar digital spaces. But what's the difference between AR and VR? Let's define them.

AR utilizes visual elements and graphical characters to morph the real world. AR-based applications allow users to view their surroundings through attractive digital visuals close to what we enjoy in games like AR Dragon and Pokémon GO. Anyone with a digital device and a smart camera can access AR applications.

VR differs much from AR, and it resembles Metaverse's concept. It creates a complete computer-generated digital world that users can explore using VR headsets, gloves, and digital sensors.

The initial capabilities of VR and AR represent the early model of the Metaverse. These technologies are becoming more mature with time and may redefine our digital experiences in the future. AR and VR have produced much hype that has encouraged big tech giants to invest in equipment development to accommodate futuristic Metaverse projects.

- **What is Metaverse?**

The Metaverse is popular worldwide, with many definitions representing diverse opinions. To quickly define the meaning of Metaverse, we must think of a three-dimensional web powered by virtual reality (VR) and augmented reality (AR). The Metaverse is persistent, self-sustaining, infinite, interoperable, and in real-time, and these features are its key characteristics.

- **Benefits of Metaverse in businesses**

Addressing remote work challenges

Metaverse has the potential to address all the existing challenges of remote work. It provides managers with a virtual environment where they can meet employees (their avatars), communicate with them, read their body language, and retain in-person interaction. Moreover, the employer can

Great tool for healthcare professionals

A metaverse is a boon tool for healthcare professionals and medical staff who were previously unable to visit patients due to geographical limitations. In the virtual world of the Metaverse, they can interact with the patient and have clear insight into their health condition.

Making online games more exciting

Today, most Metaverse games are decentralized with an integrated economic model to support play-to-earn gaming. Such games allow users to buy, sell, and trade in-game assets in the form of NFTs. Additionally, the idea of avatars exploring the vast virtual space is enticing for players.

Providing the experience of virtual tours

Traveling is adventurous, but not everyone can travel to their chosen destinations. That's where the Metaverse comes into play, and it allows people to visit places virtually where they can't go physically. Using the combined power of the Metaverse, AR, and VR, an advanced virtual world is being developed that offers a first-person experience.

Monetization of benefits

Many people show interest in the Metaverse. Some are development enthusiasts looking to use the ecosystem to build their business-specific

projects, and others are looking for opportunities to generate income. Fortunately, the Metaverse holds the potential to meet the demands of both groups. Due to the open-source nature of the Metaverse, anyone can build a relevant project on top of the ecosystem. Likewise, people can join the ecosystem as common users and create and trade NFTs to earn money.

- **Expectations on Metaverse From the people and the creator himself**

<https://www.dailystar.co.uk/tech/news/mark-zuckerberg-people-sell-things-26703755>

On April 13, 2022, Mark Zuckerberg has announced that people will be able to sell virtual products and property in the metaverse just like in real life—as long as he gets a cut.

On Monday, the Meta CEO announced that creators would be able to sell "virtual items and effects" within Horizon Worlds, the company's main metaverse app.

These include virtual fashion accessories for player characters, access keys to 'paid' areas of a metaverse world, or even in-game property.

However, there's a catch. Sellers will only get around half of what they make, as Meta will take a 25 percent cut on top of a 30% transaction fee on its own Oculus Quest store.

Vivek Sharma, Meta's Vice President of Horizon, said that the charge is "a pretty competitive rate in the market".

He told **The Verge**: "We believe in the other platforms being able to have their share."

"You all need to be able to support yourselves and make a good living building these awesome experiences that people have. We're still pretty

early in the journey but all the stuff [you're] building is awesome," said Zuckerberg told Horizon creators in a video released on Monday.

In the past, Zuckerberg has repeatedly criticized the likes of Apple and Google for charging app store fees of up to 30%, despite now going on to charge almost 50% in fees on Horizon.

Using technologies like virtual reality and augmented reality, the metaverse will allow people to be 'physically' present in a virtual world.

Metaverse 'real estate' companies are spending millions of pounds each year snapping up land and property in the virtual reality world in the hope of turning a profit.

Since then, Meta has iterated and improved on the headsets which, it hopes, will become a staple of our connected future.

In May, Zuckerberg posted a short demo video showcasing some of the capabilities of his company's newest high-end virtual reality headset — codenamed Project Cambria.

<https://metro.co.uk/2022/06/24/mark-zuckerberg-wants-one-billion-people-to-use-the-metaverse-16885548/>

In May, Zuckerberg posted a short demo video showcasing some of the capabilities of his company's newest high-end virtual reality headset — codenamed Project Cambria.

The company is planning to release the headset later this year.

The demo gave a sneak peek into what mixed reality could look like, with Zuckerberg gesturing toward the cartoon character from this Oppy video and appearing to paint its environment over the real world.

The headset is supposed to offer high-resolution, full color passthrough, which means users can interact with virtual objects superimposed onto their actual reality.

Think of it like an advanced version of playing Pokémon Go – where you could hunt for Pokémon in your real-world environment.

<https://content.techgig.com/technology/mark-zuckerbergs-meta-will-open-physical-stores-to-sell-metaverse/articleshow/87580174.cms>

The stores would be used to introduce people to devices made by the company's Reality Labs division. These devices include the Oculus Quest (soon to be Meta Quest) virtual reality headsets and the Portal gadgets, which were designed primarily for video calling. The stores could also showcase the augmented reality smart glasses called Stories that Facebook developed with Ray-Ban.