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Psychiatry; Study Results from Ahvaz Update Understanding of Psychiatry (The Effect of Virtual Reality on Emotional Response and Symptoms Provocation in Patients With OCD: A Systematic Review and Meta-Analysis)

2022 FEB 14 (VerticalNews) -- By a News Reporter-Staff News Editor at Journal of Engineering -- New research on psychiatry is the subject of a new report. According to news reporting originating from Ahvaz, Iran, by VerticalNews correspondents, research stated, "This systematic review and meta-analysis aimed to evaluate the effectiveness of virtual reality (VR)-based technology on emotional response and symptoms in patients with obsessive-compulsive disorder (OCD)."

Our news journalists obtained a quote from the research from Department of Medicine: "We systematically searched major electronic databases, including PubMed/Medline, Scopus, Embase, ISI Web of Science, PsycINFO, and Cochrane central, up to April 14, 2021, with no data or language limits. We performed reference, related articles, and citation searches to find additional articles. We included original articles comparing and studying VR-based technology in patients with OCD against the control group. We observed that VR significantly increases in anxiety (SMD = 2.92; 95% CI 1.89-3.94, p < 0.0001; I2 = 95%), disgust (SMD = 2.52; 95% CI 1.36-3.68, p < 0.0001; I2 = 95%), urge to wash (SMD = 3.12; 95% CI 1.92-4.32, p < 0.0001; I2 = 94%), checking time (SMD = 1.06; 95% CI 0.71-1.4, p < 0.0001; I2 = 44%), number of checking behavior (SMD = 1.45; 95% CI 0.06-2.83, p = 0.04; I2 = 93%), and uncertainty (SMD = 2.59; 95% CI 0.90-4.27, p = 0.003; I2 = 70%) in OCD patients compared with healthy controls using a random-effect model. This meta-analysis found that this environment has a moderate enhancement in emotional response and symptoms test scores of patients with OCD. However, our findings should be generalized with caution due to the lack of standardized methods and high heterogeneity among included evidence."

According to the news reporters, the research concluded: "The appropriate mode of integrating VR-based technology for patients with OCD requires more exploration."

For more information on this research see: The Effect of Virtual Reality on Emotional Response and Symptoms Provocation in Patients With OCD: A Systematic Review and Meta-Analysis. Frontiers in Psychiatry, 2022,12. (Frontiers in Psychiatry - http://frontiersin.org/psychiatry). The publisher for Frontiers in Psychiatry is Frontiers Media S.A.

A free version of this journal article is available at https://doi.org/10.3389/fpsyt.2021.733584.

Our news editors report that additional information may be obtained by contacting Bahram Dehghan, Department of Medicine, Naft Grand Hospital, Health Affair Organization of Oils and Refineries Industry, Ahvaz, Iran. Additional authors for this research include Saied Saeidimehr, Mehdi Sayyah, Fakher Rahim.

Keywords for this news article include: Department of Medicine, Ahvaz, Iran, Asia, Psychiatry, Technology.

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Facebook Technologies LLC; Patent Issued for Systems and methods for providing spatial awareness in virtual reality (USPTO 11232644)

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2022 FEB 14 (VerticalNews) -- By a News Reporter-Staff News Editor at Journal of Engineering -- From Alexandria, Virginia, VerticalNews journalists report that a patent by the inventors Lee, Eugene (Mountain View, CA, US), filed on December 31, 2020, was published online on January 25, 2022.

The patent's assignee for patent number 11232644 is Facebook Technologies LLC (Menlo Park, California, United States).

News editors obtained the following quote from the background information supplied by the inventors: "Traditional methods of spatial awareness in VR settings require a user to define a boundary wall that represents the outer bounds of a safe boundary perimeter for the user to move around in. For example, the user can draw a line on the floor in a room as the boundary (e.g., for a room-scale VR setting) or have a computer system automatically defining a circular perimeter centered on a stationary sitting or standing user (e.g., for a stationary VR setting). As the user or the user's hands approaches the boundary, a virtual wall can appear to alert the user they are approaching the boundary. For room-scale VR users, the user may have a small room where the virtual wall constantly appears, frustrating the user experience and breaking the VR immersion. For stationary VR users, the user may constantly see the virtual wall as their head and/or hands move, causing some users to feel enclosed and claustrophobic. Further, in some situations, like if the user is move backwards out of the boundary, the virtual wall may not appear within the user's field of view until it is too late, risking injury to the user if they are moving too quickly."

As a supplement to the background information on this patent, VerticalNews correspondents also obtained the inventors' summary information for this patent: "SUMMARY OF PARTICULAR EMBODIMENTS

"In particular embodiments, a user of an immersive VR system may have their view of the real-world environment partially or fully occluded by the VR system, and thus risk running into or hitting real-world objects while immersed in a VR environment. Additionally, immersion in the VR environment may disorient the user as to their position and/or orientation in the real-world environment. That is, the user may forget where they were standing, or where furniture or other objects in their vicinity are. Thus, one technical challenge may include maintaining an immersive VR experience while also conveying spatial information about the real-world environment to a user immersed in the VR experience. Traditional methods of keeping the user safe and helping the user orient themselves in a VR environment include drawing of a virtual boundary, which may be a line drawn by a user that defines a safe zone for the user while they are in the VR experience. As the user approaches the boundary, a virtual boundary wall may appear or activate. The system can use the virtual boundary wall to alert the user where the virtual boundary is. For example, these virtual boundary walls may have grid-like appearances corresponding to the line drawn by the user defining the virtual boundary. But these boundary walls can disrupt the immersion while in the VR environment, detracting from the user's experience. One solution presented by the embodiments disclosed herein to address the technical challenge of conveying spatial information about the real-world to the user may be to provide a "directional" passthrough view of the real-world environment within the VR environment as the user approaches the virtual boundary. The passthrough view may be considered "directional" in that the area and position of the passthrough view may be based on the user's relative movement and field of view in the VR environment. While in the directional passthrough view, the user can see where the virtual boundary (e.g., the virtual line drawn by the user) is, to help the user stay in the safe zone. A technical advantage of the embodiments may include providing the pose (e.g., position and orientation) of the user in the real-world environment, and providing spatial information by showing the user a quick glimpse of the real-world environment while maintaining the VR experience, providing the user with visual information that can help the user avoid objects outside of the boundary as well as help the user reorient themselves in the real-world environment. As an example and not by way of limitation, a user walking forward may be approaching a desk that lies outside of the virtual boundary. Without fully breaking the VR immersion, a portion of the user's field of view may transition from a rendering of the VR environment to a rendering of a directional passthrough view of the real-world environment (and accordingly, the desk that lies in the user's path) to help the user

avoid running into the desk and to help the user reorient themselves in the middle of the VR boundary. Although this disclosure describes a method of providing spatial awareness in a VR setting using directional passthrough, this disclosure contemplates providing spatial awareness in a VR setting in any suitable manner.

"In particular embodiments, one or more computing systems may render, for one or more displays of a VR display device, a first output image of a VR environment based on a field of view of a user. The VR environment can comprise a virtual boundary corresponding to a real-world environment. The one or more computing systems can determine whether the user is approaching within a first threshold distance of the virtual boundary. The one or more computing systems can determine, responsive to the user approaching within the first threshold distance of the virtual boundary, a direction of movement and the field of view of the user. The one or more computing systems can access one or more images of the real-world environment captured by one or more cameras of the VR display device. The one or more computing systems can render, for the one or more displays of the VR display device, a second output image comprising a portion of the VR environment and a portion of a passthrough view of the real-world environment based on the accessed images. The portion of the passthrough view may be based on the determined direction of movement and the field of view of the user.

"Certain technical challenges exist for determining spatial awareness in a VR setting. One technical challenge may include conveying spatial information about the real-world environment and objects within the real-world environment to a user while the user is immersed in a VR experience. The solution presented by the embodiments disclosed herein to address this challenge may be to provide a quick glimpse via a directional passthrough view to the real-world environment so the user can ascertain where they are in the real-world environment. Another technical challenge may include maintaining the immersion of the VR experience while also providing the user with the necessary visual information to orient themselves in the virtual boundary. The solution presented by the embodiments disclosed herein to address this challenge may be to render an opaque, translucent, or otherwise outlined rendering of a real-world object in the VR environment which can alert the user to the presence of the real-world object, without significantly interrupting the VR experience.

"Certain embodiments disclosed herein may provide one or more technical advantages. A technical advantage of the embodiments may include providing spatial information by providing quick glimpse of the real-world environment through directional passthrough views of the real-world environment while immersed in the VR environment, or providing outline renderings of real-world objects in the VR environment to alert the user of objects that may lie in their path without significantly disrupting the immersion of the VR experience. Another technical advantage of the embodiments may include providing spatial information by determining the optimal direction for the directional passthrough view, regardless of which direction the user is moving. Certain embodiments disclosed herein may provide none, some, or all of the above technical advantages. One or more other technical advantages may be readily apparent to one skilled in the art in view of the figures, descriptions, and claims of the present disclosure."

The claims supplied by the inventors are:

"1. A method comprising, by one or more computing systems: rendering, for one or more displays of a virtual reality (VR) display device, a first output image of a VR environment based on a field of view of a user, wherein the VR environment comprises a virtual boundary corresponding to a real-world environment; determining whether the user has approached within a first threshold distance of the virtual boundary; determining, responsive to the user approaching within the first threshold distance of the virtual boundary, a direction of movement and the field of view of the user; accessing one or more images of the real-world environment captured by one or more cameras of the VR display device; and rendering, for the one or more displays of the VR display device, a second output image comprising a portion of the VR environment and a portion of a passthrough view of the real-world environment based on the accessed images, wherein the portion of the passthrough view is based on the determined direction of movement and the field of view of the user.

"2. The method of claim 1, further comprising: rendering, for the one or more displays of the VR display device, a third output image comprising one or more real-world objects beyond the virtual boundary as one or more mixed reality (MR) objects.

"3. The method of claim 2, further comprising: determining whether the user is approaching within a second threshold distance of the virtual boundary, wherein the second threshold distance is greater than the first threshold distance; determining, responsive to the user approaching within the second threshold distance of the virtual boundary, the direction of movement and the field of view of the user; and accessing one or more additional images of the real-world environment containing the one or more real-world objects captured by cameras of the VR display device; wherein the third output image comprises the one or more real-world objects in the accessed additional images.

"4. The method of claim 2, wherein the one or more MR objects are rendered as an outline of the one or more objects, a semi-opaque rendering of the one or more objects, or a fully opaque rendering of the one or more objects.

"5. The method of claim 1, further comprising: determining a speed of the movement of the user, wherein an area of the portion of the passthrough view is based on the determined speed of the user, wherein the portion is a spherical cap of a spherical second output image.

"6. The method of claim 5, wherein the area of the portion of the passthrough view is relatively larger for a faster determined speed of the movement of the user, and wherein the area of the portion of the passthrough view is relatively smaller for a slower determined speed of the movement of the user.

"7. The method of claim 1, further comprising: determining a speed of the movement of the user, wherein a sharpness of a transition from the VR environment to the portion of the passthrough view is based on the determined speed of the movement of the user, wherein the transition is a fade from the VR environment into the portion of the passthrough view.

"8. The method of claim 7, wherein the sharpness of the transition from the VR environment to the portion of the passthrough view is relatively sharper for a faster determined speed of the movement of the user, and wherein the sharpness of the transition from the VR environment to the portion of the passthrough view is relatively less sharp for a slower determined speed of the movement of the user.

"9. The method of claim 1, wherein the rendered portion of the passthrough view corresponds to the direction of movement of the user.

"10. The method of claim 9, wherein the rendered portion of the passthrough view is in the field of view of the user when the direction of movement of the user is determined to be toward the field of view.

"11. The method of claim 9, wherein the rendered portion of the passthrough view is in a peripheral view of the user when the direction of movement is determined to be perpendicular to the field of view.

"12. The method of claim 9, wherein the rendered portion of the passthrough view is in a peripheral view of and behind the user when the direction of movement is determined to be away from the field of view.

"13. One or more computer-readable non-transitory storage media embodying software that is operable when executed to: render, for one or more displays of a virtual reality (VR) display device, a first output image of a VR environment based on a field of view of a user, wherein the VR environment comprises a virtual boundary corresponding to a real-world environment; determine whether the user is approaching within a first threshold distance of the virtual boundary; determine, responsive to the user approaching within the first threshold distance of the virtual boundary, a direction of movement and the field of view of the user; access one or more images of the real-world environment captured by cameras of the VR display device; and render, for the one or more displays of the VR display device, a second output image comprising a portion of the VR environment and a portion of a passthrough view of the real-world environment based on the accessed images, wherein the portion of the passthrough view is based on the determined direction of movement and the field of view of the user.

"14. The media of claim 13, wherein the software is further operable when executed to: render, for the one or more displays of the VR display, a third output image comprising one or more real-world objects beyond the virtual boundary as one or more mixed reality (MR) objects.

"15. The media of claim 14, wherein the software is further operable when executed to: determine whether the user is approaching within a second threshold distance of the virtual boundary, wherein the second threshold distance is greater than the first threshold distance; determine, responsive to the user approaching within the second threshold distance of the virtual boundary, the direction of movement and the field of view of the user; and access one or more images of the real-world environment containing the one or more real-world objects captured by cameras of the VR display device.

"16. The media of claim 14, wherein the rendered one or more MR object is rendered as one or more of an outline of the object, a semi-opaque rendering of the object, or a fully opaque rendering of the object.

"17. The media of claim 13, wherein the software is further operable when executed to: determine a speed of the movement of the user, wherein an area of the portion of the passthrough view is based on the determined speed of the user, wherein the area is an arc of the second output image.

"18. The media of claim 17, wherein the area of the portion of the passthrough view is relatively larger for a faster determined speed of the movement of the user will, and wherein the area of the portion of the passthrough view is relatively smaller for a slower determined speed of the movement of the user.

"19. The media of claim 13, wherein the software is further operable when executed to: determining a speed of the movement of the user, wherein a sharpness of a transition from the VR environment to the portion of the passthrough view is based on the determined speed of the movement of the user, wherein the transition is a fade from the VR environment into the portion of the passthrough view.

"20. A system comprising: one or more processors; and a non-transitory memory coupled to the processors comprising instructions executable by the processors, the processors operable when executing the instructions to: render, for one or more displays of a virtual reality (VR) display device, a first output image of a VR environment based on a field of view of a user, wherein the VR environment comprises a virtual boundary corresponding to a real-world environment; determine whether the user is approaching within a first threshold distance of the virtual boundary; determine, responsive to the user approaching within the first threshold distance of the virtual boundary, a direction of movement and the field of view of the user; access one or more images of the real-world environment captured by cameras of the VR display device; and render, for the one or more displays of the VR display device, a second output image comprising a portion of the VR environment and a portion of a passthrough view of the real-world environment based on the accessed images, wherein the portion of the passthrough view is based on the determined direction of movement and the field of view of the user."

For additional information on this patent, see: Lee, Eugene. Systems and methods for providing spatial awareness in virtual reality. U.S. Patent Number 11232644, filed December 31, 2020, and published online on January 25, 2022. Patent URL:
http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l=50&s1=11232644.PN.&OS=PN/11232644RS=PN/11232644

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THE WALL STREET JOURNAL.

CMO Today
C Suite
==Meta==\'s Super Bowl Ad Leans on an Animatronic Dog to Promote Metaverse; Tech giant puts its ==virtual-reality== headsets on display in its Super Bowl commercial as it pivots to focus on an immersive digital world

By Megan Graham
421 words
10 February 2022
20:00
The Wall Street Journal Online
WSJO
English

Meta Platforms Inc.'s Super Bowl ad will try to sell the promise of the metaverse, and the company's virtual-reality headsets, with the help of an out-of-work animatronic singing dog.

The commercial that the Facebook parent plans to run during the game features the company's Quest 2 headset, which sells for at least $299. Sales of VR headsets have risen as more people are getting curious about the metaverse, a concept rooted in science-fiction novels that refers to an extensive online world.

The ad depicts an animatronic band with a steady gig at a Chuck E. Cheese-style arcade restaurant called Questy's. The band is separated when the spot closes. The lead singer, a dog, is shown in a pawn shop, as a display at a golf course, forgotten at the side of a highway and finally at a space center, where someone places a Quest unit on its head. The dog visits Horizon Worlds, Meta's virtual-reality platform, and reunites virtually with its bandmates at a digital rendition of Questy's.

The ad, which Meta released Thursday, is part of a broader campaign showing the company's technologies as conducive to "immersive social experiences."

The campaign comes during a rocky start to the company's pivot toward the metaverse. Shares in Meta plunged last week after it reported a sharper-than-expected decline in profits and a dismal outlook in its first earnings report since Chief Executive Mark Zuckerberg outlined the shift and dropped the Facebook Inc. name.

"Although our direction is clear, it seems that our path ahead is not quite perfectly defined," Mr. Zuckerberg told investors during a conference call last week. He added that the company is focused on hardware and software needed to build an "immersive, embodied internet that enables better digital social experiences than anything that exists today." The company is hoping to release a "high-end" virtual-reality headset later this year, and it is also working on augmented-reality glasses, he said.

Meta joins a number of other Super Bowl advertisers marketing new technologies and companies, including several cryptocurrency exchanges.

Write to Megan Graham at megan.graham@wsj.com

Meta's Super Bowl Ad Leans on an Animatronic Dog to Promote Metaverse

Document WSJO000020220210ei2a0040h

<mark>Virtual Reality</mark> in Tourism Market to See Stunning Growth | Oculus, HTC, Samsung, <mark>Facebook</mark>

The Latest research study released by HTF MI "Global Virtual Reality in Tourism Market" with 100+ pages of analysis on business Strategy taken up by key and emerging industry players and delivers know how of the current market development, landscape, technologies, drivers, opportunities, market viewpoint and status. Understanding the segments helps in identifying the importance of different factors that aid the market growth. Some of the Major Companies covered in this Research are Oculus, HTC, Samsung, Facebook, Cyber Group, EON Reality, Google, Nokia

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https://www.htfmarketreport.com/sample-report/3775308-global-virtual-reality-in-tourism-market-3

Browse market information, tables and figures extent in-depth TOC on "Virtual Reality in Tourism Market by Application (Travel Agency, Hotel, Tourist Attractions, Other), by Product Type (3D, 4D & Other), Business scope, Manufacturing and Outlook – Estimate to 2028".

for more information or any query mail at sales@htfmarketreport.com

At last, all parts of the Global Virtual Reality in Tourism Market are quantitatively also subjectively valued to think about the Global just as regional market equally. This market study presents basic data and true figures about the market giving a deep analysis of this market based on market trends, market drivers, constraints and its future prospects. The report supplies the worldwide monetary challenge with the help of Porter's Five Forces Analysis and SWOT Analysis.

If you have any Enquiry please click here @:
https://www.htfmarketreport.com/enquiry-before-buy/3775308-global-virtual-reality-in-tourism-market-3

Customization of the Report: The report can be customized as per your needs for added data up to 3 businesses or countries or 2 analyst hours.

On the basis of report- titled segments and sub-segment of the market are highlighted below:

Global Virtual Reality in Tourism Market By Application/End-User : Travel Agency, Hotel, Tourist Attractions, Other

Market By Type : 3D, 4D & Other

Global Virtual Reality in Tourism Market by Key Players: Oculus, HTC, Samsung, Facebook, Cyber Group, EON Reality, Google, Nokia

Geographically, this report is segmented into some key Regions, with manufacture, depletion, revenue (million USD), and market share and growth rate of Virtual Reality in Tourism in these regions, from 2022 to 2028 (forecast), covering China, USA, Europe, Japan, Korea, India, Southeast Asia & South America and its Share (%) and CAGR for the forecasted period 2022 to 2028.

Informational Takeaways from the Market Study: The report Virtual Reality in Tourism matches the completely examined and evaluated data of the noticeable companies and their situation in the market considering impact of Coronavirus. The measured tools including SWOT analysis, Porter's five powers analysis, and assumption return debt were utilized while separating the improvement of the key players performing in the market.

Key Development's in the Market: This segment of the Virtual Reality in Tourism report fuses the major developments of the market that contains confirmations, composed endeavors, R&D, new thing dispatch, joint endeavours, and relationship of driving members working in the market.

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Some of the important question for stakeholders and business professional for expanding their position in the Global Virtual Reality in Tourism Market :

Q 1. Which Region offers the most rewarding open doors for the market Ahead of 2022?

Q 2. What are the business threats and Impact of latest scenario Over the market Growth and Estimation?

Q 3. What are probably the most encouraging, high-development scenarios for Virtual Reality in Tourism movement showcase by applications, types and regions?

Q 4.What segments grab most noteworthy attention in Virtual Reality in Tourism Market in 2022 and beyond?

Q 5. Who are the significant players confronting and developing in Virtual Reality in Tourism Market?

For More Information Read Table of Content @:
https://www.htfmarketreport.com/reports/3775308-global-virtual-reality-in-tourism-market-3

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Chapter 2 Major Breakdown by Type [3D, 4D & Other]

Chapter 3 Major Application Wise Breakdown (Revenue & Volume)

Chapter 4 Manufacture Market Breakdown

Chapter 5 Sales & Estimates Market Study

Chapter 6 Key Manufacturers Production and Sales Market Comparison Breakdown

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Chapter 8 Manufacturers, Deals and Closings Market Evaluation & Aggressiveness

Chapter 9 Key Companies Breakdown by Overall Market Size & Revenue by Type

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Chapter 11 Business / Industry Chain (Value & Supply Chain Analysis)

Chapter 12 Conclusions & Appendix

Thanks for reading this article; you can also get individual chapter wise section or region wise report version like North America, LATAM, Europe or Southeast Asia.

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theguardian

Technology
Meta to bring in mandatory distances between virtual reality avatars

Dan Milmo Global technology editor
467 words
5 February 2022
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The Guardian
GRDN
English

Move follows warnings Mark Zuckerberg's plan for metaverse could lead to increased online harassment

Mark Zuckerberg's virtual reality business is to introduce a mandatory distance between people's digital avatars after warnings that the social media tycoon's plans for a metaverse will lead to a new wave of online harassment.

Zuckerberg, the founder of Facebook, is making a multibillion-dollar bet on VR as the next source of growth for his empire but his strategy has already been dogged by warnings that virtual worlds are rife with abuse.

In December a user testing Horizon Worlds, a VR app owned by Zuckberg's Meta business, complained of being groped online and called for a protective bubble around their avatar, or digital representation of themselves. "Sexual harassment is no joke on the regular internet but being in VR adds another layer that makes the event more intense," said the user.

Meta announced on Friday that it is introducing personal boundaries on two VR apps: Horizon Worlds, where people can meet fellow VR users and design their own world; and Horizon Venues, which hosts VR events such as comedy shows or music gigs. The company said the distance between people will be the VR equivalent of four feet.

"A personal boundary prevents anyone from invading your avatar's personal space. If someone tries to enter your personal boundary, the system will halt their forward movement as they reach the boundary," said the company. Meta is introducing the 4ft boundary as a default setting and will consider further changes such as letting people set their own boundaries.

"We think this will help to set behavioural norms – and that's important for a relatively new medium like VR," said Meta.

The UK data watchdog has also said it is seeking clarification from Meta about parental controls on the company's popular Oculus Quest 2 VR headset, as campaigners warned that it could breach an online children's safety code. The Information Commissioner's Office said it would talk to Meta after research by the Center for Countering Digital Hate, a campaign group, flagged multiple instances of abuse on VRChat, a top-selling social app for Oculus headset users.

Zuckerberg renamed his company from Facebook Inc to Meta last year in a signal that the future of his business lies in the metaverse, a concept where the physical and digital worlds combine via virtual and augmented reality.

Although the notion of a fully fledged metaverse is many years away, Meta already announced a $50m (£37m) investment programme to ensure the concept meets regulatory and legal concerns, distributing the money among organisations and academic institutions such as Seoul National University and Women in Immersive Tech.

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MINT, Technology
MSI launches meta-ready gaming laptops. Check price, specifications, availability

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New Delhi, Feb. 3 -- MSI has launched its new lineup of gaming laptops equipped with the latest 12th Gen Intel H series processors. These new gaming laptops boasting the Meta-ready logo and are equipped with Intel CoreTM i7 or above processors and NVIDIA GeForce RTX 3070 or above. Following the global launch in January, the new range of laptops will be available in the Indian market at MSI authorized online and offline resellers. Not all the laptops unveiled today are meta-ready but selected ones.

The prices of these laptops vary between Rs.1,11,990 lakh to Rs.4,81,990 lakh. These laptops are known by the names of Stealth, Raider, Vector, Pulse, Crosshair and Katana.

Also adding on to the delight of new gaming series laptops, MSI as a part of its early bird program will give its consumers a free $50 steam wallet code on the purchase of MSI 12th gen laptop till March 15.

NVIDIA GeForce RTX laptops are based on the Ampere architecture, with 2nd generation RT Cores for ray tracing and 3rd generation Tensor Cores for DLSS and AI. The new GeForce RTX 3080 Ti laptop GPU brings the flagship 80 Ti class of GPUs to laptops for the first time.

Featuring 16GB of the fastest GDDR6 memory ever shipped in a laptop, the RTX 3080 Ti delivers higher performance than the desktop Titan RTX. The new GeForce RTX 3070 Ti is up to 70% faster than RTX 2070 Super laptops and can deliver 100 frames per second at 1440p resolution.

Additionally, the new 4th generation of Max-Q Technologies, with CPU Optimizer, Rapid Core Scaling, and Battery Boost 2.0, further enhance efficiency, performance, and battery life. The new gaming laptop lineup features a significant performance improvement over previous models, including up to 30%~45% increase in CPU performance.

Green Lin, Regional Marketing Manager, MSI, said, "We are delighted to announce our new line-up of products for 2022 in the Indian market. With this new range which is an amalgamation of both creator and gaming laptops, we are entering a new era wherein human beings will interact with us through a combination of VR, AR, cloud system, AI and internet technology."

"We believe that MSI Gameverse laptops are the key to this evolution and will be well received by our Indian consumers. With the new lapotops, we are not only providing the best performance products for gamers to exceed their capabilities, but also providing the best efficiency for digital content creators to explore the infinite possibilities that lie ahead," he added.

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Meta Reports Loss of $10.2B on Augmented/Virtual Reality Operations in 2021

Eli Tan, Nelson Wang
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COINDSK
English

Meta Platforms lost $10.2 billion in 2021 on its newly created Facebook Reality Labs (FRL) division, which comprises its augmented and virtual reality operations, according to its fourth-quarter earnings report.

* Meta announced in the third quarter it would be breaking out results for the division for the first time to show the performance and investments in a group that it considers key to the next generation of online social experiences. The company even changed its name from Facebook to Meta Platforms in October to emphasize the importance of the metaverse to its future.

* FRL generated $2.3 billion in revenue in 2021, a small fraction of the almost $116 billion generated from Meta's family of apps, which include Facebook, Instagram and WhatsApp. In Q4, FRL reported a loss of $3.3 billion on revenue of $877 million. That was up from a loss of $2.6 billion on revenue of $558 million in the third quarter.

* Meta previously estimated FRL would reduce its overall operating profit by about $10 billion in 2021, and said it was committed to spending even more on the division for the next several years.

* Overall, Meta reported adjusted Q4 earnings per share of $3.67, falling short of the consensus analyst estimate of $3.85, according to FactSet, while revenue of $33.7 billion was just ahead of the consensus estimate of $33.4 billion. Meta's guidance for first-quarter 2022 revenue also fell short, coming in at between $27 billion to $29 billion, compared with analysts' expectations of $30.2 billion.

* Shares of Meta tumbled more than 20% in after-hours trading Wednesday following release of the results.

* The earnings follow Meta's Jan. 31 announcement that it has axed its Diem stablecoin project, selling the project's assets and operations to Silvergate for $182 million in total.

* On the earnings call with analysts, Meta CEO Mark Zuckerberg said the company's metaverse developments include releasing a high-end virtual reality headset by the end of the year. Zuckerberg said Meta is also continuing to work on "Nazare," the company's first fully augmented reality glasses.

* The company also said on the call it expects FRL's operating loss to "increase meaningfully" in 2022.

This is a developing story and will be updated.

Read more: A Crypto Guide to the Metaverse

UPDATE (Feb. 2, 22:07 UTC): Added Facebook's guidance for Q1 2022 in fourth bullet point.

UPDATE (Feb. 2, 22:51 UTC): Added information from earnings call.

Document COINDSK020220202ei2200105

Military and Defense; Royal Holloway University of London Reports Findings in Military and Defense (Efficacy of mirror therapy and <mark>virtual reality</mark> therapy in alleviating phantom limb pain: a <mark>meta</mark>-analysis and systematic review)

2022 FEB 2 (VerticalNews) -- By a News Reporter-Staff News Editor at Defense & Aerospace Week -- New research on Military and Defense is the subject of a report. According to news reporting out of Egham, United Kingdom, by VerticalNews editors, research stated, "Amputations result from trauma, war, conflict, vascular diseases and cancer. Phantom limb pain (PLP) is a potentially debilitating form of chronic pain affecting around 100 million amputees across the world."

Our news journalists obtained a quote from the research from the Royal Holloway University of London, "Mirror therapy and virtual reality (VR) are two commonly used treatments, and we evaluated their respective success rates. A meta-analysis and systematic review was undertaken to investigate mirror therapy and VR in their ability to reduce pain levels. A mean difference (MD) model to compare group pain levels pretreatment and post-treatment via aggregating these results from numerous similar studies was employed. Meta-analysis was conducted using RevMan (V.5.4) and expressed in MD for visual analogue scale (VAS) score. A total of 15 studies met our search criteria; they consisted of eight mirror therapy with 214 participants and seven VR including 86 participants, totalling 300 participants. Mean age ranged from 36 to 63 years, 77% male, of which 61% were lower body amputees. Both led to a VAS reduction (mirror therapy mean reduction VAS score was 2.54, 95% CI 1.42 to 3.66; $p<0.001$; VR 2.24, 95% CI 1.28 to 3.20; $p<0.001$). There was no statistically significant difference in pain alleviation between mirror therapy and VR ($p=0.69$). Mirror therapy and VR are both equally efficacious in alleviating PLP, but neither is more effective than the other."

According to the news editors, the research concluded: "However, due to small sample size and limited number of studies, factors such as gender, cause of amputation, site of limb loss or length of time from amputation, which may influence treatment success, could not be explored."

This research has been peer-reviewed.

For more information on this research see: Efficacy of mirror therapy and virtual reality therapy in alleviating phantom limb pain: a meta-analysis and systematic review. BMJ Military Health, 2022. BMJ Military Health can be contacted at: Bmj Publishing Group, British Med Assoc House, Tavistock Square, London WC1H 9JR, England.

Our news journalists report that additional information may be obtained by contacting G. Ken-Dror, Institute of Cardiovascular Research, Royal Holloway University of London, Egham, Greater London, UK. Additional authors for this research include Christopher Rajendram, T. Han and P. Sharma.

Publisher contact information for the journal BMJ Military Health is: Bmj Publishing Group, British Med Assoc House, Tavistock Square, London WC1H 9JR, England.

Keywords for this news article include: Egham, Europe, Therapy, United Kingdom, Health and Medicine, Military and Defense, Perceptual Disorders, Phantom Limb Syndrome, Neurologic Manifestations, Perceptual Diseases and Conditions.

Document DEFAER0020220202ei22000aw

Forbes.com

Forget <mark>Meta</mark>'s Sleek <mark>Virtual Reality</mark>. Maybe The Metaverse Is Fun, Friendly, 8-Bit -- And Already Here

Kenrick Cai, Forbes Staff

Welcome to Gather Town, the $700 million low-res online universe spreading like wildfire across Silicon Valley, college campuses and, soon, a workplace near you.

When Phillip Wang was pitching Gather, his six-month-old startup, to VCs in late 2020, he would invite them up to the rooftop above his office. The space is a sweet spot to discuss a deal, illuminated by the neon green lights of a sprawling city framed by clouds in pink and orange hues. Best of all, he could brag to potential investors about the price. For a company Gather's size—25 employees at the time—it ran just $175 a month to rent the entire building. That's because the office is virtual, existing entirely inside the app the company created. These days, with new coronavirus variants delaying many employees' return to physical spaces, 100,000 people make their daily commute by logging onto Gather's website. More than 15 million people have used it at least once—many for virtual conferences but also for birthday parties, rock concerts and weddings.

"A lot of people think about the metaverse as sci-fi, like it's five to seven years away," says Wang, whose words come tumbling out at triple speed. "They imagine these dystopian worlds owned by large tech companies."

"In terms of building the team and building culture, they were doing in six months what we did in five years."

To the spiky-haired 23-year-old CEO, the metaverse is already here, and it's rather friendly and welcoming. Instead of a sleek alternate reality, Gather's virtual world is decidedly low-res, evoking the nostalgic feel of a 20-year-old Pokémon video game. Users move their 2D avatars around with the arrow keys on their keyboard, panning into and out of video chat conversations as they stroll past other folks. Whether it's simply a more interactive Zoom or a cornerstone of our collective future, Gather has the attention of Silicon Valley. Founded by four recent grads (all still 26 or younger) at the onset of the pandemic, the startup has rapidly grown to 75 employees and is backed by top-tier venture capitalists who have invested $77 million, most recently in November at a $700 million valuation. Gather declined to disclose revenue, but Forbes estimates it booked more than $10 million last year, its first full year of operation.

Gather's aesthetic is a throwback to Wang's youth in the Seattle suburbs, where he spent countless hours playing graphically unremarkable games like Minecraft. He was also obsessed with computers and math. His sophomore year of high school, he scored in the top 200 out of 70,000 Junior Math Olympiad participants. His senior year, he secured a yearlong machine learning job at nearby Microsoft, and continued that precociousness at Carnegie Mellon University, graduating in three years.

After graduation, Wang and college buddies Kumail Jaffer and Cyrus Tabrizi were accepted into the prestigious Y Combinator incubator in 2019. The trio worked hard on their goal of building hardware to facilitate social connections. But they spurned the business side, even skipping "demo day," during which their peers pitched hundreds of prospective investors. "It was very formative to be pressured to do all that stuff and then realize it's not right for us," Wang says.

By May 2020, they had exhausted their $150,000 Y Combinator check. Wang and Jaffer proposed a detour toward more monetizable gatherings like academic conferences, which had shifted online. Tabrizi disagreed. Wang and Jaffer split off, launching Gather with MIT grads Alex Chen and Nate Foss, whom Wang had met during college internships. Intrigued by VR, the foursome scanned their bodies and replicated their physical environment online, spending eight hours a day working with headsets strapped to their faces. "That was when we realized this is still pretty far away," Wang says. "But we could kind of squint our eyes and see this whole idea of virtual worlds is going to be huge."

To quickly build an accessible environment, Gather reverted to well-established tech: keyboard, mouse and low-resolution pixel art on a web browser. They released the first version in May 2020. It spread quickly across colleges. A University of Chicago professor and students recreated their school so that people could study together or meet up around campus; members of the physics faculty were soon discovered playing

poker in a lounge. Silicon Valley leaders were quick to notice. Dylan Field, the 29-year-old founder and CEO of Figma, the $10 billion (valuation) design startup, reached out to Wang in November 2020, before the founders had even begun thinking about a business model. "He literally told me, 'I kind of don't know about this being a capitalistic enterprise,' " Field recalls.

Undeterred, he introduced Wang to a long list of VCs. Predictably, Wang prepared them for disappointment, saying: "You need to be ready for this to turn into Wikipedia," referring to the internet's best-known not-for-profit website. Sequoia Capital partner Shaun Maguire saw beyond Wang's hesitancy. "For [Gather's founders], it's a foregone conclusion that the metaverse is going to exist, so the question becomes: How do you make sure that it's done as well as possible?" says Maguire, who led the company's first funding round of $26 million in January 2021. While startups usually spend a year or more leveling up to where VCs are comfortable investing again, Sequoia agreed to double down even before the first round was announced. "The company really inflected between January and March," Maguire says.

While optimizing its video code, Gather simultaneously quadrupled monthly revenue to $400,000 via customers like Coca-Cola and Amazon, which built a replica of the fantasy world from The Wheel of Time, its hit streaming show. Sequoia and Index Ventures led the company's $50 million second round. Y Combinator and Figma's Field are also investors.

"Despite the rhetoric of Silicon Valley to 'move fast and break things,' very few companies actually move that fast," Field says. "In terms of building the team and building culture, they were doing in six months what we did in five years."

From his current temporary home in Southern California, Wang plans to travel nomadically this year, spending months in Pittsburgh, Boston, London and Switzerland, all while working virtually from Gather's headquarters. One day, he muses, people might shop in digital malls in his app or share a movie night with friends in another country. Or maybe, Wang muses, Gather will become an infrastructure company, helping others build these experiences. Whichever direction his 22-month-old startup takes next, it's certain to happen quickly. For the nascent builders of the metaverse, Field's five-year horizon is a death knell.

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Document FBCOM00020220202ei220018l

ANI

Meta updates 3D avatars for Facebook, Messenger, Instagram

141 words
2 February 2022
Asian News International
HNASNI
English
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Washington, Feb. 2 -- : Keeping their fans updated, Meta has added a few customizations to its 3D avatars feature for Facebook, Messenger, and DMs on Instagram.

As per GSM Arena, Meta tried to be more inclusive with a plethora of new accessories that can be added to a user's personal 3D avatar such as hearing aids, wheelchairs, and more. Additionally, the new facial expressions and skin colours would better reflect a user's real-life looks from now on.

The new avatars are available to use in the US, Canada and Mexico but other countries will get them in the following months.

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CE Noticias Financieras English
3D Avatars of the Metaverse arrive on Instagram and Facebook in Mexico; we tell you how to create yours

369 words
2 February 2022
CE NoticiasFinancieras
NFINCE
English

The owner of Meta, Mark Zuckerberg, announced that the 3D avatars of the Metaverse will update those of Facebook and Messenger, in addition to arriving to Instagram starting this Tuesday in Mexico, the United States and Canada.

Users in the three countries will be able to create their new avatars or update the ones already made. They will be available for use in profile pictures, comments, stickers, stories and direct messages on Messenger and Instagram.

No date has been given for the arrival of this update in other countries.

The new Metaverse items have acquired facial and clothing improvements, accessories such as wheelchairs for people with disabilities were also considered. It will also be possible to represent the user with a different avatar for Facebook, Instagram and VR respectively.

"We've been hard at work, expanding Avatars to better reflect the billions of unique people on this planet" Meta noted on its website.

For his part, Mark Zuckerberg pointed out that this is just the beginning, and that he expects users in the future to have "multiple avatars ranging from expressive to photorealistic."

On the occasion of Super Bowl LVI, a series of Cincinnati Bengals and Los Angeles Rams apparel has also been made available for users to support their favorite team.

How to create or update your own 3D avatar?FacebookGo to the menu bar and select the "Avatars" option.Customize your avatar by following the steps indicated by the application.Once finished it will be available for use in posts, comments, stickers, Messenger messages and as a Profile Picture.InstagramGo to the space to share new stories.Open the toolbar (where conventionally you select music, stickers, question boxes and polls).Press the "Avatar" option and follow the prompts to create your own avatar.This is one difference between Meta's avatars in 2021 and the current ones, according to a post on Meta's website:

"We hope that your new virtual self will allow you to be represented online in the way you want, whether to friends and family, your local community or beyond," Meta noted.

Document NFINCE0020220202ei22002zk

GADGETS NEWS
Meta adds 3D avatars to Instagram Stories and DMs

303 words
2 February 2022
The Times of India
TOI
English
(c) 2022 The Times of India Group

Facebook parent company Meta is bringing 3D avatars to Instagram Stories and direct messages (DMs). The rollout of the new 3D avatars, Meta says, is an early step towards making the metaverse a reality. The company defines metaverse as an interconnected digital world, one that bridges VR and AR, in addition to more familiar platforms like your phone and computer.Avatars offer people more ways to express themselves. Meta has added new facial shapes and assistive devices for people with disabilities. It has also tweaked skin shaders to make avatars more authentic. Meta is also rolling out updated 3D avatars to Facebook and Messenger. With the 3D avatars, users can show up as their virtual self across apps via stickers, feed posts, Facebook profile pictures and more. The 3D avatars are currently available for users in the United States, Canada, and Mexico.

The company says that the user's avatar will automatically enter the third dimension as part of this update."Since revealing our long-term vision of the metaverse at Connect 2021, we've continued building out this next evolution of social technology, building towards a future where you can sit in the same room as loved ones who are actually thousands of miles away or work naturally with a talented team that spans the globe," Aigerim Shorman, Meta's general manager for avatars and identity, wrote in a blog post.As mentioned above, 3D avatars are early steps of the company in realizing its metaverse dream that has been Meta's top priority for a long time. As part of its Metaverse preview, Meta has previously shown demos of its Codec Avatars and real-time environment rendering at its Facebook Connect event in October last year.

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Document TOI0000020220201ei220006e

Apps
Meta Introduces 3D Avatars to Instagram Stories, Rolls Out Updated Options for Facebook and Messenger

Meta is introducing 3D avatars to Instagram stories and direct messages. It has also released updated avatars for Facebook and Messenger. The update brings new facial shapes and assistive devices like wheelchairs for differently abled people. The update is currently available in the United States, Canada, Mexico, along with other countries where the rollout has already begun. The Facebook parent company has also teamed up with the NFL to release Super Bowl LVI shirts for avatars. People can now outfit their avatars with limited-time shirts of either Cincinnati Bengals or Los Angeles Rams.

The announcement was made by Aigerim Shorman, General Manager for Avatars and Identity, on Meta's official blog. The social media giant has started rolling out the updated avatars on Facebook, Messenger, and, for the first time, Instagram. People can use their virtual likeness for creating stickers, feed posts, Facebook profile pictures, and more. As of now, people can make two different avatars, one for Instagram and one for both Facebook and Messenger, and a third for VR. Users registered with the Accounts Centre have the option to sync their avatars across different platforms. Additionally, Facebook users who have created an avatar in the past will see it getting converted to 3D with this update.

The update brings Cochlear implants and over-the-ear hearing aids with several colour options for the avatars on all platforms. There is also a wheelchair, which will appear in stickers. Meta has also updated the look of the avatars with subtle tweaks to the facial shapes and skin shaders. The company says that it plans to bring even more customisation options to the Avatar editor in 2022.

Meta has announced that it is partnering up with the NFL to celebrate Super Bowl LVI, which is set to take place on February 13. It is releasing limited-time shirts of the Cincinnati Bengals and Los Angeles Rams. These shirts will remain live until February 28. There is also a Super Bowl LVI shirt for the neutral fans. Click here to view video Why is 5G taking so long? We discuss this on Orbital, the Gadgets 360 podcast. Orbital is available on Spotify, Gaana, JioSaavn, Google Podcasts, Apple Podcasts, Amazon Music and wherever you get your podcasts.

Click here to view video

Document NDTVIN0020220202ei2100015

CE Noticias Financieras English
Meta launches 3D avatars on Instagram, has updates on Facebook and Messenger

271 words
1 February 2022
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NFINCE
English
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Mark Zuckerberg's company has introduced innovations in the avatars it offers users and now brings three-dimensional avatars in Instagram stories and direct messages, while updating them on Facebook and Messenger, reports in the corporate blog the director of avatars and identity, Aigerim Shorman.

Asof January 31, users in the United States, Canada and Mexico can present their virtual characters in the applications through stickers, publications, Facebook profile pictures, among other options, which in the coming months will also be available in other countries.

You may be interested in: Create extension to reduce addiction to Facebook and the network blocks your accounts

The new features include new combinations in terms of eyes, facial shape, nose, hairstyle, beard and even wardrobe, options that in total already exceed 1 billion, according to RT.

The new avatars will also be able to display hearing implants or hearing aids in a variety of colors, available across all platforms, plus wheelchairs available in Facebook stickers, Messenger chats and Instagram direct messages.

"Since unveiling our long-term vision of the metaverse at Connect 2021, we've continued to build this next evolution of social technology, developing a future where you can sit in the same room with loved ones who are actually thousands of miles away, or work naturally with a talented team that spans the globe," Shorman says.

For the NFL Super Bowl, which kicks off on February 13, Meta is also offering a variety of avatar-themed jerseys so that users can visually support the event and their favorite team.

Document NFINCE0020220202ei21000uu

International
Meta rolls out 3D Avatars to FB, Instagram

272 words
1 February 2022
Indo-Asian News Service
HNIANS
English
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San Francisco, Feb 1 (IANS) In a bid to offer people more ways to express themselves as their avatars, Meta has announced that it is rolling out updated 3D Avatars to Facebook and Messenger, and for the first time Instagram Stories and DMs.

The company said that people in the US, Canada and Mexico can show up as their virtual self across apps via stickers, feed posts, Facebook profile pictures and more.

"We have been hard at work since then, expanding Avatars so that they better reflect the billions of unique people on this planet," Aigerim Shorman, General Manager for Avatars and Identity, said in a blogpost.

"Today we are taking that further, adding new facial shapes and assistive devices for people with disabilities," Shorman added.

The update adds Cochlear implants and over-the-ear hearing aids in a variety of colours, and on all platforms including VR. It also includes wheelchairs, which will appear in stickers.

It will also be adding limited-time shirts for NFL fans to outfit their avatars in and celebrate their favourite teams.

"Virtual reality (VR) and Quest are key parts of our metaverse vision, but we see the metaverse as an interconnected digital world, one that bridges VR and AR, in addition to more familiar platforms like your phone and computer," said Shorman.

"Rolling out avatars across our platforms is an early step towards making this a reality," Shorman added.

With the new update, users will be able to show up as avatar in their Facebook profile picture and comments, stickers, stories and more.

--IANS

vc/dpb

Document HNIANS0020220201ei210089b

==Meta== Begins Rolling Out ==3D Avatars== Across ==Facebook==, Instagram, Messenger

Meta Monday detailed several updates to Avatars across its various platforms.

The company began rolling out its updated 3D Avatars to Facebook, Instagram DMs, Instagram Stories and Messenger in Canada, Mexico and the U.S., and they can be used as feed posts, profile pictures, stickers and other elements.

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The worldwide rollout will take place gradually over the next few months.

Meta general manager for Avatars and identity Aigerim Shorman said in a blog post Monday, "When we released our updated and more expressive Avatars in virtual reality last April, we promised that the same avatar style would one day be available to bring to our other apps. Today, we begin making good on that promise, rolling out 3D Avatars across Facebook, Instagram and Messenger to people in the U.S., Mexico and Canada, along with countries where we've already started rolling out. As we said up top, you'll be able to show up as your Avatar in your Facebook profile picture and in comments, stickers, Stories and more. This also marks the first time any of our Avatars have been available on Instagram, so we're excited to see what you do with them."

She added that people who previously created Avatars on Facebook will see those Avatars "automatically enter the third dimension," and Meta is working to ensure that the new, improved Avatars match users' previous choices.

People who have not yet dabbled in Avatars can begin customizing their look by accessing the Avatar editor via comments or the menu on Facebook or Messenger.

Shorman explained, "We know that you may want to represent yourself differently on different platforms, so right now, you can create three different Avatars if you choose--one for Facebook and Messenger, another for Instagram and a third for VR. And if you've set up Accounts Center and chosen to sync your Avatar, any changes you make to your Avatar on Facebook and Messenger will automatically appear on Instagram, as well, and vice versa. Over time, our goal is to eventually make it easy and seamless to move your Avatar from place to place if you want, so look for more updates on this front. But feel free to break out the floral shirts for Instagram without worrying that you might show up to a meeting that way in Horizon Workrooms. (Unless you want to.)"

Meta took steps to improve the look of Avatars by "subtly" adjusting certain facial shapes and tweaking its skin shaders.

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Shorman added, "One quintillion. A one followed by 18 zeros. That's the number of combinations our new Avatars supported when we released last year, and it's a big number. But it's not enough. Not if our goal is to represent the full scale of human diversity, to enable everyone to create their ideal Avatar and better express

themselves on our platforms. Today's update adds Cochlear implants and over-the-ear hearing aids (for one or both ears) in a variety of colors and on all platforms including VR. It also includes wheelchairs, which will appear in stickers on Facebook, in Messenger chats and in DMs on Instagram."

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Finally, with Super Bowl 56 approaching, Meta teamed up with the National Football League to enable people to outfit their Avatars in the colors of the two teams that will battle it out in the Big Game, or in a neutral Super Bowl LVI shirt.

CEO Mark Zuckerberg wrote in a Facebook post Monday, ""We're updating Meta avatars with a lot more expressions, faces and skin tones, as well as wheelchairs and hearing aids. We're starting to experiment with digital clothing, too, including official NFL shirts you can wear for the Super Bowl. You can use your avatar across Quest, Facebook, Instagram and Messenger. One day, you'll have multiple avatars ranging from expressive to photorealistic. Looking forward to sharing more soon."

Document ADWE000020220201ei1v0000c

Mental Health Diseases and Conditions - Anxiety Disorders; New Anxiety Disorders Study Findings Have Been Reported by Investigators at University of Birmingham (The Effectiveness of ==Gaming== Interventions for Depression and Anxiety In Young People: Systematic Review and ==Meta==-analysis)

2022 JAN 31 (NewsRx) -- By a News Reporter-Staff News Editor at Clinical Trials Week -- Current study results on Mental Health Diseases and Conditions - Anxiety Disorders have been published. According to news reporting from Birmingham, United Kingdom, by NewsRx journalists, research stated, "Recent research has investigated the use of serious games as a form of therapeutic intervention for depression and anxiety in young people. To conduct a systematic review and meta-analysis into the effectiveness of gaming interventions for treating either depression or anxiety in individuals aged 12-25 years."

The news correspondents obtained a quote from the research from the University of Birmingham, "An electronic search was conducted on the 30 March 2020, using PsycINFO, ISI Web of Science Core Collection, Medline and EMBASE databases. Standardised effect sizes (Hedge's g) were calculated for between-participant comparisons between experimental (therapeutic intervention) and control conditions, and within-participant comparisons between pre- and post-intervention time points for repeated measures designs. Twelve studies (seven randomised controlled trials (RCTs) and five non-randomised studies) were included. For RCTs, there was a statistically significant and robust effect ($g = -0.54$, 95% CI -1.00 to -0.08) favouring the therapeutic intervention when treating youth depression. For non-RCTs, using a repeated measures design, the overall effect was also strong ($g = -0.75$, 95% CI -1.64 to 0.14) favouring therapeutic intervention, but this was not statistically significant. Interestingly, we found no statistically significant effect for treating youth anxiety. There is preliminary evidence to suggest that gaming interventions are an effective treatment for youth depression, but not anxiety."

According to the news reporters, the research concluded: "Further research is warranted to establish the utility, acceptability and effectiveness of gaming interventions in treating mental health problems in young people."

For more information on this research see: The Effectiveness of Gaming Interventions for Depression and Anxiety In Young People: Systematic Review and Meta-analysis. BJPsych Open, 2022;8(1). BJPsych Open can be contacted at: Cambridge Univ Press, Edinburgh Bldg, Shaftesbury Rd, CB2 8RU Cambridge, England.

Our news journalists report that additional information may be obtained by contacting Clara Humpston, University of Birmingham, Institute for Mental Health, School of Psychology, Birmingham, West Midlands, United Kingdom. Additional authors for this research include Christopher Townsend, Jack Rogers, Victoria Goodyear, Anna Lavis and Maria Michail.

Keywords for this news article include: Birmingham, United Kingdom, Europe, Anxiety, Anxiety Disorders, Drugs and Therapies, Health and Medicine, Mental Health Diseases and Conditions, University of Birmingham.

Document CTRW000020220131ei1v0003s

Personal Technology: Nicole Nguyen
Tech
Virtual Workouts, Real Sweat: Exercising in the Metaverse With the Meta Quest 2; Using the virtual-reality headset and VR workout apps like Supernatural, FitXR and Holofit, you can burn a lot of calories. Just mind the motion sickness, and wear a sweatband.

By Nicole Nguyen
1,410 words
30 January 2022
19:30
The Wall Street Journal Online
WSJO
English

One thing they don't tell you about working out in the metaverse: The exercise might be in virtual reality, but the sweat is real.

My first VR exercise was a boxing class that's like "Dance Dance Revolution" for your hands. I punched color-coded targets zooming at my face and tilted to avoid swirling bars. After the session, I peeled the damp Meta Quest 2 (formerly known as Oculus) off my face—which is just as disgusting as it sounds. But there's an upside: I couldn't believe how hard my heart was pumping and how fast those 20 minutes flew by.

VR fitness isn't just a gimmick. The headset turns a dreaded aspect of exercise (actually doing it) into an interactive game that makes you forget it's a workout. That is, when it doesn't give you motion sickness.

Fitness experts say virtual workouts, which largely involve squats and air punches, can be an effective way to burn calories. Most can be done in your living room, as long as there's a clear area for hopping and arm flinging. Some require cardio equipment, such as an elliptical machine. However, you won't find virtual workouts with much yoga, weight training or other dynamic movement that could pose a safety hazard. Wearing a headset is like having an electronic blindfold strapped to your face.

Most VR workouts, such as Supernatural's boxing classes, can be done in a small space, as long as there's enough clearance for flinging arms. PHOTO: Nicole Nguyen/The Wall Street Journal

VR punch-dancing = great cardio

Supernatural was the most impressive of the VR workout apps I tried. It offers four types of classes: boxing, meditation, stretching and a high-intensity, rhythmic workout called Flow. The sensors in the Quest's handheld controllers tell the app how fast and accurately you're punching the flying orbs. The visuals are stunning. Workouts are set in expansive real-life landscapes captured by 360-degree cameras. I never thought I'd be working out in the Sahara. (The app's creator, Within, recently entered into an agreement to be acquired by Facebook parent Meta Platforms Inc.)

Supernatural's workouts are set in far-flung landscapes captured by 360-degree cameras, such as the Sahara desert, pictured here. PHOTO: Nicole Nguyen/The Wall Street Journal

FitXR takes a different approach. The environment is all digitally conjured, and instructors are Sims-esque avatars voiced by trainers. In the app's cardio workouts, you side step or crouch down to punch airborne glass balls. The dance classes include body rolls and arm air pumps. I'm glad there are no mirrors in VR: I guarantee you my moves didn't look as cool as I thought they did.

Like digital fitness platforms that run on phones and tablets, both VR apps require a subscription; the Meta Quest 2 headset starts at $299. The apps are pricey: a Supernatural membership for up to four people (sharing one device) costs $19 a month, or $180 a year. FitXR costs $10 a month for five profiles. Unlike on smartphone apps, workouts on the Quest 2 can't be downloaded for offline use. Naturally, the headset requires a Facebook account.
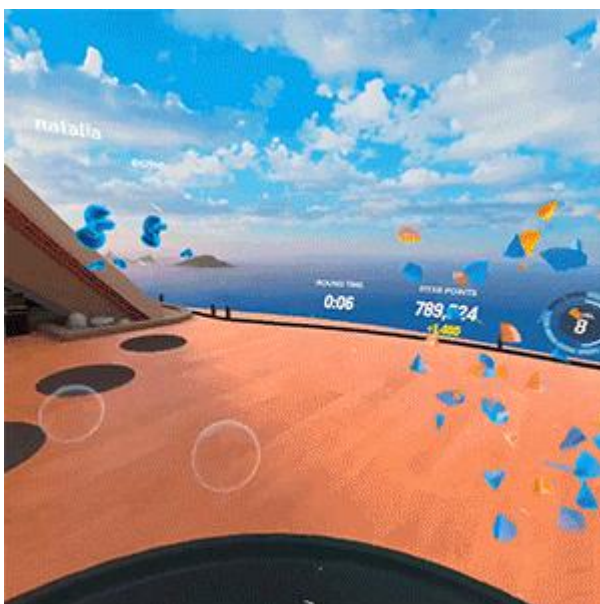
In FitXR, the goal is to punch glass orbs, which shatter on impact, as quickly and accurately as possible. PHOTO: Nicole Nguyen/The Wall Street Journal

The apps' up-and-down and side-to-side movements and arm-raises are legitimate exercises, according to Jimmy Bagley, associate professor of exercise and muscle physiology at San Francisco State University. "You use a lot of muscle mass lunging and squatting," he said.

"If you are a non-exerciser or beginning exerciser and want to lose some fat or gain some muscle, then you could do most of your workouts in VR now," Dr. Bagley said. More serious athletes should stick with a real trainer in a real gym, he added.

Virtual cycling: Dangerous curves ahead

A 2018 study by Dr. Bagley and other researchers found that VR exercise can be just as effective at increasing your calorie burn rate as treadmill running or cycling, depending on the intensity of the game. Subjects in a 2020 study by researchers at the University of Minnesota Duluth said they felt less tired or exhausted biking in VR, compared with traditional bike exercise.

I'm already a big fan of Zwift, an indoor biking app that runs on my iPad and controls my smart bike trainer's resistance based on the virtual route's elevation. Could a VR app be even better?

I tried out Holofit by Holodia ($10.75 a month), which works with Bluetooth-enabled ellipticals, rowers and stationary bikes. You can also use a traditional machine with a cadence sensor attached to your shoe. Holofit's virtual worlds are programmed with absurd set pieces to keep you engaged. I passed an overturned bus on the Golden Gate Bridge, rode through a rock concert in the middle of Paris and flew out of a rocket ship onto Saturn's rings.

Holofit works with Bluetooth-enabled elliptical machines, stationary bikes and rowers. You can ride the app's virtual routes solo or race other users. PHOTO: Nicole Nguyen/The Wall Street Journal

This kind of cardio was a different beast in VR. The headset got steamy fast, and while biking on a straight road didn't bother me, sharp turns and going uphill or downhill made my stomach flip. After 30 minutes, I was too nauseated to continue. This might be a unique issue: I have amblyopia, which means one eye doesn't work as well as the other. Wearing glasses inside of the headset helps, but I still get headaches after long stints. (My colleague Joanna, who spent 24 hours in the metaverse, experienced similar symptoms after prolonged headset use.)

A Holofit spokesman said this feeling is common for new users and eventually dissipates. The company is continuing to refine the avatar's in-game movements, he added. Holofit was fine otherwise, but it doesn't have Zwift's automatic resistance-adjustment features or detailed graphics.

I asked Zwift Chief Executive Officer Eric Min why the app isn't in the metaverse yet. "Zwift does indeed have a build for VR, but it's not something that's publicly available," he said. For now, a VR headset is too bulky for bikers, he said. "It's weighty, hot, fogs up and the sweat consideration is significant." He said the company also is concerned about user safety.

He's right about the sweat. The Quest 2 engulfs half your face like a snorkel mask, trapping heat inside, and needs to be snug to stay put while you move around. After each workout, the face pad on my headset was drenched.

Meta acknowledges that the headset needs improvement for fitness: The company plans to sell new accessories, including an exercise-optimized facial interface that can be wiped down and grips that make the controllers easier to hold while you sweat.

To become mainstream fitness devices, headsets will need to be lighter, with even faster processors and more precise head-tracking to reduce motion sickness. They should also be able to track leg movements, which they don't do currently.

SHARE YOUR THOUGHTS

What would be the benefits of a virtual workout for you? Join the conversation below.

New devices are imminent. Meta says it plans to expand its Quest offerings later this year with more advanced hardware. And Apple's anticipated smart glasses are expected to feature augmented-reality technology. Perhaps a virtual fitness instructor could appear overlaid in the real world.

For now, the experience is great for early adopters who are bored with their exercise routine—and willing to navigate a novel, complex interface. Before beginning a VR fitness journey, however, there are two things you will definitely need: a silicone face-cushion cover for your Quest 2 headset, plus a good old-fashioned sweatband. Trust me.

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Virtual Workouts, Real Sweat: Exercising in the Metaverse With the Meta Quest 2

Document WSJO000020220130ei1u000ul

Mental Health Diseases and Conditions - Anxiety Disorders; Data on Anxiety Disorders Reported by Researchers at Nanyang Technological University (A Meta-analysis of the Effect of Virtual Reality On Reducing Public Speaking Anxiety)

2022 FEB 4 (NewsRx) -- By a News Reporter-Staff News Editor at Health & Medicine Week -- New research on Mental Health Diseases and Conditions - Anxiety Disorders is the subject of a report. According to news originating from Singapore, Singapore, by NewsRx correspondents, research stated, "The fear of public speaking is a prevalent phobia that has a damaging impact on the lives of many phobic patients. One method to treat this phobia is the use of virtual reality (VR)."

Financial support for this research came from Nanyang Technological University.

Our news journalists obtained a quote from the research from Nanyang Technological University, "A Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol was used to report how the publications that have examined the role of VR in treating public speaking anxiety were identified. A meta-analysis of 92 non-review publications published by January 15, 2021 was conducted. In this meta-analysis, the effectiveness of the treatment of public speaking anxiety refers to the degree of reduction in the participants' public speaking anxiety from pre-test to post-test. This meta-analysis consisted of an examination of the homogeneity of the studies (the I-2 indexes), publication bias (Kendall's tau and Egger's regression values) and an estimation of the grand effect size for all studies. The three major findings of this meta-analysis are: (1) Overall, VR had a statistically significant effect on reducing public speaking anxiety, which suggests that VR is a useful and promising therapeutic tool for the treatment of public speaking anxiety; (2) Studies that found VR to be effective in the treatment of public speaking anxiety conducted an average of approximately six VR sessions, with each session lasting around 37 minutes; and (3) VR is statistically as effective as other treatment methods such as cognitive behavioral therapy."

According to the news editors, the research concluded: "Therefore, rather than completely replacing other treatment methods, VR should be used to complement other treatment methods to compensate for some of their disadvantages."

This research has been peer-reviewed.

For more information on this research see: A Meta-analysis of the Effect of Virtual Reality On Reducing Public Speaking Anxiety. Current Psychology, 2022. Current Psychology can be contacted at: Springer, One New York Plaza, Suite 4600, New York, Ny, United States. (Springer - www.springer.com; Current Psychology - www.springerlink.com/content/1046-1310/)

The news correspondents report that additional information may be obtained from Vahid Aryadoust, Nanyang Technological University, National Institute of Education, Singapore, Singapore. Additional authors for this research include Mei Hui Lim and Gianluca Esposito.

Keywords for this news article include: Singapore, Singapore, Asia, Anxiety, Anxiety Disorders, Health and Medicine, Mental Health Diseases and Conditions, Nanyang Technological University.

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Virtual Goods Market Is Booming Worldwide | Facebook, Bebo, Zynga

Latest survey on Global Virtual Goods Market is conducted to provide hidden gems performance analysis of Virtual Goods to better demonstrate competitive environment . The study is a mix of quantitative market stats and qualitative analytical information to uncover market size revenue breakdown by key business segments and end use applications. The report bridges the historical data from 2015 to 2020 and forecasted till 2026*, the outbreak of latest scenario in Global Virtual Goods market have made companies uncertain about their future outlook as the disturbance in value chain have made serious economic slump. Some are the key & emerging players that are part of coverage and profiled in the study are Tencent Holdings Ltd., KakaoTalk, Hi5 Networks Inc., Kabam Inc, Facebook Inc., Bebo Inc., Epic Games, Inc., Line, Gree Inc., Zynga Inc., Myspace LLC, Tagged Inc. & Mixi Inc..

Click to get Global Virtual Goods Market Research Sample PDF
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https://www.htfmarketreport.com/sample-report/3005684-global-virtual-goods-market-report-2020-by-key-players-types-applications-countries-market-size-forecast-to-2026

If you are part of the Global Virtual Goods industry or intend to be, then study would provide you comprehensive outlook. It is vital to keep your market knowledge up to date analysed by major players and high growth emerging players. If a different set of players need to be analysed as per geography or regional target then enquire us with your customized requirements.

Virtual Goods Market: Competition Analysis

With drastic change in consumers behaviour, firms, brands and value stakeholder in Virtual Goods are curious to understand the implications for their products and services. Some of key competitors or manufacturers included in the study are Tencent Holdings Ltd., KakaoTalk, Hi5 Networks Inc., Kabam Inc, Facebook Inc., Bebo Inc., Epic Games, Inc., Line, Gree Inc., Zynga Inc., Myspace LLC, Tagged Inc. & Mixi Inc.

Market Analysis by Types: , Game Skin Virtual Goods, Game Fashion Virtual Goods, Digital Chat Stickers & Others

Market Analysis by Applications: Female & Male

Virtual Goods Quantitative Market Data

Market Data breakdown by major geographies, Type & Application/End-users

• Virtual Goods Market Revenue & Growth Rate by Type [, Game Skin Virtual Goods, Game Fashion Virtual Goods, Digital Chat Stickers & Others] (2016-2026)

• Virtual Goods Market Revenue & Growth Rate by Application [Female & Male] (2016-2026)

• Virtual Goods Market Revenue & Growth Rate by Each Region Specified (2016-2026)

• Virtual Goods Market Volume & Growth Rate by Each Region Specified, Application & Type (2016-2026)

• Virtual Goods Market Revenue Share & Y-O-Y Growth Rate by Players (2020)

Have Any Query? Ask Our Expert for customization feasibility in the report @:
https://www.htfmarketreport.com/enquiry-before-buy/3005684-global-virtual-goods-market-report-2020-by-key-players-types-applications-countries-market-size-forecast-to-2026

Important Features that are under offering & key highlights of the Virtual Goods market report:

1. Why lots of Key players are not profiled in Study?

–> The market study is surveyed collecting data of various companies from Virtual Goods industry, and the base for coverage is NAICS standards. However, the study is not limited to profile only few companies;

connect with sales executive to get customized list. The standard version of research report is listed with players like Tencent Holdings Ltd., KakaoTalk, Hi5 Networks Inc., Kabam Inc, Facebook Inc., Bebo Inc., Epic Games, Inc., Line, Gree Inc., Zynga Inc., Myspace LLC, Tagged Inc. & Mixi Inc.

2. Does Scope of Market Study allow further Segmentation?

—> Yes, for a deep dive analysis add-on segmentation is applicable in premium customized version of report to better derive market values. The standard version of this report covers segmentation by Application [Female & Male], by Type [, Game Skin Virtual Goods, Game Fashion Virtual Goods, Digital Chat Stickers & Others] and by regions [North America (Covered in Chapter 6 and 13), United States, Canada, Mexico, Europe (Covered in Chapter 7 and 13), Germany, UK, France, Italy, Spain, Russia, Others, Asia-Pacific (Covered in Chapter 8 and 13), China, Japan, South Korea, Australia, India, Southeast Asia, Others, Middle East and Africa (Covered in Chapter 9 and 13), Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Others, South America (Covered in Chapter 10 and 13), Brazil, Argentina, Columbia, Chile & Others]

3. What value addition does Country landscape will provide?

—> In the premium version of report, two-level of regional segmentation allows user to have access to country level break-up of market Size by revenue and volume*

* Wherever applicable

HTF MI provides customized study specific to regional and country-level reports for the following areas.

• North America: United States, Canada, and Mexico.

• South & Central America: Argentina, Chile, and Brazil.

• Middle East & Africa: Saudi Arabia, UAE, Turkey, Egypt and South Africa.

• Europe: the United Kingdom, France, Italy, Germany, Spain, and Russia.

• Asia-Pacific: India, China, Japan, South Korea, Indonesia, Singapore, and Australia etc.

Browse for Full Report at @:
https://www.htfmarketreport.com/reports/3005684-global-virtual-goods-market-report-2020-by-key-players-types-applications-countries-market-size-forecast-to-2026

Actual Numbers & In-Depth Analysis, Business opportunities, Market Size Estimation Available in Full Report.

Reasons to Buy

Stay tuned with the latest and Virtual Goods market research findings

Identify segments with hidden growth potential for investment in Virtual Goods

Benchmark performance against key competitors

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About Author:

HTF Market Intelligence consulting is uniquely positioned empower and inspire with research and consulting services to empower businesses with growth strategies, by offering services with extraordinary depth and breadth of thought leadership, research, tools, events and experience that assist in decision making.

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Meta Music Studios Introduces ˜The Apollo Project' Gaming Platform for the ˜Metaverse of Music'

688 words
27 January 2022
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English
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Combination of free-to-play and play-to-earn games, the music and joy-filled blockchain-based platform lets players earn in-game tokens that can be cashed out for fiat

LOS GATOS, CA / ACCESSWIRE / January 27, 2022 / The Apollo Project, referred to as "TAP," is a metaverse ofmusic - the MusicVerse - filled with music and joy and brought to life by Meta Music Studios. Today TAP introduces its next-generation blockchain-based dVerse, the Decentralized Metaverse, also known as a Decentralized Online Entertainment (DOE) platform. The dVerse will host entertainment products focusing on music and joy-filled games. These games incorporate a combination of the Free-To-Play Games Market and the dynamism of the much newer NFT-based Play-To-Earn Market, creating a new and unique genre, Free-to-Earn (F2E).

Image: https://www.accesswire.com/users/newswire/images/685285/TAPBanner1200600-002.jpgTAP is the first NFT project developed by Meta Music Studios founder and game industry heavyweight, Steve Gray. The first batch of NFTs for sale will be available by the end of the month. TAP Stars, an avatar growing game, will be the first game with the launch set for February 2022. Additional games will be introduced over the next twelve months including: TAP Crews, TAP Karaoke, TAP Runner, and TAP Capoeira. For more information, visit tap.live.

"I have been watching the metaverse for years as the market developed, but now there is definitely a hot market opportunity and I'm excited to create the new MusicVerse which will become a world for entertainers and entertainment," said Steve Gray, Meta Music Studios CEO.

Today the metaverse is home to the newest blockchain-based games which are on a fast trajectory, estimated to have a compound annual growth rate of as much as 25 to 30 percent--three to four times the growth rate of the traditional, and mature, games market.

The newly created 'MusicVerse' mixes founder Steve Gray's lifelong passion for music with his love of games. Gray spent years as an executive at Tencent Games, the world's largest game company, where he developed an innovative user and data-driven game design and development method that helped Tencent Games grow from $500 million to $15.6 billion over the course of eight years and popularized the Free-to-Play genre. Prior to Tencent, Gray worked at other games companies including Electronic Arts where he was executive producer of the Lord of the Rings which had sales of more than $1 billion.

"Our innovative Free-to-Earn category will let the elements of avatars, worlds and music come to life and all our tools and services related to creating content will be free," Gray explained. "The platform leverages the size, high production values and game design ethic from F2P (free-to-play) games, but merges in the ability of the community to participate financially in the success of the products and their content."

In the new MusicVerse, music lovers and gamers will discover, create, play and enjoy music and games. According to Gray, "Fun is number one and great music will be at the core of everything we are creating. We will feature great virtual performances and concerts. NFTs will fill the imagination space of the MusicVerse. We will deliver dividends to the music industry from the metaverse."

Images: link

About The Apollo Project (TAP)

The Apollo Project's ("TAP") MusicVerse, brought to you by Meta Music Studios, is a Metaverse filled with entertainers, entertainment, music and joy. We are building a new digital world genre called Free to Earn (F2E), which takes advantage of the size and customization model of Free-to-Play games and combines it with the NFT and community-based gameplay of Play to Earn. For more information, visit tap.live.

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Technology - <mark>Virtual Reality</mark> Technology; Study Results from University of Maryland in the Area of <mark>Virtual Reality</mark> Technology Published (Impact of <mark>Virtual Reality</mark> Technology on Pain and Anxiety in Pediatric Burn Patients: A Systematic Review and <mark>Meta</mark>-Analysis)

2022 JAN 28 (NewsRx) -- By a News Reporter-Staff News Editor at Health & Medicine Week -- New study results on virtual reality technology have been published. According to news reporting from Baltimore, Maryland, by NewsRx journalists, research stated, "Virtual reality (VR) has the potential to lessen pain and anxiety experienced by pediatric patients undergoing burn wound care procedures. Population-specific variables require novel technological application and thus, a systematic review among studies on its impact is warranted."

The news correspondents obtained a quote from the research from University of Maryland: "The objective of this review was to evaluate the effectiveness of VR on pain in children with burn injuries undergoing wound care procedures. A systematic literature review was performed using PubMed and CINAHL databases from January 2010 to July 2021 with the keywords 'pediatric,' 'burn,' 'virtual reality,' and 'pain.' We included experimental studies of between- and within-subjects designs in which pediatric patients' exposure to virtual reality technology during burn wound care functioned as the intervention of interest. Two researchers independently performed the literature search, made judgements of inclusion/exclusion based on agreed-upon criteria, abstracted data, and assessed quality of evidence using a standardized appraisal tool. A meta-analysis was conducted to evaluate the effectiveness of the VR on burning procedural pain in pediatric population. Standardized mean difference (SMD) was used as an index of combined effect size, and a random effect model was used for meta-analysis. Ten articles published between January 2010 and July 2021 passed the selection criteria: six randomized controlled trials and four randomized repeated-measures studies. Consistent results among the studies provided support for VR as effective in reducing pain and potentially pain related anxiety in children undergoing burn wound care through preprocedural preparation (n = 2) and procedural intervention (n = 8). A random effects meta-analysis model indicated a moderate and significant combined effect size (SMD = 0.60, 95% CI = 0.28-0.93, p = 0.0031) of VR effects on pain intensity ratings with no significant heterogeneity of VR intervention effects between studies. Only one study reported direct influence of VR intervention on pre-procedural situational anxiety with a moderate effect size (Cohen's d = 0.575, 95%CI = 0.11-1.04)."

According to the news reporters, the research concluded: "Children's exposure to VR during burn care procedures was associated with lower levels of pain and pain related anxiety. Moderate to large effect sizes support the integration of VR into traditional pediatric burn pain protocols irrespective of innovative delivery methods and content required for use in burned pediatric patients."

For more information on this research see: Impact of Virtual Reality Technology on Pain and Anxiety in Pediatric Burn Patients: A Systematic Review and Meta-Analysis. Frontiers in Virtual Reality, 2022,2. The publisher for Frontiers in Virtual Reality is Frontiers Media S.A.

A free version of this journal article is available at https://doi.org/10.3389/frvir.2021.751735.

Our news editors report that more information may be obtained by contacting Kathryn L. Smith, Department of Pain Translational Symptom Science, School of Nursing, University of Maryland, Baltimore, MD, United States. Additional authors for this research include Yang Wang, Luana Colloca.

Keywords for this news article include: University of Maryland, Baltimore, Maryland, United States, North and Central America, Pediatrics, Anxiety Disorders, Health and Medicine, Virtual Reality Technology, Mental Health Diseases and Conditions.

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techradar.

Xbox boss says Facebook and Amazon are its main gaming competitors

Callum Bains
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21 January 2022
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Phil Spencer discusses the tech giants coming into the industry, and what Microsoft can learn from them.

Head of Xbox Phil Spencer has said huge tech companies like Facebook, Amazon, and Google are the brand's main competitors in the gaming industry, as opposed to its traditional rivals.

Speaking to the Wall Street Journal about Microsoft's recently agreed acquisition of Activision Blizzard, Spencer described Xbox's current competitors - including Sony, Nintendo, and Valve - as unlikely to disrupt the industry, but was more concerned that larger tech companies would muscle into the gaming space.

"Nintendo's not going to do anything that damages gaming in the long run because that's the business they're in," he said. "Sony is the same and I trust them… Valve's the same way.

"When we look at the other big tech competitors for Microsoft: Google has search and Chrome, Amazon has shopping, Facebook has social, all these large-scale consumer businesses," he added.

"The discussion we've had internally, where those things are important to those other tech companies for how many consumers they reach, gaming can be that for us."

Spencer goes on to suggest that just as these other, larger tech companies have come to dominate their spaces by providing services across platforms to reach as many consumers as possible, Microsoft could seize the gaming space by setting its sights higher and reaching more players across the industry as a whole.

"I think we do have a unique point of view, which is not about how everything has to run on a single device or platform," he said.

"That's been the real turning point for us looking at gaming as a consumer opportunity that could have a similar impact on Microsoft that some of those other scale consumer businesses do for other big tech competitors."

[Phil Spencer (Christian Petersen (Getty Images))](#)

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Press Release: UserTesting Introduces New Capabilities for Testing ==Facebook== Metaverse and ==Virtual Reality== Experiences

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UserTesting Introduces New Capabilities for Testing Facebook Metaverse and Virtual Reality Experiences

New product release also enables organizations to gather fast feedback from anyone, more tightly align testing to overarching business goals, and optimize usage of the UserTesting platform

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SAN FRANCISCO--( BUSINESS WIRE)--January 19, 2022--
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UserTesting (NYSE: USER), a leader in video-based human insight, today released new templates for its Human Insight Platform that enable companies to obtain fast, opt-in feedback from any metaverse or virtual reality (VR) user, including those using Meta (formerly Facebook, Inc.). See what the templates can do.

"The metaverse is an entirely new product experience for companies and users alike," said Andy MacMillan, CEO for UserTesting. "Our new templates can help any organization get rapid, opt-in feedback from real users on how their products and services show up in Meta's Horizon Worlds (or any metaverse), what those users value in those experiences, and how those users prefer and expect to transact in this emerging environment. With that critical information, companies -- including traditional physical goods companies like shoe and apparel brands that are just starting to expand into the metaverse -- can more quickly and easily create the best, most immersive user experiences."

Inspiration and pre-built testing templates for gathering feedback for more use cases, from more people

Designed by research experts, UserTesting templates provide out-of-the-box sample questions that can be used as-is or customized to fit an organization's exact testing requirements.

UserTesting's new metaverse and VR templates enable companies building games, products, and other metaverse/VR experiences to obtain rapid user feedback in the form of Customer Experience Narratives (CxNs)(TM) -- video recordings of actual users that have opted in to share their perspectives and experiences as they execute a pre-built series of tasks and instructions online. These CxNs let organizations firsthand:

```
  -- understand what target audiences want and expect from a VR app/metaverse
     experience;

  -- witness a target audience's first impressions and reactions to the
     environments, characters, and other app elements featured in early
     VR/metaverse concepts;

  -- see and hear what target audiences really think while they engage with a
     live VR app/metaverse; and

  -- find out if the store listing they created for their VR app/metaverse
     resonates with target audiences.
```
With the addition of these new VR/metaverse templates, UserTesting's Human Insight Platform now features more than 100 pre-built testing templates organizations can use to inspire and jumpstart their testing efforts.

UserTesting also today released several new and expanded features designed to help organizations more easily reach new audiences and develop new use cases, and better optimize their use of the UserTesting platform.

Ability to tap into important insights from new audiences

UserTesting's Invite Network feature lets organizations capture perspectives and experiences from their own network of contacts by simply sharing with them a link to a user test. This new product release streamlines the Invite Network feedback process even more with a seamless recorder that enables organizations to quickly and easily solicit input from anyone -- e.g., employees, customers/clients, prospects, partners -- on any browser, without installing any software. As a result, organizations can, for instance, more easily conduct live intercept testing and gather fast feedback by adding a custom link to internal communication channels, emails, chatbots, and in-app messaging.

"It's hard to prioritize quantitative insights because the process is time-consuming. But everyone at our organization still needs to know what users want and feel," said B. Sanborn, design research leader/principal at DLR Group. "UserTesting has enabled us to incorporate client feedback into our process. Invite Network saves us much time, and now, with the addition of the seamless recorder, we can reach even more stakeholders -- making it so easy for them to participate [in our tests] and give their perspectives."

New template filtering and categorization

UserTesting added powerful new categorization capabilities to its in-platform Template Gallery that enable users to filter templates according to criteria like test methodology, project phase (i.e., discover needs, validate/refine ideas, engage audience, optimize website/conversions, etc.), job role, or asset type, so they can better align testing efforts to broader organizational business goals.

Improved usage monitoring and optimization

A new Usage and History dashboard helps customers on UserTesting's new Flex model pricing plan better track, monitor, and manage UserTesting usage across their organizations via increased visibility into factors like overall testing capacity and usage by team member or workspace.

"The innovations we're announcing today simplify and expedite how different departments across an organization can gather rich customer insights while making it easier for them to reach new testing audiences, " said Kaj van de Loo, CTO at UserTesting. "All of it is immensely important in today's world of continually changing customer attitudes and behaviors because only companies that deeply understand how their customers really think and feel can deliver the products, apps, and services that win customers and retain their loyalty."

About UserTesting

UserTesting (NYSE: USER) has fundamentally changed the way organizations get insights from customers with fast, opt-in feedback and experience capture technology. The UserTesting Human Insight Platform taps into our global network of real people and generates video-based Customer Experience Narratives (CxNs)(TM), so anyone in an organization can directly ask questions, hear what users say, see what they mean, and understand what it's actually like to be a customer. Unlike approaches that track user behavior then try to infer what that behavior means, UserTesting eliminates the guesswork and brings customer experience data to life with human insight. UserTesting has more than 2,100 customers, including more than half of the world's top 100 most valuable brands according to Forbes. UserTesting is headquartered in San Francisco, Calif. To learn more, visit www.usertesting.com.

View source version on businesswire.com: https://www.businesswire.com/news/home/20220119005463/en/

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THE TIMES

world
For meta, for verse: couple plan Potter-themed wedding in virtual reality

Amrit Dhillon, Delhi
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English

An Indian couple are to hold what the groom claims will be the country's first wedding in the virtual reality "metaverse", with a guest list in the thousands including the "ghost" of the bride's late father.

Dinesh Sivakumar Padmavathi, 24, and his fiancée Janaganandhini Ramaswamy, 23, are to hold their virtual wedding on February 6, as lockdown restrictions in their state of Tamil Nadu would deter guests from attending in person.

Padmavathi has invited family and friends — as well as thousands of his followers on Twitter and Instagram — to join their online ceremony and reception. "Around 5,000 might attend based on the interest shown so far. Over 2,000 are absolutely certain," he said.

"I know couples have been getting married on Zoom but I wanted to go further and be the first to have my reception inside the

[metaverse](#)

. I also wanted to introduce the metaverse to Indians."

The metaverse is a network of 3D virtual worlds, which can be viewed on a standard computer monitor or through a virtual reality headset. Users choose graphical representations of themselves, known as avatars, and can join others in meetings or events.

The groom, a project associate at the Indian Institute of Technology in Madras, said he had created a YouTube guide to the metaverse after having trouble explaining it to family.

Padmavathi is also honouring the memory of his fiancée's late father. "He died last year and I have created his avatar so that he will be the one welcoming all the guests," he said. "That's going to be a very emotional moment for her."

The couple's avatars will be wearing traditional Indian wedding outfits but the reception will have a Hogwarts theme, although the guests will not be characters from the Harry Potter novels.

Padmavathi acknowledged that the internet service in his real-world location, the village of Sivalingapuram, would be overloaded if thousands of guests wanted to connect. Reporters calling him for interviews have struggled to have even a brief conversation without disturbances.

Padmavathi said that he and his fiancée would ride a scooter to the nearest cell tower with a good signal and co-ordinate the event via a mobile phone connection.

Wedding planners have, however, poured cold water on the idea taking off in a country famed for its ostentatious weddings. "The idea is totally un-Indian," Rajeev Jain, managing director of Rashi Entertainment, said. "Is that how you celebrate a wedding? With no real people there or human contact? It may become a fad for a while but not for long."

Document TIMEUK0020220118ei1i002gx

Mail Online

News
FTC and multiple states investigating potential anti-competitive practices by Facebook-owned virtual reality headset maker Oculus

Stephen M. Lepore For Dailymail.Com

* The Oculus is owned by Meta, the new company name of Zuckerberg's Facebook and the world's largest social media company

* Led by New York Attorney General Letitia James' office, outside developers who make apps for the VR tech have been questioned as part of the inquiry

* Antitrust lawmakers asked developers about the possibility that Oculus is discriminating against third-parties that sell apps in competition with Meta

* Other subjects of discussion include Meta's sales plan - selling its headset for well below other models at $299 - for the headset undercutting competitors

The Federal Trade Commission and multiple states are investigating the Mark Zuckerberg-owned virtual reality unit Oculus over anti-competitive practices.

Oculus is owned by Meta, the new company name of Zuckerberg's Facebook, the world's largest social media company.

Led by New York Attorney General Letitia James' office, outside developers who make apps for the VR tech have been questioned as part of the inquiry.

Anti-trust lawmakers asked developers about the possibility that the Oculus app store is discriminating against third-parties that sell apps in competition with Meta's software.

Other issues being probed include whether Meta is undercutting competitors by selling the Oculus headset for $299 - well below what other models cost.

New York, Tennessee and North Carolina are among the states joining the FTC in investigating. Meta had similarly faced scrutiny from former President Donald Trump's Department of Justice.

Representatives for Meta and the New York and Tennessee attorneys general have not responded to requests for comment. The FTC and the North Carolina Attorney General declined comment.

The company changed its name from Facebook to Meta in October as part of Zuckerberg's plan to build 'the metaverse' - immersive digital worlds accessed through virtual and augmented reality-powered devices.

Developers argue that Meta uses its power on social media to stop companies from competing with them and copies promising ideas. They also allege that Meta makes it harder for some third-party apps to work correctly on the Oculus.

Cix Liv, the creator of the fitness tracking app Yur Inc., said that his company began to lose traction when Meta put out a software update that stopped the technology from working within games.

Liv, a Silicon Valley entrepreneur who legally changed his name - which is derived from his World of Warcraft persona - said Meta delivered another blow when it released Oculus Move, a very similar app.

Guy Godin, a developer of a virtual desktop app, said he was similarly crushed by Mets.

These investigations are part of the United States government's quest to regulate Big Tech for conduct that they say undermines competition in the marketplace.

The FTC filed an amended complaint against Meta in 2021 arguing the company eliminates competitors by buying them.

The suit is an attempt to unwind the company's acquisitions of WhatsApp and Instagram. Meta bought Oculus in 2014 for $2billion.

Oculus is the leader in the virtual reality space, as it currently makes up 75 percent of global shipments of headsets.

Similar to smartphones, Oculus offers an app store that displace both Meta-developed and third-party apps. Oculus gets 30 percent of all sales.

Document DAMONL0020220115ei1f005pn

PR Newswire
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Augmented Reality (AR) and Virtual Reality (VR) Market to grow by USD 162.71 bn| Evolving Opportunities with Alphabet Inc., Facebook Inc.& HP Inc. |17000+ Technavio Reports

999 words
10 January 2022
16:00
PR Newswire
PRN
English

NEW YORK, Jan. 10, 2022 /PRNewswire/ -- Technavio's latest offering, Augmented Reality (AR) And Virtual Reality (VR) Market report provides a detailed analysis of the competitive scenario, trends, drivers, challenges, and market growth across various regions. 34% of the market's growth will originate from APAC during the forecast period. China and Japan are the key markets for augmented reality and virtual reality in APAC. Market growth in this region will be faster than the growth of the market in other regions. Factors such as the presence of key vendors; the growing gaming industry in Asia, especially in Japan, China, and India; and rising investments in AR and VR technologies to expand their application in different fields will facilitate the augmented reality (AR) and virtual reality (VR) market growth in APAC over the forecast period.

The augmented reality (AR) and virtual reality (VR) market size is expected to increase by USD 162.71 billion from 2020 to 2025 at a CAGR of 46% as per the latest market report by Technavio.

For more insights on the augmented reality (AR) and virtual reality (VR) market - Download a free sample now!

Market Dynamics

Factors such as increasing demand for AR and VR technology, product launches will be crucial in driving the growth of the market. But the high development costs associated with ar and VR apps will restrict the market growth. The holistic analysis of the drivers & challenges will help in deducing end goals and refining marketing strategies to gain a competitive edge. The augmented reality (AR) and virtual reality (VR) market analysis report also provides detailed information on other upcoming trends that will have a far-reaching effect on market growth.

Company Profiles

The augmented reality (AR) and virtual reality (VR) market is fragmented and the vendors are deploying organic and inorganic growth strategies to compete in the market. The augmented reality (AR) and virtual reality (VR) market report provides complete insights on key vendors including Alphabet Inc., Facebook Inc., HP Inc., HTC Corp., Magic Leap Inc., Microsoft Corp., Samsung Electronics Co. Ltd., Snap Inc., Sony Corp., and Toshiba Corp.

Few Companies with Key Offerings

```
    --
Alphabet Inc.-The company offers AR and VR under the brand name Google AR
    & VR.

  -- Facebook Inc-The company offers AR and VR under the brand name Oculus
     virtual reality products.

  -- HP Inc-The company offers AR and VR under the brand names Workstation
     Class VR: HP Z840 Workstation, Production Class VR: HP

  -- Microsoft Corp-The company offers AR and VR under the brand names
     HoloLens 2 devices, HP Reverb G2 VR Headset, and Ultimate VR immersion.

  -- Samsung Electronics Co. Ltd-The company offers AR and VR under the brand
     name Gear VR.
```

Competitive Analysis

The report includes the competitive analysis, a proprietary tool to analyze and evaluate the position of companies based on their industry position score and market performance score. The tool uses various factors for categorizing the players into four categories. Some of these factors considered for analysis are financial performance over the last 3 years, growth strategies, innovation score, new product launches, investments, growth in market share, etc.

Market Segmentation

-- By Technology, the market is classified into AR and VR.

-- By Geography, the market is classified as North America, APAC, Europe, MEA, and South America.

Related Reports -

Virtual Reality Market -The virtual reality market has the potential to grow by USD 75.57 billion during 2021-2025, and the market's growth momentum will accelerate at a CAGR of 55.34%. Download a free sample now!

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Augmented Reality (AR) And Virtual Reality (VR) Market Scope

Report Coverage	Details
Page number	120
Base year	2020
Forecast period	2021-2025
Growth momentum & CAGR	Accelerate at a CAGR of 46%
Market growth 2021-2025	USD 162.71 billion
Market structure	Fragmented
YoY growth (%)	25.13
Regional analysis	North America, APAC, Europe, MEA, and South America
Performing market contribution	APAC at 34%
Key consumer countries	US, China, Japan, Germany, and UK
Competitive landscape	Leading companies, competitive strategies, consumer engagement scope
Companies profiled Alphabet Inc., Facebook Inc., HP	Inc., HTC Corp., Magic Leap Inc., Microsoft Corp., Samsung Electronics Co. Ltd., Snap Inc., Sony Corp., and Toshiba Corp.
Market Dynamics	Parent market analysis, Market growth inducers and obstacles, Fast-growing and slow-growing segment analysis, COVID-19 impact and future consumer dynamics, market condition analysis for forecast period,
Customization purview	If our report has not included the data that you are looking for, you can reach out to our analysts and get segments customized.

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About Us

Technavio is a leading global technology research and advisory company. Their research and analysis focus on emerging market trends and provides actionable insights to help businesses identify market opportunities and develop effective strategies to optimize their market positions. With over 500 specialized analysts, Technavio's report library consists of more than 17,000 reports and counting, covering 800 technologies, spanning across 50 countries. Their client base consists of enterprises of all sizes, including more than 100 Fortune 500 companies. This growing client base relies on Technavio's comprehensive coverage, extensive research, and actionable market insights to identify opportunities in existing and potential markets and assess their competitive positions within changing market scenarios.

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Document PRN0000020220110ei1a0004z

Mail Online

DIY investing

Could you profit from the metaverse? From Facebook's pivot, to Roblox, NFT fashion and digital land, investors are eyeing virtual reality profits

Danielle Levy

1,241 words
7 January 2022
13:46
Mail Online
DAMONL
English

* The metaverse will enable people to adopt a digital identity via an 'avatar'

* Nike recently filed seven trademarks to sell virtual trainers and clothes

Thirty years ago, Neal Stephenson's novel Snow Crash introduced the idea of humans escaping from a dystopian nightmare by immersing themselves in a virtual reality world called the 'metaverse'.

At the time it felt like a vision of the world that belonged in science fiction, along with The Matrix, the cult movie which touched on a similar theme seven years later.

But today the idea that humans can exist and thrive in an alternative virtual world is starting to feel closer to reality.

Technology giant Facebook believes so strongly in the concept that it is planning to spend $10billion (£7.4billion) this year developing its own metaverse, a virtual world where people can socialise, work and play. Facebook has even changed the name of its holding company to Meta to reflect its aspirations.

The idea of fully immersing yourself in an alternative world has been made possible by the development of virtual reality (VR) headsets in the gaming industry, transporting people to exciting places.

Augmented reality (AR) equipment will also play a role in the metaverse. AR differs from VR because it superimposes images on to a real setting.

Time to build a whole new virtual identity

The metaverse will enable people to adopt a digital identity via an 'avatar' to play games, see friends, meet new people, attend virtual work meetings, watch events such as concerts and sports matches, and to buy a host of items.

Simon Powell, equity strategist at investment bank Jefferies, says: 'A single metaverse could be more than a decade away, but it has the potential to disrupt almost everything in human life that has not yet already been disrupted.'

With this in mind, fund managers and investment analysts are excited about the potential investment opportunities that accompany the creation of this parallel digital world.

They point to progress made in the gaming industry where early versions of the metaverse already exist. For example, popular games such as Roblox, Fortnite and Grand Theft Auto have created their own virtual worlds and social networks.

What is particularly striking about these games is the opportunity they have created for players to spend money - something that hasn't gone unnoticed by some big consumer brands.

Nike, for example, recently filed seven trademarks to sell virtual clothes and trainers, joining the likes of Gucci and Puma which also offer digital ranges.

Virtual real estate has also proved popular, with buyers spending millions of dollars in cryptocurrencies and non-fungible tokens (NFTs) - digital receipts that prove you own something in the virtual world.

Last November a plot of virtual land in the metaverse operated by Sandbox sold for a record $4.3million (£3.2million). It was bought by Republic Realm, an investor in virtual real estate.

Which companies will dominate the new world?

While the development of this virtual world sounds exciting, it is still early days. At this point, there is no way of telling which companies will dominate. Facebook has made its intentions clear, but Apple and Google are yet to explain what their vision of a metaverse could look like.

Stephen Yiu is manager of investment fund Blue Whale Growth. He is concerned that Meta (Facebook) will end up spending tens of billions of dollars on its metaverse without any guarantee of success.

If anything, he says both Apple and Google have a natural advantage over Facebook because they already own the two dominant operating systems for smartphones - Apple iOS and Android - as well as their respective app stores.

These will be key if they choose to build their own metaverses. For any metaverse to succeed, virtual reality headsets will need to move into the mainstream, beyond being a niche hobby for gamers. Yet Walter Price, manager of investment trust Allianz Technology, is not convinced this is going to happen any time soon.

He says: 'I suspect we are going to see better, more immersive games and less expensive virtual reality headsets.

'A portion of the population will play and enjoy these games, but to me it is a bridge too far to say that everybody is going to move over to this next wave of technology and meet up for virtual rather than real experiences.'

He adds: 'If anything, the pandemic has taught us to crave real experiences and to spend time with people in real life.'

Ben Rogoff, manager of investment trust Polar Capital Technology, says that of all the well-known technology companies, Apple has the most potential to bring the metaverse to a broader audience, especially if it launched an augmented reality headset.

He adds: 'As things stand it is not obvious what the catalyst will be, but one accessory product from Apple could well ignite the metaverse market.'

While it is not clear what an allencompassing metaverse will look like, and which company will operate it, we do know that it needs to be built and powered.

Yiu highlights Nvidia as a potential winner in this respect. This company, listed on the Nasdaq market in the United States, produces the GPU - a graphics card - which is commonly used in gaming and dominates its market.

Yiu adds: 'If the metaverse is going to come, it will need a lot of Nvidia's cards. It would be a clear winner, irrespective of whether the metaverse is developed by Facebook, Google or Amazon.'

Rogoff also points to the infrastructure needed to support a parallel digital world, particularly servers, memory and semiconductor chips. Potential beneficiaries include Samsung, Micron Technology (which produces computer memory and storage) as well as chip producer AMD.

Why a technology fund may be the answer

So, is it worth having exposure to the metaverse in your investment portfolio? Some experts believe so, including Nathan Sweeney, deputy chief investment officer in charge of multi-assets at Marlborough Investment Management.

He says: 'The metaverse has similarities to the early days of the internet in terms of investment opportunity. The whole concept is in its infancy, but there will be winners and losers along the way.'

Although we are likely to see dedicated metaverse funds popping up over the coming years, Sweeney suggests a technology fund may make better sense.

For example, investment fund iShares S&P 500 Information Technology Sector holds the likes of Apple, Nvidia, Micron and Microsoft in its portfolio. Annual charges total 0.15 per cent and shares in the fund can be bought via major investment platform providers such as Hargreaves Lansdown.

Nick Wood, head of fund research at wealth manager Quilter Cheviot, likes investment trust Polar Capital Technology.

The metaverse represents one of eight themes that fund manager Rogoff is pursuing - an approach that Wood describes as sensible because it is not clear whether the metaverse will actually take off.

Polar Capital Technology is listed on the London Stock Exchange and its stock market identification code is 0422002.

Annual charges total 0.82 per cent and over the past year it has generated a return of 19 per cent. Other technology funds that may at some stage provide exposure to the metaverse include Allianz Technology (code: BNG2M15), Axa Framlington Global Technology (B4W52V5) and L&G Global Technology Index (B0CNH16).

Document DAMONL0020220107ei17002s3

Psychological Sciences; "Clinically significant distress" in Internet Gaming Disorder: An individual participant meta-analysis (Updated December 23, 2021)

2022 JAN 15 (VerticalNews) -- By a News Reporter-Staff News Editor at Investment Weekly News -- According to news reporting based on a preprint abstract, our journalists obtained the following quote sourced from osf.io:

"Although the validity of internet gaming disorder (IGD) in the DSM-5 hinges on a relationship between 5 or more IGD symptoms and "clinically significant impairment and/or distress", to date most studies have focused on statistical significance.

"To address this, we conduct an individual participant meta-analysis comprised of primary data from 15 studies (n = 38,851). Study 1 finds that meeting the DSM-5's proposed 5/9 diagnostic threshold is associated with d = .65 greater distress across 21 well-being constructs, which exceeds a conservative anchor for clinical significance.

"However, we also find that classifying participants above and below the 5/9 threshold has little power to reject that threshold: a 2/9 cut-off predicts similarly large differences. Study 2 shows that dimensional (continuous) modelling of IGD scores offers a more severe test of the proposed threshold. Finally, study 3 reveals that three criteria-preoccupation, tolerance, and loss of control-are roughly half as predictive of distress as withdrawal and escapism, highlighting limitations also present in dimensional modelling and suggesting the need to modify or remove these.

"In sum, we do not find evidence for invalidating IGD as proposed, but do identify issues with threshold-based categorization, inadequate differentiation between statistical and clinical significance, and the inclusion of potentially flawed criteria. We argue that these are possible negative consequences of a premature switch to confirmatory research on IGD."

This preprint has not been peer-reviewed.

For more information on this research see: psyarxiv.com/9ejhk/

Keywords for this news article include: Psychological Sciences.

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VERIFY

No, Walmart's <mark>virtual reality</mark> shopping experience is not part of <mark>Facebook</mark>'s 'metaverse'; A video with over 4 million views shows what <mark>virtual reality</mark> shopping at Walmart would be like. The video is from 2017 and isn't part of <mark>Facebook</mark>'s "metaverse."

Emery Winter; Kelly Jones
446 words
5 January 2022
ABC - 16 WNEP
WNEPTV
English

Facebook changed its company's name to Meta in October and said its focus was to "bring the metaverse to life and help people connect, find communities and grow businesses." According to Merriam-Webster, "metaverse" generally refers to the concept of a highly immersive virtual world where people gather to socialize, play, and work.

On Jan. 3, a video with more than 4 million views went viral on Twitter showing what shopping at Walmart would look like virtually. The tweet said: "This is how Walmart envisions shopping in the #metaverse."

This is how Walmart envisions Shopping in the #Metaverse.

Thoughts? ?? pic.twitter.com/5l7KhoBse7

— Homo Digitalis (@DigitalisHomo) January 3, 2022

THE QUESTION

Is Walmart's shopping virtual reality experience part of Facebook's metaverse?

THE SOURCES

* Meta

* Mutual Mobile

* South by Southwest (SXSW)

THE ANSWER

No. The video actually debuted in 2017 during a presentation at South by Southwest (SXSW) in Austin, Texas.

WHAT WE FOUND

The video is not part of Facebook's metaverse – or any metaverse for that matter – and is more than four years old. It first debuted in 2017 during an exhibition at South by Southwest (SXSW), which is an Austin, Texas-based festival, where art, music and technology all intersect.

According to a blog post from Mutual Mobile, a company that builds digital products, Walmart approached them to build a "fully immersive experience" for the 2017 SXSW showcase. A panel on the experience was hosted by Mutual Mobile VR architects, the website says.

"Potential shoppers could virtually pick up products, read labels, talk to virtual associates, and fill their shopping carts. But the goal wasn't just to create something interactive. Walmart needed something that showed the potential of VR in retail while putting them ahead of the competition," the post said.

So, we can VERIFY this video of a Walmart virtual reality shopping experience doesn't have anything to do with the hype surrounding Facebook's metaverse.

More from VERIFY: Yes, people can use AirTags to track you without your knowledge

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Global Meta Universe Virtual Real Estate Market Growth (Status and Outlook) 2021-2026

Global Meta Universe Virtual Real Estate Market Growth (Status and Outlook) 2021-2026

According to this study, over the next five years the Meta Universe Virtual Real Estate market will register a % CAGR in terms of revenue, the global market size will reach $ million by 2026, from $ million in 2020.Specially this report presents the global revenue market share of key companies in Meta Universe Virtual Real Estate business, shared in Chapter 3.

This report presents a comprehensive overview, market shares, and growth opportunities of Meta Universe Virtual Real Estate market by product type, application, key manufacturers and key regions and countries.

Segmentation by product type:

Virtual Real Estate Development

Virtual Real Estate Acquisition

Virtual Real Estate Rental

Others

Segmentation by Application:

Private Investor

Investment Company

This report also splits the market by region:

Americas

United States

Canada

Mexico

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

Tokens.com

Decentraland

Tianxia Show

Animoca Brands

Cryptovoxels

Somnium space

Republic Realm

Please note: The report will take approximately 2 business days to prepare and deliver.

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Global <mark>Meta</mark> Universe <mark>Virtual Real Estate</mark> Market 2021 by Company, Regions, Type and Application, Forecast to 2026

Global Meta Universe Virtual Real Estate Market 2021 by Company, Regions, Type and Application, Forecast to 2026

The Meta Universe Virtual Real Estate market report provides a detailed analysis of global market size, regional and country-level market size, segmentation market growth, market share, competitive Landscape, sales analysis, impact of domestic and global market players, value chain optimization, trade regulations, recent developments, opportunities analysis, strategic market growth analysis, product launches, area marketplace expanding, and technological innovations.

According to our latest research, the global Meta Universe Virtual Real Estate size is estimated to be USD million in 2026 from USD million in 2020, with a change % between 2020 and 2021. The global Meta Universe Virtual Real Estate market size is expected to grow at a CAGR of % for the next five years.

Market segmentation

Meta Universe Virtual Real Estate market is split by Type and by Application. For the period 2016-2026, the growth among segments provide accurate calculations and forecasts for revenue by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type, covers

Virtual Real Estate Development

Virtual Real Estate Acquisition

Virtual Real Estate Rental

Others

Market segment by Application, can be divided into

Private Investor

Investment Company

Market segment by players, this report covers

Tokens.com

Decentraland

Tianxia Show

Animoca Brands

Cryptovoxels

Somnium space

Republic Realm

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia, and Rest of Asia-Pacific)

South America (Brazil, Argentina, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 12 chapters:

Chapter 1, to describe Meta Universe Virtual Real Estate product scope, market overview, market opportunities, market driving force and market risks.

Chapter 2, to profile the top players of Meta Universe Virtual Real Estate, with revenue, gross margin and global market share of Meta Universe Virtual Real Estate from 2019 to 2021.

Chapter 3, the Meta Universe Virtual Real Estate competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by type and application, with revenue and growth rate by type, application, from 2016 to 2026.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2016 to 2021.and Meta Universe Virtual Real Estate market forecast, by regions, type and application, with revenue, from 2021 to 2026.

Chapter 11 and 12, to describe Meta Universe Virtual Real Estate research findings and conclusion, appendix and data source.

Companies Mentioned

Tokens.com

Decentraland

Tianxia Show

Animoca Brands

Cryptovoxels

Somnium space

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Autoimmune Diseases and Conditions - Multiple Sclerosis; Researchers from Mantova Discuss Findings in Multiple Sclerosis (Efficacy of <mark>Virtual Reality</mark> and Exergaming in Improving Balance in Patients With Multiple Sclerosis: A Systematic Review and <mark>Meta</mark>-Analysis)

2021 DEC 27 (NewsRx) -- By a News Reporter-Staff News Editor at Clinical Trials Week -- Researchers detail new data in multiple sclerosis. According to news originating from Mantova, Italy, by NewsRx correspondents, research stated, "Multiple sclerosis (MS) is one of the most common causes of neurological progressive disease and can lead to loss of mobility, walk impairment, and balance disturbance."

Our news journalists obtained a quote from the research from Department of Neurosciences: "Among several rehabilitative approaches proposed, exergaming and virtual reality (VR) have been studied in the recent years. Active video game therapy could reduce the boredom of the rehabilitation process, increasing patient motivation, providing direct feedback, and enabling dual-task training. Aim of this systematic review was to assess the efficacy of exergaming and VR for balance recovery in patients with MS. PubMed, Scopus, and Web of Science were systematically searched from the inception until May 14, 2021 to identify randomized controlled trials (RCTs) presenting: patients with MS as participants, exergaming and VR as intervention, conventional rehabilitation as comparator, and balance assessment [Berg Balance Scale (BBS)] as outcome measure. We also performed a meta-analysis of the mean difference in the BBS via the random-effects method. Out of 93 records, this systematic review included and analyzed 7 RCTs, involving a total of 209 patients affected by MS, of which 97 patients performed exergaming or VR and 112 patients underwent conventional rehabilitation."

According to the news reporters, the research concluded: "The meta-analysis reported a significant overall ES of 4.25 (p < 0.0001), showing in the subgroup analysis a non-significant ES of 1.85 (p = 0.39) for the VR and a significant ES of 4.49 (p < 0.0001) for the exergames in terms of the BBS improvement. Taken together, these findings suggested that balance rehabilitation using exergames appears to be more effective than conventional rehabilitation in patients affected by MS."

For more information on this research see: Efficacy of Virtual Reality and Exergaming in Improving Balance in Patients With Multiple Sclerosis: A Systematic Review and Meta-Analysis. Frontiers in Neurology, 2021,12. (Frontiers in Neurology - http://frontiersin.org/neurology). The publisher for Frontiers in Neurology is Frontiers Media S.A.

A free version of this journal article is available at https://doi.org/10.3389/fneur.2021.773459.

Our news editors report that additional information may be obtained by contacting Dario Calafiore, Physical Medicine and Rehabilitation Unit, Department of Neurosciences, ASST Carlo Poma, Mantova, Italy. Additional authors for this research include Marco Invernizzi, Antonio Ammendolia, Nicola Marotta, Francesco Fortunato, Teresa Paolucci, Francesco Ferraro, Claudio Curci, Agnieszka Cwirlej-Sozanska, Alessandro de Sire.

Keywords for this news article include: Department of Neurosciences, Mantova, Italy, Europe, Neurology, Rehabilitation, Neuroimmunology, Multiple Sclerosis, Health and Medicine, CNS Demyelinating Autoimmune Disease, Demyelinating Diseases and Conditions, Immune System Diseases and Conditions, Autoimmune Diseases and Conditions of the Nervous System.

Document CTRW000020211227ehcr0008g

Cerebrovascular Diseases and Conditions - Stroke; Researchers' Work from Peking University Focuses on Stroke (Impact of Virtual Reality-based Therapies On Cognition and Mental Health of Stroke Patients: Systematic Review and Meta-analysis)

2021 DEC 27 (NewsRx) -- By a News Reporter-Staff News Editor at Clinical Trials Week -- Research findings on Cerebrovascular Diseases and Conditions - Stroke are discussed in a new report. According to news reporting from Beijing, People's Republic of China, by NewsRx journalists, research stated, "Stroke remains one of the major chronic illnesses worldwide that health care organizations will need to address for the next several decades. Individuals poststroke are subject to levels of cognitive impairment and mental health problems."

The news correspondents obtained a quote from the research from Peking University, "Virtual reality (VR)-based therapies are new technologies used for cognitive rehabilitation and the management of psychological outcomes. This study performed a meta-analysis to evaluate the effects of VR-based therapies on cognitive function and mental health in patients with stroke. A comprehensive database search was performed using PubMed, MEDLINE (Ovid), Embase, Cochrane Library, and APA PsycINFO databases for randomized controlled trials (RCTs) that studied the effects of VR on patients with stroke. We included trials published up to April 15, 2021, that fulfilled our inclusion and exclusion criteria. The literature was screened, data were extracted, and the methodological quality of the included trials was assessed. Meta-analysis was performed using RevMan 5.3 software. A total of 894 patients from 23 RCTs were included in our meta-analysis. Compared to traditional rehabilitation therapies, the executive function (standard mean difference [SMD]=0.88, 95% confidence interval [CI]=0.06-1.70, P=.03), memory (SMD=1.44, 95% CI=0.21-2.68, P=.02), and visuospatial function (SMD=0.78, 95% CI=0.23-1.33, P=.006) significantly improved among patients after VR intervention. However, there were no significant differences observed in global cognitive function, attention, verbal fluency, depression, and the quality of life (QoL). The findings of our meta-analysis showed that VR-based therapies are efficacious in improving executive function, memory, and visuospatial function in patients with stroke."

According to the news reporters, the research concluded: "For global cognitive function, attention, verbal fluency, depression, and the QoL, further research is required."

For more information on this research see: Impact of Virtual Reality-based Therapies On Cognition and Mental Health of Stroke Patients: Systematic Review and Meta-analysis. Journal of Medical Internet Research, 2021;23(11). Journal of Medical Internet Research can be contacted at: Jmir Publications, Inc, 130 Queens Quay E, Ste 1102, Toronto, On M5A 0P6, Canada.

Our news journalists report that additional information may be obtained by contacting Mingzi Li, Peking University, School of Nursing, 38 Xueyuan Rd, Beijing 100191, People's Republic of China. Additional authors for this research include Qi Zhang, Yanhui Lu, Yating Zhang, Qifang Huang, Yajie Yang, Yu Fu and Ke Zhang.

Keywords for this news article include: Beijing, People's Republic of China, Asia, Cerebrovascular Diseases and Conditions, Health and Medicine, Mental Health Diseases and Conditions, Rehabilitation, Stroke, Peking University.

Document CTRW000020211227ehcr00097

DOW JONES NEWSWIRES

Press Release: NSAV ANNOUNCES NIRVANA META NATIVE GAMING TOKEN, THE MNU, SUCCESSFULLY RECOGNIZED BEYOND THE ONLINE GAMING WORLD

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27 December 2021
19:50
Dow Jones Institutional News
DJDN
English
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London, England, Dec. 27, 2021 (GLOBE NEWSWIRE) -- Net Savings Link, Inc. (OTC Pink: NSAV), a cryptocurrency, blockchain and digital asset technology company, today announced that the Nirvana Meta Native Token https://www.globenewswire.com/Tracker?data=2tj_R9qWv8JBQlim-Isyv0ZeyYtP-pZIAzDVAHqCO4wTm4OFTYdD9Na9SSE6WbyngDqrn62y8yaj4ZTPtAJlXypHrv5-8cn1xwLDW-1D2FU= http://nirvanameta.com/home, the MNU, has successfully made the transition from being exclusively an online gaming token to being recognized and accepted outside of the online gaming world. Both managements believe that this is a milestone achievement for the unified metaverse token theory, which is also the base component of the NSAV ECOsystem and similar to ROBLOX currency https://www.globenewswire.com/Tracker?data=ZJKzL5mlstph_yaDo3yw23Rr85MrLW7O8GITvqfD8ncKeFe3k6NDW4-pwbfHVQ6EjCWFQdDMQpgDZMaz3EkBbcUe7u9xQHKiyDVE5McfltY= https://www.roblox.com/ being used at the grocery store.

Nirvana Meta is the world's first public blockchain Role Playing Game (RPG).

The NSAVDEX 2 exchange https://www.globenewswire.com/Tracker?data=ZJKzL5mlstph_yaDo3yw2xJnx109ZLJj25wnVin7z2_oGCZRHRhaIflVWJzgqNbLc0RF9AczjuL49WUiPzTeqQ== https://nsavdex.io/ is expected to be trading the Nirvana Meta MNU in 2022. NSAV will continue to pursue additional organizations to recognize and accept the MNU digital currency for all of their sales and transactions. In addition to being a partner with Nirvana Meta, NSAV is also the main sponsor. Below is footage of a recent Nirvana Meta event.

https://www.globenewswire.com/Tracker?data=ZJKzL5mlstph_yaDo3yw21TCSVRfOUDhYG77hM-2mpyucAGEZg-RzTj-8_qQkdPoi4z2Yqovpp3fuGHM9VD_b_FpZNk7BEEJiJ57fX8infz9WswWCs96aD7i-RpI2-cGUgW8VZVLdddktmZ1BM_NMg== https://www.youtube.com/watch?v=F3SxgViMjtg

On December 23, 2021, at a Nirvana Meta promotional event in Kuala Lumpur, Malaysia, Dato' Calvin Yap Kim Heng, owner of Malaysia Car King (AKA CHY Autoworld Sdn Bhd) https://www.globenewswire.com/Tracker?data=ZJKzL5mlstph_yaDo3yw2wZU6pr27Qda8605-TjgbLRccDdWNkygukHYnZiTeZYGkhVn9DED3SgIWM0KWBIqBPRqN3LQSgoSQvA5MRP6mPQ= https://carkingmalaysia.com/ formally announced that his company now accepts Nirvana Meta MNU for the purchase of autos, including Tesla, as well as yachts and private jets. At the event, the first transaction was the sale of a Maserati Ghibli sports car for the purchase price of 300,000 Meta Nirvana Up (MNU), the equivalent of $74,000. The company is also property agent to top real estate developers in Malaysia, such as Farlim Holdings, Mah Sing Property Berhad, Akisama Group, Binastra Group and GCE Developments Sdn Bhd. We accept MNU from the property buyers as agents and pay local fiat currency to the property developers.

Mr. Wang Jie, CEO of Nirvana Meta stated, "This is truly a cheerful time for everyone involved and I want to thank the NSAV team for supporting our program. Merry Christmas and Happy New Year."

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About Nirvana Meta:

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info@nsavholdinginc.com

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The NSAV Premium OTC Crypto Trading Desk website can be accessed at
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https://nsavholdinginc.com/otc-desk/

The NSAV Hong Kong OTC Crypto Trading Desk website can be accessed at
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https://t.me/NSAVDEXorg

Silverbear Capital Inc.
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Desks are continually in compliance, given the rapidly increasing regulatory environment in the cryptocurrency industry.

Silverbear Capital Inc. (SBC) has a dynamic of disciplines on a broad commercial level and practice. SBC has a strong group of Partners in a wide range of disciplines with seasoned experience in finance, management, and professional practice.
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info@nsavholdinginc.com

27 Dec 2021 09:20 ET Press Release: NSAV ANNOUNCES NIRVANA META NATIVE -2-

Attachments

    -- $NSAV - Nirvana Meta MNU

https://ml.globenewswire.com/Resource/Download/67365840-d02c-42f3-82bc-32ef08baa71c

    -- $NSAV - NIRVANA META - METAVERSE

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https://ml.globenewswire.com/Resource/Download/ee6b5ac2-e76d-4a41-a034-9767814282f4

    -- $NSAV - NSAVDEX 2

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December 27, 2021 09:20 ET (14:20 GMT)

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NSAV ANNOUNCES NIRVANA ==META== NATIVE ==GAMING== TOKEN, THE MNU, SUCCESSFULLY RECOGNIZED BEYOND THE ONLINE ==GAMING== WORLD

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27 December 2021
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The NSAV Premium OTC Crypto Trading Desk website can be accessed at https://nsavholdinginc.com/otc-desk/

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This press release contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, which are intended to be covered by the safe harbors created thereby. Investors are cautioned that, all forward-looking statements involve risks and uncertainties, including without limitation, the ability of Net Savings Link, Inc. to accomplish its stated plan of business. Net Savings Link, Inc. believes that the assumptions underlying the forward-looking statements contained herein are reasonable, any of the assumptions could be inaccurate, and therefore, there can be no assurance that the forward-looking statements included in this press release will prove to be accurate. In light of the significant uncertainties inherent in the forward-looking statements included herein, the inclusion of such information should not be regarded as a representation by Net Savings Link, Inc. or any other person.

Contact

Net Savings Link, Inc.

info@nsavholdinginc.com

Attachments

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   -- $NSAV - Nirvana Meta MNU

   -- $NSAV - NIRVANA META - METAVERSE

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online news
Meta wants to bring the sense of touch to augmented and virtual reality

Perhaps the biggest challenge facing augmented and virtual reality is immersion, or tricking the human mind into believing what you are experiencing is real. Mastering the audio and visual elements of the metaverse are relatively straightforward, but mixing in touch is much trickier.

Facebook… er, Meta, has been working for the past seven years – presumably ever since it purchased virtual reality headset maker Oculus VR for $2 billion in 2014 – to develop gloves capable of bringing the sense of touch to the virtual world… er, metaverse. This week, the company provided an update on its progress.

One of Meta's Reality Labs Research teams has been tackling the issue head-on. For starters, they're creating new soft actuators that generate less heat than existing mechanical actuators. These will work in conjunction with a microfluidic processor which controls the air flow moving the actuators. Together, these innovations will allow Meta to fit many more actuators on a glove than would otherwise be possible, and hopefully make it comfortable enough for extended use.

Another key element involved in bringing touch to the metaverse is hand tracking. Meta said it is building advanced hand-tracking tech that'll allow a system to identify precisely where your hand is in a virtual scene, whether or not it is in contact with a virtual object, and exactly how your hand is interacting with said object.

A haptic renderer, meanwhile, will be responsible for feeding all of this information to the actuators on the glove.

Meta said the glove project started as a moonshot, but has become increasingly feasible over time. It's still in the early stages of development, but it certainly sounds a lot more inviting than applying chemicals to your skin to stimulate the senses.

Document FMETMA0020211227ehcr0000f

News
Woman groped by stranger on Meta's virtual reality social media platform

Lynn Chaya
662 words
23 December 2021
Postmedia Breaking News
CWNS
English

On Dec. 9, social media giant Meta, formerly known as Facebook, launched an early version of its newest virtual reality social media platform, Horizon Worlds. The premise of the platform revolves around creating a virtual space for avatars to hang out, socialize, and build personalized spaces within the sphere of VR.

According to Meta, however, on Nov. 26, an anonymous female beta tester published a post on the Horizon Worlds Facebook page recounting her experienced being groped by a stranger in virtual reality.

"Sexual harassment is no joke on the regular internet, but being in VR adds another layer that makes the event more intense," she wrote. "Not only was I groped last night, but there were other people there who supported this behaviour which made me feel isolated in the Plaza."

After internally reviewing the incident, Meta determined that the user should have utilized a tool called "Safe Zone"- a safety feature made available for cases like this. When activated, Safe Zone prompts a protective bubble when users feel threatened, preventing anyone from touching them, talking to them, or interacting in anyway until they feel safe enough to disable the feature.

Barbados is opening a diplomatic embassy in the metaverse(
https://nationalpost.com/news/barbados-is-opening-a-diplomatic-embassy-in-the-metaverse)

Canadian crypto investor snags virtual real estate plot for record US$2.4 million(
https://nationalpost.com/news/canada/canadian-crypto-investor-snags-virtual-real-estate-plot-for-record-2-4-million)

Vivek Sharma, Vice president of Horizons, tells(
https://www.theverge.com/2021/12/9/22825139/meta-horizon-worlds-access-open-metaverse) The Verge that the incident is "absolutely unfortunate".

A similar case occurred in 2016 when gamer Jordan Belamire wrote an open letter on Medium detailing her account of being groped in Quivr, a zombie-shooting VR action game.

"In between a wave of zombies and demons to shoot down, I was hanging out next to BigBro442, waiting for our next attack. Suddenly, BigBro442's disembodied helmet faced me dead-on. His floating hand approached my body, and he started to virtually rub my chest," she recounts.

"'Stop!' I cried ... This goaded him on, and even when I turned away from him, he chased me around, making grabbing and pinching motions near my chest. Emboldened, he even shoved his hand toward my virtual crotch and began rubbing. There I was, being virtually groped in a snowy fortress with my brother-in-law and husband watching."

A review of the case published in the journal for the Digital Games Research Association found that many online responses to Balmire's post were dismissive of the claim. Discussions surrounding the legitimacy of the incident of whether or not it could actually be considered groping if it was not physical, plagued message boards thereafter.

Jesse Fox, an Ohio State University associate professor who researches the social implications of virtual reality, firmly believes in its legitimacy.

"I think people should keep in mind that sexual harassment has never had to be a physical thing," she tells(
https://www.technologyreview.com/2021/12/16/1042516/the-metaverse-has-a-groping-problem/) MIT Technology Review. "It can be verbal, and yes, it can be a virtual experience as well."

Another researcher, Katherine Cross, specializing in online harassment at the University of Washington, says that since virtual reality is immersive and real in nature, harmful behaviour that occurs in that environment is also real.

"At the end of the day, the nature of virtual-reality spaces is such that it is designed to trick the user into thinking they are physically in a certain space, that their every bodily action is occurring in a 3D environment," she says to MIT Technology Review. "It's part of the reason why emotional reactions can be stronger in that space, and why VR triggers the same internal nervous system and psychological responses."

Document CWNS000020211223ehcn004br

Meta Platforms Inc. - Using Virtual Reality to Increase Mobility

* Click here to view this document in its original format

Using Virtual Reality to Increase Mobility

When Carter C. was two years old, he had a tragic accident and lost mobility on the left side of his body. As a teen and avid gamer, he's tried every gaming system using one hand. For the first time ever, Carter was motivated to use his left hand playing with Oculus Quest. Now, he's getting the hand to work thanks to the fun and immersion he's found playing in VR.

"What is this thing that pairs my son's excitement for gaming and his need to be motivated to use that side of his body?" Hollie C.

See more stories like Carter's: https://fb.me/CommunityVoicesVideos

* Original Link

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Document LCDVP00020211221ehcl00id8

NeymarNeymar to stream on FacebookGaming after 'signing' with Meta

Neymar will broadcast on Facebook Gaming after "signing" with Meta, a company founded by Mark Zuckerberg.

As announced in a statement, Neymar, PSG star, is the new "signing" of Meta, so it will join Facebook Gaming broadcasts, video game streaming platform.

The debut of the Brazilian soccer superstar on Facebook Gaming will take place this December 17 at 13:00 hours (Central Mexico).

Meta's intention with this incorporation is that Neymar, PSG's flagship, has a more direct connection with the more than 245 million fans he has on Facebook and Instagram.

It should be noted that Facebook Gaming is a platform to stream games of various video games, similar to what happens on Twitch.

"I'm very happy to join Facebook Gaming to live stream. The world of video games has always been one of my biggest passions, second only to football, and I'm looking forward to having fun with everyone who shares this passion."

Neymar to play against other personalities on Facebook GamingNeymar's participation in Facebook Gaming will consist of hosting various streamings. Once a month he could challenge a personality.

More and more celebrities are broadcasting their games live on Facebook Gaming and other platforms.

So the Brazilian star will combine his activity as a PSG player with this facet of gamer.

Let's remember that Neymar is currently recovering from an ankle injury, which could keep him out of the Champions League round of 16, which will be played in February 2022.

What are Neymar's favorite video games?A few days ago, Neymar was interviewed by Red Bull about his favorite video games.

Surprisingly, Neymar revealed that his favorite soccer video game is not FIFA, but Pro Evolution Soccer, a franchise that recently changed its name to eFootball.

In addition, the Paulista crack said he also plays a lot to the sagas Call of Duty, GTA and King Of Fighters and Need for Speed.

Document NFINCE0020211216ehcg009y5

CE Noticias Financieras English
Neymar Jr will start to be part of <mark>FacebookGaming</mark>

609 words
16 December 2021
CE NoticiasFinancieras
NFINCE
English

As a way to connect with new audiences, Mark Zuckerberg's company, Meta, has consolidated a partnership with Paris Saint-Germain's #10 striker, Neymar Jr, to start broadcasting live through the 'Facebook Gaming' platform.

Starting next December 17 at 1 p.m. Mexico time, 2 p.m. Colombia and 4 p.m. Argentina, interested people will be able to watch the footballer broadcast his video games through his official page.

In addition to broadcasting on the platform, the partnership also adds a series of special videos that the soccer player will make about video games and that will be aimed at his Instagram audience where he has more than 166 million followers.

Fans of this player and those passionate about video games will be able to see this figure perform several 'streamings' per month, in addition to making a monthly collaboration with some other creator of the platform, so Meta assured.

"The world of video games has always been one of my greatest passions, second only to football, and I'm looking forward to having fun with everyone who shares this passion," said the footballer.

With this consolidated partnership, the company that created the metaverse expects to reach around 254 million people, in addition to adding the athlete to the official list of content creators on the 'Facebook Gaming' platform.

"Neymar Jr is one of the biggest sports stars in the world and is video game and streaming savvy. Just like football, video games bring people together across borders and languages. We want to support the creators who make Facebook Gaming special," said William Pimenta, Facebook Gaming's Strategic Partners Manager.

The collaboration also seeks to position Facebook Gaming; however, according to the international media Variety, it is unlikely to be seen playing FIFA as many think, because contrary to his talent in real life, his passion in the world of video games is more focused on titles like 'Call of Duty' and 'Counter-Strike' which he has been seen transmitting from his official Twitch channel, another streaming service.

In addition to the above, Neymar Jr also played a season of 'Fortnite' as the game developed by Epic decided to include the player within the 'Battle Pass' as, after completing a series of challenges, players could get a skin of the player.

This announcement adds to the efforts made by the platform 'Facebook Gaming' to add value to its service, not only from the creators but also the ways to interact with the community.

Pac-Man comes to Facebook: the classic game can be enjoyed alone or with friends

The iconic arcade game has arrived on Meta's favorite social network through 'Facebook Gaming', developed by Genvid in partnership with Bandai Namco.

PAC-MAN COMMUNITY' was born as an experience that seeks to connect video game content creators, players, viewers and maze creators in one place in order to generate a joint experience.

Users will be able to play the classic Pac-Man alone or in multiplayer of up to four people in order to work as a team to complete the challenges proposed by each maze, or compete against each other to get the highest score; however, the interesting addition is that through the tool 'Maze Creator' the same community will be able to create their own challenges and mazes, which can be shared publicly.

CONTINUE READING:

Meet Meta's glasses with which you can send Messenger messages

Technology "neither takes away nor puts in": What's most important in telecommuting and face-to-face work

The most searched tech gifts on the Internet

Document NFINCE0020211216ehcg008u0

digit

Meta joins forces with the CBSE to offer courses and train students on Augmented and Virtual reality

Digit NewsDesk
334 words
16 December 2021
Digit
HTDIGI
English

India, Dec. 16 -- It looks like the Central Board of Secondary Education has joined hands with Meta (formerly known as Facebook) on an ambitious AR/VR project. The company will train around more than a crorestudents as well as 10 lakh teachers in new educational methods involving Augmented Reality as well as Virtual Reality. Courses such as Digital Safety and online wellbeing will be offered under the curriculum. This marks a significant step for Meta as this is a rare occasion where the company is able to partner with a government educational institute for a brand-new, tech-focused curriculum.

Meta partners with CBSE on AR and VR courses

In a statement to the media at the Fuel for India 2021 event, Mark Zuckerberg said, "We are investing in other growing areas like education and commerce through Unacademy and Meesho, which are important use cases as we think about the future that we are building. We want to continue to partner in all of these areas as we accelerate the development of the fundamental technologies, the social platforms, and creative tools that are going to be necessary to bring the metaverse to life."

In fact, we also recently reported that Meta was looking at taking an active role in the protection of women on its platform. The company has made it a priority to make the platform safer for women and give them the ability to freely access information without the threat of harassment and such. The company also launched its Women's Safety Hub. The hub will be available in 12 Indian languages including Hindi and other regional languages.

Also Read:Meta has announced the launch of a new women's safety hub

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Document HTDIGI0020211216ehcg0002u

Local
VictoryXR partners with <mark>Meta Immersive Learning</mark> to create 'metaversities'

Cara Smith
343 words
14 December 2021
The Quad-City Times
QCTYTM
English

VictoryXR is partnering with Meta Immersive Learning to create digital twin campuses for colleges and universities in 2022, according to Steve Grubbs, CEO.

Twin campuses, also referred to as "metaversities," are virtual 3D colleges and universities where students can attend class, socialize and complete regular campus activities, all in virtual reality, according to Grubbs.

"In other words, when students put on their headset, or open their PC and go onto the campus, it looks very much like their actual campus," Grubbs said.

VictoryXR, based in Davenport, worked with Morehouse College in Atlanta to launch a digital twin "metaversity" in spring 2021 to improve remote learning during the pandemic, according to Grubbs.

"Our digital twin campus is integral in making the metaverse come to life for Morehouse," said Muhsinah Morris, director of Morehouse in a Dec. 14 news release. "We are adding precious historical sites like King Chapel and the Ray Charles Performing Arts Center. This is a transformational experience for students, faculty, staff and administration."

Grubbs said the virtual reality learning experience offers more to students than the typical Zoom-based online learning style.

"I think most of us learned during the pandemic that the Zoom education doesn't doesn't get students the level of immersiveness they need for true learning," Grubbs said. "Learning is more in depth at a metaversity."

The goal is for VictoryXR to launch nine additional universities in 2022 and enhance the metaversity Morehouse College, according to Grubbs. The systems will be compatible with Quest 2 VR headsets, which is the most advanced VR system available. VictoryXR is responsible for recruiting colleges and universities, training professors and designing virtual realities.

Grubbs said this is just the beginning of virtual reality in education.

"Within five to seven years, every college, university in the world will have at one level or another a metaversity," Grubbs said. "We are pioneering that and figuring out best practices. What happens in 2022 will in many ways define the future of education."

Document QCTYTM0020211216ehce00008

PR Newswire
a **CISION** company

Augmented Reality and Virtual Reality Market to Record 25.13% of Y-O-Y Growth Rate in 2021 | Alphabet Inc. and Facebook Inc. Among Key Vendors | Technavio

1,152 words
14 December 2021
20:45
PR Newswire
PRN
English

NEW YORK, Dec. 14, 2021 /PRNewswire/ --

Augmented Reality (AR) and Virtual Reality (VR) Market Facts at a Glance-

```
   -- Total Pages: 120

   -- Companies: 10+ -- Including
Alphabet Inc., Facebook Inc., HP Inc., HTC
     Corp., Magic Leap Inc., Microsoft Corp., Samsung Electronics Co. Ltd.,
     Snap Inc., Sony Corp., and Toshiba Corp.

   -- Coverage: Key drivers, trends, and challenges; Product insights & news;
     Value chain analysis; Parent market analysis; Vendor landscape;

   -- Segments: Technology ( AR and VR)

   -- Geographies: North America ( US), APAC ( China and Japan), Europe ( UK and
     Germany), MEA, and South America
```
Didn't Find What You Were Looking For? Customize Report-

Don't miss out on the opportunity to speak to our analyst and know more insights about this market report. Our analysts can also help you customize this report according to your needs. Our analysts and industry experts will work directly with you to understand your requirements and provide you with customized data in a short amount of time.

We offer USD 1,000 worth of FREE customization at the time of purchase. Speak to our Analyst now!

According to the recent market study by Technavio, the Augmented Reality and Virtual Reality Market Share in Information Technology Industry is expected to increase by USD 162.71 billion from 2020 to 2025, with an accelerated CAGR of 46%. The report provides a detailed analysis of drivers & opportunities, top winning strategies, competitive scenario, future market trends, market size & estimations, and major investment pockets.

APAC will register the highest growth rate of 34% among the other regions. China and Japan are the key markets for the augmented reality (AR) and virtual reality (VR) market. Moreover, market growth in APAC will be faster than the growth of the market in other regions.

Download FREE Sample: for more additional information about the key countries in APAC

Vendor Insights-

The augmented reality (AR) and virtual reality (VR) market is fragmented. Vendors are adopting organic and inorganic growth strategies to gain a competitive edge in the market. In September 2020, Facebook Inc. announced the opening of the new Facebook office in Lagos, Nigeria. The office is home to several teams across businesses, including sales, partnerships, policy, and communications.

Find additional highlights on the vendors and their product offerings. Download Free Sample Report

Regional Market Outlook

The augmented reality (AR) and virtual reality (VR) market share growth in APAC will be significant during the forecast period. China and Japan are the key markets for augmented reality and virtual reality in APAC. Market growth in this region will be faster than the growth of the market in other regions.

Factors such as the presence of key vendors; the growing gaming industry in Asia, especially in Japan, China, and India; and rising investments in AR and VR technologies to expand their application in different fields will drive the augmented reality (AR) and virtual reality (VR) market growth in APAC over the forecast period.

Download our FREE sample report for more key highlights on the regional market share of most of the above-mentioned countries.

Latest Drivers & Trends Driving the Market-

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    -- Augmented Reality ( AR) and Virtual Reality ( VR) Market Driver:

    -- Increasing demand for VR and AR technology:
```
A large number of customers are requesting VR solutions, whereas others are interested in VR and are seeking information about the same. Technological innovations will increase the demand for AR and VR applications during the forecast period, as these applications make the technologies more user-friendly. Wearable technology platforms are likely to enhance the utility of AR in everyday life. The growing application areas of AR and VR technology in different fields, such as education, medical, retail, and training, will further drive the growth of the global AR and VR market.

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    -- Augmented Reality ( AR) and Virtual Reality ( VR) Market Trend:

    -- Adoption of various business strategies by vendors:
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The rising number of partnerships and collaborations among vendors is likely to drive the growth of the global AR and VR market during the forecast period. Vendors are employing diverse business strategies, such as partnerships and collaborations, with end-users and other vendors. These strategies help them improve and upgrade their product portfolios and explore new application areas for their AR and VR software platforms. Such strategies are expected to drive the growth of the global AR and VR market during the forecast period.

Find additional information about various other market Drivers & Trends mentioned in our FREE sample report.

Here are Some Similar Topics-

```
    -- Augmented Reality ( AR) Market: The augmented reality ( AR) market share
       should rise by USD 108.57 billion from 2020 to 2025 at a CAGR of 31.60%.
       Download Free Sample Report

    -- Software Market: The software market share should rise by USD 250.35
       billion from 2020 to 2025 at a CAGR of 7.17%. Download Free Sample Report
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        Augmented Reality ( AR) and Virtual Reality ( VR) Market Scope
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Report Coverage	Details
Page number	120
Base year	2020
Forecast period	2021-2025
Growth momentum & CAGR	Accelerate at a CAGR of 46%
Market growth 2021-2025	USD 162.71 billion
Market structure	Fragmented
YoY growth (%)	25.13
Regional analysis	North America, APAC, Europe, MEA, and South America

Performing market contribution	APAC at 34%
Key consumer countries	US, China, Japan, Germany, and UK
Competitive landscape	Leading companies, Competitive strategies, Consumer engagement scope
Key companies profiled Alphabet Inc., Facebook Inc., HP	Inc., HTC Corp., Magic Leap Inc., Microsoft Corp., Samsung Electronics Co. Ltd., Snap Inc., Sony Corp., and Toshiba Corp.
Market dynamics	Parent market analysis, Market growth inducers and obstacles, Fast-growing and slow-growing segment analysis, COVID-19 impact and recovery analysis and future consumer dynamics, Market condition analysis for the forecast period
Customization purview	If our report has not included the data that you are looking for, you can reach out to our analysts and get segments customized.

About Us

Technavio is a leading global technology research and advisory company. Their research and analysis focus on emerging market trends and provide actionable insights to help businesses identify market opportunities and develop effective strategies to optimize their market positions. With over 500 specialized analysts, Technavio's report library. Their client base consists of enterprises of all sizes, including more than 100 Fortune 500 companies. This growing client base relies on Technavio's comprehensive coverage, extensive research, and actionable market insights to identify opportunities in existing and potential markets and assess their competitive positions within changing market scenarios.

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SOURCE Technavio

(END)

Document PRN0000020211214ehce000qa

Mental Health Diseases and Conditions - Anxiety Disorders; New Anxiety Disorders Findings from Andalusian Health Service Published (Virtual Reality-Based Therapy Reduces the Disabling Impact of Fibromyalgia Syndrome in Women: Systematic Review with Meta-Analysis of Randomized Controlled Trials)

2021 DEC 13 (NewsRx) -- By a News Reporter-Staff News Editor at Clinical Trials Week -- New study results on anxiety disorders have been published. According to news originating from the Andalusian Health Service by NewsRx editors, the research stated, "Virtual reality-based therapy (VRBT) is a novel therapeutic approach to be used in women with fibromyalgia syndrome (FMS). The aim of our study is to assess the effect of VRBT to reduce the impact of FMS in outcomes such as pain, dynamic balance, aerobic capacity, fatigue, quality of life (QoL), anxiety and depression."

Our news journalists obtained a quote from the research from Andalusian Health Service: "Systematic review with meta-analysis was conducted from a bibliographic search in PubMed, Scopus, PEDro, Web of Science and CINAHL until April 2021 in accordance with PRISMA guidelines. We included randomized controlled trials (RCTs) that compare VRBT versus others to assess the mentioned outcomes in women with FMS. Effect size was calculated with standardized mean difference (SMD) and its 95% confidence interval (95% CI). Eleven RCTs involving 535 women with FMS were included. Using the PEDro scale, the mean methodological quality of the included studies was moderate (6.63 (+-) 0.51). Our findings showed an effect of VRBT on the impact of FMS (SMD -0.62, 95% CI -0.93 to -0.31); pain (SMD -0.45, 95% CI -0.69 to -0.21); dynamic balance (SMD -0.76, 95% CI -1.12 to -0.39); aerobic capacity (SMD 0.32, 95% CI 0.004 to 0.63); fatigue (SMD -0.58, 95% CI -1.02 to -0.14); QoL (SMD 0.55, 95% CI 0.3 to 0.81); anxiety (SMD -0.47, 95% CI -0.91 to -0.03) and depression (SMD -0.46, 95% CI -0.76 to -0.16)."

According to the news reporters, the research concluded: "VRBT is an effective therapy that reduces the impact of FMS, pain, fatigue, anxiety and depression and increases dynamic balance, aerobic capacity and quality of life in women with FMS. In addition, VRBT in combination with CTBTE showed a large effect in reducing the impact of FMS and fatigue and increasing QoL in these women."

For more information on this research see: Virtual Reality-Based Therapy Reduces the Disabling Impact of Fibromyalgia Syndrome in Women: Systematic Review with Meta-Analysis of Randomized Controlled Trials. Journal of Personalized Medicine, 2021,11(1167):1167. (Journal of Personalized Medicine - http://www.mdpi.com/journal/jpm). The publisher for Journal of Personalized Medicine is MDPI AG.

A free version of this journal article is available at https://doi.org/10.3390/jpm11111167.

Our news editors report that additional information may be obtained by contacting Irene Cortes-Perez, Granada Northeast Health District, Andalusian Health Service, Street San Miguel 2, 18500 Guadix, Spain. Additional authors for this research include Noelia Zagalaz-Anula, Maria del Rocio Ibancos-Losada, Francisco Antonio Nieto-Escamez, Esteban Obrero-Gaitan, Maria Catalina Osuna-Perez.

Keywords for this news article include: Andalusian Health Service, Pharmaceuticals, Fibromyalgia, Quality of Life, Anxiety Disorders, Clinical Research, Drugs and Therapies, Health and Medicine, Clinical Trials and Studies, Rheumatic Diseases and Conditions, Mental Health Diseases and Conditions, Neuromuscular Diseases and Conditions, Musculoskeletal Diseases and Conditions.

Document CTRW000020211213ehcd0004t

Facebook Inc. Patent Issued for Representing real-world objects with a virtual reality environment (USPTO 11184574)

2021 DEC 13 (VerticalNews) -- By a News Reporter-Staff News Editor at Internet Weekly News -- From Alexandria, Virginia, VerticalNews journalists report that a patent by the inventors Reif, Daniel Jacob (Mountain View, CA, US), filed on July 17, 2017, was published online on November 23, 2021.

The patent's assignee for patent number 11184574 is Facebook Inc. (Menlo Park, California, United States).

News editors obtained the following quote from the background information supplied by the inventors: "This disclosure relates generally to an image processing system, and more specifically to rendering content via a virtual reality (VR) system.

"VR technology and corresponding equipment such as head-mounted displays (HMDs) or VR headsets are becoming increasingly popular. A virtual scene rendered to a user wearing an HMD can provide an interactive experience in a virtual environment. At times, the user may intend to interact with objects, such as real-world objects, while wearing the HMD. However, in some conventional VR systems, while the user is wearing the HMD, he/she may be unable to see and/or may have difficulty determining where a real-world object is. As such, conventional approaches can make it inconvenient or challenging for the user wearing the HMD to interact with the real-world object while experiencing the virtual environment. This can degrade the user experience associated with utilizing, engaging with, or otherwise interacting with the virtual environment."

As a supplement to the background information on this patent, VerticalNews correspondents also obtained the inventors' summary information for this patent: "An image processing system can provide a virtual reality (VR) experience to a user wearing a head-mounted display (HMD) and can enable the user to interact with one or more objects in a real-world environment. In one example, the image processing system receives image data (e.g., one or more still frame images and/or video frame images, etc.) of a scene. In some cases, receiving data can include capturing, detecting, acquiring, and/or obtaining data. The scene can be associated with a real-world environment around the user wearing the HMD. The real-world environment can include a real-world object that is captured in the scene. In other words, received image data representing the scene can include image data that represents the real-world object. The real-world object in the captured scene (i.e., in the received image data of the scene) is referred to as a target object. In this example, the user wearing the HMD and experiencing a virtual environment may desire or intend to interact with the target object while continuing to experience the virtual environment while wearing the HMD. The image processing system can detect or identify the target object in the captured scene. After identifying the target object in the captured image, the image processing system can include the target object within the virtual environment that the user is experiencing via the HMD. A generated scene including the virtual environment and a rendering (i.e., a rendered/generated representation) of the target object is referred to as a combined scene. The image processing system can present the combined scene to the user via the HMD.

"In some embodiments, the image processing system creates the appearance that the target object (e.g., received pixel data representing the target object) "passes through" into the virtual environment provided to the user via the HMD. A user holding a target object, for example, may have the target object represented in the virtual world shown in the HMD at the location of the physical object in the real world. For instance, pixel data received for the target object (e.g., real-world object) can be used to generate pixel data for a representation of the target object rendered in combination with the virtual environment. The pixel data for the representation of the target object can be rendered in a combined scene with the virtual environment. In some cases, the pixel data received for the target object can be modified in order to generate the pixel data for the representation of the target object rendered in combination with the virtual environment. In some cases, the pixel data for the representation of the target object can be generated to be equivalent to the pixel data initially received for the target object.

"Moreover, in some implementations, the image processing system can cause the target object to appear to be overlaid on the virtual environment experienced by the user wearing the HMD. In some implementations, while rendering the target object with the virtual environment, the image processing system can apply a graphical overlay, such as a skin, to the target object. The graphical overlay can, as used herein, refer to a visual effect that the image processing system applies in association with rendering a representation of the

real-world object. In some cases, the graphical overlay (e.g., skin) can be applied in attempt to assist the user to track the target object in the virtual environment, and/or to allow the target object to more appropriately fit the virtual environment in a graphical sense (e.g., to visually fit a theme of the virtual environment).

"The figures depict various embodiments of the disclosed technology for purposes of illustration only. One skilled in the art will readily recognize from the following discussion that alternative embodiments of the structures and methods illustrated herein may be employed without departing from the principles of the technology described herein."

The claims supplied by the inventors are:

"1. A computer-implemented method comprising: receiving, by a virtual reality system, image data for an image frame of a real-world environment captured by an imaging sensor from a perspective of a head-mounted display worn by a wearer, the imaging sensor configured to capture a view of the real-world environment that the wearer would perceive if the wearer was not wearing the head-mounted display; identifying, by the virtual reality system, a first set of pixels of the image data representing a target object in the received image frame, the target object included in the real-world environment and identified using object recognition by determining edges that contain the first set of pixels of the image data; generating, by the virtual reality system, a scene of a virtual environment based on a set of virtual objects; generating, by the virtual reality system, a combined scene that includes the scene of the virtual environment and the first set of pixels of the image data representing the target object without modification of the image data; and presenting, by the virtual reality system, the combined scene on the head-mounted display.

"2. The method of claim 1, wherein presenting the combined scene on the head mounted display comprises: rendering the first set of pixels of the image data representing the target object at a set of coordinates and virtual content of the virtual environment rendered at all other locations of the scene.

"3. The method of claim 1, wherein the first set of pixels of the image data representing the target object includes one or more graphical overlays.

"4. The method of claim 1, wherein the target object is associated with at least one of a marker, a tag, a coloring, or a painting, and wherein the first set of pixels of the image data representing the target object is based on the at least one of the marker, the tag, the coloring, or the painting.

"5. The method of claim 4, wherein the target object is associated with a marker that emits a wireless signal, wherein the first set of pixels of the image data representing the target object includes a graphical overlay selected based on the wireless signal.

"6. A system comprising: at least one processor; and a memory storing instructions that, when executed by the at least one processor, cause the system to perform: receiving image data for an image frame of a real-world environment captured by an imaging sensor from a perspective of a head-mounted display worn by a wearer, the imaging sensor configured to capture a view of the real-world environment that the wearer would perceive if the wearer was not wearing the head-mounted display; identifying a first set of pixels of the image data representing a target object in the received image frame, the target object included in the real-world environment and identified using object recognition by determining edges that contain the first set of pixels of the image data; generating a scene of a virtual environment based on a set of virtual objects; generating a combined scene that includes the scene of the virtual environment and the first set of pixels of the image data representing the target object without modification of the image data; and presenting the combined scene on the head-mounted display.

"7. The system of claim 6, wherein presenting the combined scene on the head mounted display comprises: rendering the first set of pixels of the image data representing the target object at a set of coordinates and virtual content of the virtual environment rendered at all other locations of the scene.

"8. A non-transitory computer-readable storage medium including instructions that, when executed by at least one processor of a computing system, cause the computing system to perform a method comprising: receiving image data for an image frame of a real-world environment captured by an imaging sensor from a perspective of a head-mounted display worn by a wearer, the imaging sensor configured to capture a view of the real-world environment that the wearer would perceive if the wearer was not wearing the head-mounted display; identifying a first set of pixels of the image data representing a target object in the received image frame, the target object included in the real-world environment and identified using object recognition by determining edges that contain the first set of pixels of the image data; generating a scene of a virtual environment based on a set of virtual objects; generating a combined scene that includes the scene of the virtual environment and the first set of pixels of the image data representing the target object without modification of the image data; and presenting the combined scene on the head-mounted display.

"9. The non-transitory computer-readable storage medium of claim 8, wherein presenting the combined scene on the head mounted display comprises: rendering the first set of pixels of the image data representing the

target object at a set of coordinates and virtual content of the virtual environment rendered at all other locations of the scene."

For additional information on this patent, see: Reif, Daniel Jacob. Representing real-world objects with a virtual reality environment. U.S. Patent Number 11184574, filed July 17, 2017, and published online on November 23, 2021. Patent URL: http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l=50&s1=11184574.PN.&OS=PN/11184574RS=PN/11184574

Keywords for this news article include: Business, Facebook Inc.

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Document INTWKN0020211213ehcd0003c

Musculoskeletal Diseases and Conditions - Lower Back Pain; New Lower Back Pain Study Findings Have Been Published by Researchers at University of Granada (Virtual Reality in the Treatment of Adults with Chronic Low Back Pain: A Systematic Review and Meta-Analysis of Randomized Clinical Trials)

2021 DEC 13 (NewsRx) -- By a News Reporter-Staff News Editor at Clinical Trials Week -- New research on lower back pain is the subject of a new report. According to news reporting out of Granada, Spain, by NewsRx editors, research stated, "Virtual reality (VR) can present advantages in the treatment of chronic low back pain. The objective of this systematic review and meta-analysis was to analyze the effectiveness of VR in chronic low back pain."

Our news editors obtained a quote from the research from University of Granada: "This review was designed according to PRISMA and registered in PROSPERO (CRD42020222129). Four databases (PubMed, Cinahl, Scopus, Web of Science) were searched up to August 2021. Inclusion criteria were defined following PICOS recommendations. Methodological quality was assessed with the Downs and Black scale and the risk of bias with the Cochrane Risk of Bias Assessment Tool. Fourteen studies were included in the systematic review and eleven in the meta-analysis. Significant differences were found in favor of VR compared to no VR in pain intensity postintervention (11 trials; * * n* * = 569; SMD = -1.92; 95% CI = -2.73, -1.11; * * p* * < 0.00001) and followup (4 trials; * * n* * = 240; SDM = -6.34; 95% CI = -9.12, -3.56; * * p* * < 0.00001); and kinesiophobia postintervention (3 trials; * * n* * = 192; MD = -8.96; 95% CI = -17.52, -0.40; * * p* * = 0.04) and followup (2 trials; * * n* * = 149; MD = -12.04; 95% CI = -20.58, -3.49; * * p* * = 0.006). No significant differences were found in disability."

According to the news editors, the research concluded: "In conclusion, VR can significantly reduce pain intensity and kinesiophobia in patients with chronic low back pain after the intervention and at followup. However, high heterogeneity exists and can influence the consistency of the results."

For more information on this research see: Virtual Reality in the Treatment of Adults with Chronic Low Back Pain: A Systematic Review and Meta-Analysis of Randomized Clinical Trials. International Journal of Environmental Research and Public Health, 2021,18(11806):11806. (International Journal of Environmental Research and Public Health - http://www.mdpi.com/journal/ijerph). The publisher for International Journal of Environmental Research and Public Health is MDPI AG.

A free version of this journal article is available at https://doi.org/10.3390/ijerph182211806.

Our news journalists report that additional information may be obtained by contacting Beatriz Brea-Gomez, Physical Therapy Department, Faculty of Health Sciences, University of Granada, 18016 Granada, Spain. Additional authors for this research include Irene Torres-Sanchez, Araceli Ortiz-Rubio, Andres Calvache-Mateo, Irene Cabrera-Martos, Laura Lopez-Lopez, Marie Carmen Valenza.

Keywords for this news article include: University of Granada, Granada, Spain, Europe, Low Back Pain, Lower Back Pain, Clinical Research, Health and Medicine, Neurologic Manifestations, Clinical Trials and Studies, Nervous System Diseases and Conditions, Musculoskeletal Diseases and Conditions.

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Document CTRW000020211213ehcd00077

When will Facebook's virtual reality 'Metaverse' arrive in Egypt?

Al-Masry Al-Youm
244 words
13 December 2021
Egypt Independent
EGYPEN
English
© 2021, Egypt Independent, All rights Reserved - Provided by SyndiGate Media Inc.

Tamer Mohamed, an information technology expert, expected that virtual reality technology "Metaverse" will come to Egypt within six months or a year as a maximum.

In televised statements to Extra News channel, on Monday, he explained the first phase of application of any new technology will be in the US and Canada first.

He noted that virtual reality has already existed since 2019, but for experimentation and with special invitations, and it was opened to the public in the United States and Canada, provided that the user is of an age group over 18 years old.

Engineer Ahmed Tarek, a technological expert, said that the "Metaverse" technology means beyond the virtual world, and this technology aims to integrate between virtual reality and reality.

Tarek added, during a telephone interview with the satellite channel Sada al-Balad, on Thursday evening, that this technology leads to the ability to meet people in other countries at home, through virtual reality, in conformity with what we are currently experiencing.

He added that the new technology allows anyone to request an interview at home, similar to calling a phone, even if this person is on the other side of the world.

Tarek said: "If we had imagined in the past that we could see some people in audio and video through the phone, we would not have believed this."

Edited translation from Al-Masry Al-Youm

Document EGYPEN0020211213ehcd0008e

Meta launches Game of Tribes, its first gaming community challenge

374 words
13 December 2021
Business Today Online
BTDYON
English
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After unveiling its first office in India following its rebranding to Meta, Facebook has announced its first-ever gaming community challenge in India. The aim is to help community admins build gaming communities on the platform. This recently-launched challenge is called the Game of Tribes and will allow gaming enthusiasts to connect with like-minded people and build their communities.

This is essentially an extension of the features Facebook Gaming offers to people, including gaming videos, a chance to follow creators and game titles, discover new games, and connect with people across the globe.

"The Game of Tribes challenge will enable gaming enthusiasts, developers, publishers and creators to build an active and engaged community on Facebook with rewards for community admins on reaching different milestones," Meta said in its press release.

All gaming groups in Meta are eligible to register for Game of Tribes and will be categorised based on how old the groups are. If the group is less than a year old then they are 'Lit', groups older than a year are called 'Legends'.

The Game of Tribes challenge will be spread across six months and the groups will be judged based on the impact and engagement of their community. Shortlisted community admins will get a chance to be mentored by industry experts, and they will also be able to attend masterclasses and learn about monetisation strategies.

The challenge is spread across six months and groups will be judged on the impact and engagement of their gaming community, with shortlisted community admins having the opportunity to be mentored by industry experts, attend masterclasses and understand monetization strategies.

"In India, more than 20 million people were active members in Facebook gaming groups, between July and August this year and this is a unique opportunity for gaming enthusiasts to interact and learn from thousands of elite gaming groups, creators, community builders and build engaged gaming communities on Facebook," said Manish Chopra, Director and Head of Partnerships India at Meta.

Also Read: Facebook users locked out of their accounts can use Live Chat feature by Meta

Also Read: Keanu Reeves believes NFTs are a joke, says Facebook can't be allowed to own metaverse

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GADGETS NEWS
Meta introduces first-ever Gaming Community Challenge in India

410 words
11 December 2021
The Times of India
TOI
English
(c) 2021 The Times of India Group

Meta has introduced the first-ever Gaming Community Challenge in India which is aimed to help community admins who are trying to build thriving gaming communities on its social media platform Facebook. This new challenge is called the Game of Tribes and it will offer gamers an opportunity to build their communities by connecting with like-minded people on Facebook.Gaming enthusiasts will have access to several features with Facebook gaming all in one place. These features include -- watching gaming videos, building connections in gaming groups/chats, following favourite game titles/creators, exploring new games and playing them with people around the globe. What is the Game of Tribes Challenge?The Game of Tribes challenge will allow gaming enthusiasts, publishers, developers and creators to develop an active and engaging community on the social media platform Facebook. The community admins will also be rewarded for reaching various milestones.

All gaming groups on Facebook will be able to register for the challenge. These groups will be categorised under two different categories depending on their age. Groups that are less than a year old will be listed as 'Lit' and the groups that are older than a year will be listed as 'Legends'.The challenge will be spread across a timespan of 6 months and groups will be marked on the basis of the impact and engagement created by that particular gaming community. Selected community admins will also have an opportunity to be mentored by industry experts, attend masterclasses and understand earning strategies. Manish Chopra, an executive from Meta, mentioned, "We are committed to growing the gaming ecosystem in the country and through Game of Tribes we will offer connection and support to gaming communities looking to upgrade their skills and expand their gaming connections. In India, more than 20 million people were active members in Facebook gaming groups, between July and August this year and this is a unique opportunity for gaming enthusiasts to interact and learn from thousands of elite gaming groups, creators, community builders and build engaged gaming communities on Facebook."People can use the gaming communities on Facebook in multiple ways. Gamers and enthusiasts can host tournaments, upload videos, create live streams, connect with community members and offer engaging topics of discussion to the thriving community. Communique Marketing Solutions will execute this challenge as they are the activation partner for Game of Tribes.

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Document TOI0000020211210ehcb0005m

Gaming
==Meta== launches ==Gaming== Community challenge in India: Game of Tribes

Meta has launched its first-ever Gaming Community challenge in India to help build more active gaming groups on Facebook. Dubbed 'Game of Tribes,' the 5-month long challenge will pit the most engaging communities on Facebook to battle it out against each other to win prizes.

Once you have registered your gaming group, you can host tournaments, create live streams, upload highlight videos, and continuously engage with your community members to take your group to the top. The end goal here is to build the most active and thriving gaming community on the platform. Basically, it's a battle royale between groups, where communities will be judged based on their impact, engagement, and traffic generation.

Completing a set of milestones will grant monthly rewards, mentions/tags from top gaming creators and companies on Facebook, and some other undisclosed perks. At the end of the challenge, the winning group will receive a Golden Trophy from Facebook and an opportunity to network with people within the larger games industry. Select group admins will be mentored by industry experts, attend masterclasses, and understand monetisation strategies.

Also Read: |Meta announces new rules for ads on social issues for Facebook, Instagram in India

The challenge will group communities into two sections – 'Lit' for groups that are less than a year old and 'Legends' for ones that are older than a year. Quite recently, the company had also launched an interactive PAC-MAN game where players could team up in groups of four to compete for the highest points.

"We are committed to growing the gaming ecosystem in the country and through Game of Tribes, we will offer connection and support to gaming communities looking to upgrade their skills and expand their gaming connections," said Manish Chopra, Director and Head of Partnerships India at Meta.

"In India, more than 20 million people were active members in Facebook gaming groups, between July and August this year and this is a unique opportunity for gaming enthusiasts to interact and learn from thousands of elite gaming groups, creators, community builders and build engaged gaming communities on Facebook," he added.

You can register your gaming community for free by visiting the official Facebook Game of Tribes website.

[Meta launches Gaming Community challenge in India: Game of Tribes. (Image credit: Facebook)](#)

Document INEXON0020211211ehca0001o

TECHCIRCLE

Technology
Meta brings in Gaming Community Challenge in India

Team TC
492 words
10 December 2021
TechCircle
MMVTCE
English
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Meta (formerly Facebook [1]) has introduced the 'Gaming Community Challenge' in India, which will provide gamers an opportunity to connect with like-minded people and build their communities on Facebook. Called the 'Game of Tribes', the challenge will enable gaming enthusiasts, developers, publishers and creators to build an active and engaged community on Facebook with rewards for community admins on reaching different milestones.

Commenting on the initiative, Manish Chopra, Director and Head of Partnerships India at Meta, noted, "In India, more than 20 million people were active members in Facebook gaming groups, between July and August this year and this is a unique opportunity for gaming enthusiasts to interact and learn from thousands of elite gaming groups, creators, community builders and build engaged gaming communities on Facebook."

Also read: Facebook opens public access to Horizon Worlds to give users a first glimpse of the metaverse [2]

The announcement comes close on the heels of Microsoft India [3] partnering with WhiteHat Jr to offer students and teachers access to learning experiences with gaming platform Minecraft. As part of the alliance, Microsoft will also help upskill WhiteHat Jr educators through special workshops delivered by the Minecraft Education Edition Teacher Academy.

Meanwhile, all gaming groups on Facebook are eligible to register for the 'The Game of Tribes' challenge and will be categorised under 'Lit' for groups which are less than a year old and 'Legends' for groups older than a year. The challenge is spread across six months and groups will be judged on the impact and engagement of their gaming community, with shortlisted community admins having the opportunity to be mentored by industry experts, attend masterclasses and understand monetisation strategies, as revealed by Meta in a statement.

Recently, a report [4] by Boston Consulting Group (BCG) and Sequoia revealed that gaming generated $1.8 billion in 2020 at a compound annual growth rate (CAGR) of 38% making India a faster-growing economy than the US and China in the gaming space.

Interestingly, Gaming startups in India have attracted deals worth $1.6 billion in the first nine months of 2021, exceeding the total value of investments in the sector in the last five years, according to a new report [5] by investment banking platform Maple Capital Advisors.

[1] https://www.techcircle.in/2021/12/08/facebook-parent-to-allow-staff-till-june-to-return-to-office

[2] https://www.techcircle.in/2021/12/10/facebook-opens-public-access-to-horizon-worlds-to-give-users-a-first-glimpse-of-the-metaverse

[3] https://www.techcircle.in/2021/12/09/microsoft-whitehat-jr-join-hands-to-offer-students-with-coding-concepts

[4] https://www.techcircle.in/2021/11/26/india-sees-faster-gaming-growth-than-us-china-report

[5] https://www.techcircle.in/2021/11/26/investments-in-gaming-startups-soar-to-five-year-high

Click here to view story.

Click here to view image.

Document MMVTCE0020211210ehca00002

CE Noticias Financieras English
Meta opens virtualreality platform to the public to boost metaverse

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CE NoticiasFinancieras
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English

Meta, the company that owns Facebook, opened on Thursday (9) to the American and Canadian public its virtual reality platform Horizon Worlds, the new step towards building its metaverse.

Horizon Worlds is far from a fully finished metaverse -a kind of internet of the future in which online experiences, like talking to friends, could simulate face-to-face interactions thanks to virtual reality devices. However, users can already gather on the new platform to chat, play games and build their own virtual worlds, provided they are over 18 and have appropriate equipment.

Mark Zuckerberg in a fencing match with medalist in the metaverse - 28.oct.21/Facebook/Reuters Since last year, a test version of Horizon Worlds has been available to a limited number of users

. In order to highlight its new goal as a company, Facebook renamed the parent company to Meta, with the intention of leaving behind the image of a social network prone to controversies, for a new vision as the virtual reality platform.

"We want Horizon Worlds to be a safe environment in which everyone can follow our virtual reality conduct policy," the company's announcement in the release reads.

"There are several safety options [...] that allow you to pause and then block, mute or report other users," the announcement adds.

Meta's main social networks, Facebook and Instagram, have been struggling to put behind them the crisis triggered in September this year by a massive leak of internal documents to journalists and US authorities by whistleblower Frances Haugen.

The leaked documents spawned articles against Mark Zuckerberg's company arguing that despite being aware that some of its products could be harmful to users, it chose to prioritize growth over security.

The company's path to metaverse also includes remote work tools, an activity that has increased considerably with the pandemic.

In August, the company introduced a "workrooms" technology that allows remote collaboration between users with access to the Oculus virtual reality device.

The Horizon Workrooms project enables users to quickly switch from virtual workspaces to video conferencing and adapt to different work situations.

Document NFINCE0020211210ehca003jv

Technology
Play this classic game exclusively on FacebookGaming

482 words
10 December 2021
Manila Bulletin
MABULL
English
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For more than 40 years, PAC-MAN has been a cultural icon in the world of games and beyond, including television, music, and film. Today, we're excited to share the next step in the franchise's evolution with the launch of PAC-MAN COMMUNITY, exclusively on Facebook Gaming.

Pacman Community This isn't your parents' PAC-MAN (though the entire classic PAC-MAN is playable as an Easter egg). Developed by Genvid in partnership with BANDAI NAMCO Entertainment, PAC-MAN COMMUNITY connects players, gaming video creators, viewers, and world builders together in fun new ways.

Create Your Own Mazes

Maze Creator tool Play solo or through real-time co-op multiplayer in groups up to four, working together to complete each maze while still competing against each other for the highest point total. In addition to PAC-MAN COMMUNITY's built-in mazes, players can create their own levels and challenges through the Maze Creator tool for endless replayability. User-generated maze creations will be featured inside the game daily, and community-oriented challenges, as well as mazes curated and cultivated by streamer's communities will be coming in the near future.

Watch Creators Play in 3D

Watch mode turns mazes into 3D streams

The game also includes a Watch tab, powered by Facebook Interactives, which will feature Facebook Gaming creators streaming the game live. Watch mode turns mazes into 3D streams powered by Unreal Engine, where viewers can interact directly with the video player to pick a side and power up the AI PAC-MAN or Ghosts in competition with each other. Think of it as a perpetual interactive PAC-MAN watch party. Coming later in the beta, by interacting with a streamer's session, viewers can work collectively toward global unlocks for the Maze Creator tool. When a streamer isn't live, the watch tab will feature AI characters, just like an arcade machine that isn't being played.

Interact with Different Communities

Play with Streamer feature

Through the new Play with Streamer feature, Facebook Gaming creators can invite their communities directly from their livestream to join them in-game to play or spectate. Player-created mazes will be featured inside the game daily, and community-oriented challenges plus mazes curated and cultivated by streamers' communities are coming in the near future.

We believe games bring people together in powerful ways, whether that's playing games together, watching gaming videos, or connecting around games in Facebook Groups. Individually, these three pillars - Play Watch Connect - offer a world of possibility, and they're even more powerful together. With new products like Facebook Interactives and Play with Streamer we're exploring experiences that bridge these pillars to build community and social connection around games on Facebook, including with PAC-MAN COMMUNITY. Click here to learn more, or play PAC-MAN COMMUNITY instantly here.

Document MABULL0020211209ehca0000z

Facebook, now Meta, struggles to combat harassment in virtual reality

Queenie Wong
2,018 words
9 December 2021
CNET News.com
CNEWSN
English
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Sydney Smith had dealt with lewd, sexist remarks for more than a month while playing the Echo VR video game. But the 20-year-old reached her breaking point this summer.

Echo VR places players in the bodies of futuristic robots, allowing them to compete in a zero-gravity sports game that's similar to Ultimate Frisbee. Players, each identified by a username that floats above their avatar, split up into two teams and score points when they throw a disc through an opponent's goal.

Click to view image.

In July, Smith was playing the game on an Oculus Quest 2 headset when she missed catching the disc and uttered the F-word out of frustration. A player, who'd been hurling insults at her teammates earlier, quickly took notice. The player taunted Smith, telling the Missouri resident that he'd recorded her and was going to "jerk off" to her cursing.

Smith tried to figure out which player had harassed her, so she could file a report. But that was tough because multiple people were talking at the same time. Since she hadn't been recording the match, Smith couldn't rewatch the encounter and look for a username.

"That really really bothered me," Smith said of the incident. "I couldn't touch the game for two weeks after that."

Smith isn't the only virtual reality player who's had trouble reporting an ugly run-in. Though Oculus and Echo VR, both owned by Facebook, have ways to report users who violate their rules, people who've experienced or witnessed harassment and offensive behavior in virtual environments say a cumbersome process deters them from filing a report. Content moderators have to examine a person's behavior, as well as words. (Oculus' VR policy says users aren't allowed to follow other users against their wishes, make sexual gestures or block someone's normal movement.)

As Facebook focuses on creating the metaverse -- a 3D digital world where people can play, work, learn and socialize -- content moderation will only get more complex. The company, which recently rebranded as Meta to highlight its ambitions, already struggles to combat hate speech and harassment on its popular social media platforms, where people leave behind a record of their remarks. The immersive spaces envisioned by Mark Zuckerberg, the company's boss, will be more challenging to police.

This story is partly based on disclosures made by Frances Haugen, a former Facebook employee, to the US Securities and Exchange Commission, which were also provided to Congress in redacted form by her legal team. A consortium of news organizations, including CNET, received redacted versions of the documents obtained by Congress.

"The issue of harassment in VR is a huge one," Haugen said. "There's going to be whole new art forms of how to harass people that are about plausible deniability." The tech company would need to hire substantially more people, and likely recruit volunteers, to adequately deal with this problem, she said.

Facebook has more than 40,000 people working on safety and security. The company doesn't break down how many are dedicated to its VR platform.

A well-known problem

An internal post from Jan. 28 that was part of Haugen's disclosures shows that Facebook employees are aware VR reporting systems fall short.

In the post, an unnamed Facebook employee reports not having a "good time" using the social VR app Rec Room on the Oculus Quest headset, because someone was chanting a racial slur. The employee tried

reporting the "bigot" but mentions being unable to identify the username. The employee reported exiting the virtual world "feeling defeated."

Click to view image.

Rec Room is a good example of what the metaverse might become. The app allows people to dress up their avatars. Users can chat, create or play games such as paintball, laser tag and dodgeball with other Rec Room users.

The Facebook employee, a first-time user of Rec Room, doesn't specify why there was difficulty identifying the speaker. Rec Room's avatars display lines to indicate they're speaking. Users can also look up each other in the app's people tab and initiate a vote to kick someone out of a room. To mute another player, an avatar holds up a hand.

In an email, Rec Room CEO and co-founder Nick Fajt said a player using the same racial slur was banned after reports from other players. Fajt believes the banned player is the same person the Facebook employee complained about.

"We want Rec Room to be a fun and welcoming experience for everyone, and we spend a lot of time building systems and growing our moderation teams to meet that goal. Still, there's always more work to be done here, and we plan to continue investing heavily to improve," he said.

The internal post prompted a thread of 106 comments. One Facebook employee said Rec Room ranked high in a survey that Facebook conducted to understand the "prevalence of integrity issues/abusive interactions at the app level." Another employee said Echo VR also ranked high in the survey.

"We see similar issues in Echo VR where while the user is able to identify the aggressor, at times those evaluating the abuse are unable to pinpoint who is saying what," a third employee said.

Meta declined to make the survey available to CNET.

Bill Stillwell, Oculus' product manager of VR privacy and integrity, said in a statement that the company wants people to "feel like they're in control of their VR experience and to feel safe on our platform."

Users can report problems, and developers have tools to moderate their apps, Stillwell says. "But the tools can always improve," he said. "Our job isn't just to identify the tech that works for today, it's to invent entirely new tools to meet current and future ecosystem needs."

Meta is exploring a way to allow users to retroactively record on its VR platform. It's also looking at the best ways to use artificial intelligence to combat harassment in VR, said Kristina Milian, a Meta spokeswoman. The company, though, can't record everything people do in VR, because it would violate privacy, as well as use up the headsets' storage and power. Andrew Bosworth, who will become Meta's chief technology officer, told employees in a March internal memo that he wants virtual worlds to have "almost Disney levels of safety" but acknowledged that moderating users "at any meaningful scale is practically impossible," according to The Financial Times.

Online harassment is still a big problem. Four in 10 US adults have experienced online harassment, and those under 30 are more likely to not only encounter harassment but also more serious abuse, according to a study released this year by the Pew Research Center. Meta declined to say how many reports Oculus has received about harassment or hate speech.

A 2019 study about harassment in VR from Oculus researchers also found that the definition of online harassment is highly subjective and personal but that the sense of presence in VR makes harassment feel more "intense."

Brittan Heller, a lawyer at Foley Hoag and the founding director of the Anti-Defamation League's Center on Technology and Society, says the nature of VR will make moderating user behavior difficult.

"The challenge with harassment in VR is its presence," Heller said. "It feels real, like a person is stepping next to you and saying and doing things that violate your personal space."

Toxic players

Facebook didn't develop Rec Room, but the game became available on the Oculus Quest in 2019 and the Oculus Quest 2 in 2020. It's available for other platforms, such as Microsoft Windows and PlayStation, so Quest users might be interacting with Rec Room users on other services. Oculus offers a way to report users who violate its rules. But it can take action only against users on its platform. It can't, for example, disable an account from another platform, like Xbox or PlayStation.

To understand Echo VR's and Rec Room's harassment problems, I put on an Oculus Quest headset and visited both virtual worlds in November. It wasn't long before I encountered toxic behavior.

In an Echo VR lobby, I overheard one player telling another user who appeared confused to "Go shove your dick down your throat," before the abuser vanished completely. On another day, I heard two players calling each other names, but I was too far away to read their usernames. As I flew closer, they flew away, making it tough to see who was speaking, even when a sound icon appeared above a robot's head.

In Rec Room, a player started shooting others, including my female avatar, with confetti and shouting, "You're gay now!" Other users in the Rec Center reported him for violating the app's rules.

Part of the challenge with VR is that players are new to the environment. They have to learn how to hold an object and move. It isn't immediately obvious how to report abusive players or find safety tools.

Both games encourage users to be nice to one another, displaying posters with their code of conduct. They also have moderators. Echo VR teaches new users how to mute other players and set up a personal bubble. It's also possible to change the pitch of your voice so you can disguise your gender. The game doesn't include a tutorial for reporting other players, though information is available online in a blog post. Rec Room has YouTube tutorials for reporting and muting players.

In November, Rec Room started testing automatic voice moderation. In a blog post, Rec Room says users might start noticing that the "person yelling racial slurs quickly gets their mic muted, or the person making explicit sexual statements to everyone around them gets sent back to their dorm."

Policing gestures, behavior

Jason Lemon, a 36-year-old in Texas, said verbal harassment and racism in virtual reality don't feel different from similar bullying in console gaming.

"What makes Echo VR different is the type of mannerisms and body language that you can also put off," said Lemon, who is Black. He thinks that personal bubbles should be automatically activated after goals are scored, a period of dead time when he's seen players hump others or make sexual gestures.

Theo Young, 17, said he started noticing more toxic behavior, including homophobic language, in Echo VR's social lobbies last spring. Young, who's played enough Echo VR to reach the game's top level, said he stopped playing when he saw other players harassing a female player. The Iowa resident said he tried to tell the female player how to mute or ghost others but she couldn't hear him among all the screaming users crowding around her and making sexual comments.

"That's the part that got to me. Just seeing other people have such an awful time," Young said. "I dropped off the game pretty hard after that experience. It just wasn't fun anymore."

As for Smith, she thinks Echo VR should have a strike system, a way to identify players by pointing at them, or features to make the avatars look different so everyone doesn't look like the same robot.

"Companies need to step up and come up with new ways to moderate and help us," she said, "because we're the ones getting harassed."

The Oculus Quest 2 VR headset. | Getty Images | Rec Room users can report players by using their virtual wrist watch. | Screenshot by Queenie Wong/CNET | In an Echo VR lobby in November, a user (left) tells another player using a voice changer to "Go shove your dick down your throat." | Screenshot by Queenie Wong/CNET | Oculus asks users to provide a username and video evidence if you're submitting a report of abuse. | Screenshot by Queenie Wong/CNET

Document CNEWSN0020211209ehc900034

With Meta Galaxy it is Fun-to-Play and Play-to- Earn games that bring delights and affluence into players' lives. The list of investors include: Krypital Group, One Block Capital Advisory, Outlier Ventures, Solidity Ventures klever, TronLink, Raptor Capital with total $2M raised.

Meta Galaxy is a strategy game with a future setting in the year 2899. The setting is much more technologically advanced portraying a possible prediction of the extent to which human science and technology will progress. At that time, the Earth will be surrounded by radiation almost perishing, resources will be gradually depleted. Smugglers, space pirates appeared, and many resistance organizations emerged all over the galaxy. Players in the role of commander, build and expand their own empire, enter the fierce wars in space, to fight and protect the peace for the universe. Main task is to collect state-of-the-art battleships, connected to each other to form a powerful military force.

The list of investors include: Krypital Group, One Block Capital Advisory, Outlier Ventures, Solidity Ventures klever, TronLink, Raptor Capital with total $2M raised.

Special features of the games include:

1 Map of the Great Milky Way: From asteroids to vast galaxies.

2 Countless challenging goals waiting for gamers to overcome.

3 Space war, scramble for bases: Battlefield with countless fierce battles taking place continuously.

4 Unique fleet system: Rich battleship system is designed to be sharp and massive.

5 Develop a base, lead the galaxy: Develop a comprehensive base, expand the territory to conquer the universe.

6 Space pirates, diverse features: Rich resources, easy to exploit.

7 NFT marketplace: buy and sell items/skin in-game.

8 Staking token to get in-game NFT items.

More info: https://www.youtube.com/watch?v=nS37mQi-DOo

The game allows the building of production facilities and scientific research centers to develop the space fleet. In these centers, when players gather enough resources, gamers can start building battleships with many different features and characteristics. At the same time, when a player upgrades enough strength, can make allies with like-minded commanders, form a powerful Alliance that declares war with other commanders to compete for the rarest resources, and conquer space. The game is inspired by the movie about "rebel" Harlock, a talented space captain who dares to oppose the Gaia alliance, a force seeking to dominate the galaxy. Gamers have a mission to write a new legend.

For more details visit https://meta-galaxy.org and follow on Twitter at https://twitter.com/Metagalaxytron and Telegram at https://t.me/metagalaxyoffical

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==FacebookGaming== **Adds New Social Features for Streamers, Viewers**

Brandy Shaul
212 words
6 December 2021
Adweek
ADWE
English
Copyright 2021. Adweek

[Facebook Gaming](#) released two new features in its Play Watch Connect framework that will allow content creators, viewers and the overall gaming community to connect and interact in different ways.

The Play With Streamer feature adds a button to livestreams that viewers can use to join a content creator in their live game, while the Facebook Interactives feature allows viewers to interact with the videos they're watching in a number of ways.

Facebook Interactives will allow developers to add extra interactivity to their videos in the form of trivia questions, polls and more.

Facebook Gaming said, "The limits of these experiences stretch as far as our developers' creativity, and won't necessarily be limited to gaming."

Both of these features are available in a game called Pac-Man Community, which was released exclusively on Facebook Gaming Monday. The Play with Streamer feature allows content creators to invite their viewers to play the game with them or spectate their game, while the Facebook Interactives feature allows viewers to watch a 24/7 livestream of the game and boost the power of the in-game Pac-Man character or ghosts.

Pac-Man Community was developed by Genvid in partnership with [Bandai Namco Entertainment](#).

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Meta Platforms Inc. - Launching PAC-MAN COMMUNITY on FacebookGaming

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Launching PAC-MAN COMMUNITY on Facebook Gaming

* We're launching PAC-MAN COMMUNITY on Facebook Gaming to connect players and gaming creators to the classic game in a new way.

* In this new interactive game, people can play solo or multiplayer to complete mazes and create their own mazes and challenges.

* We're also announcing new products that blend playing, watching, and connecting on Facebook Gaming: Play with Streamer brings creators and their communities together in a game and Facebook Interactives turn watching gaming livestreams into an interactive experience.

For more than 40 years, PAC-MAN™ has been a cultural icon in games, television, music and film. And today, we're sharing the next step in this evolution by launching PAC-MAN COMMUNITY, exclusively on Facebook Gaming.

This isn't your parents' PAC-MAN™, but you can still access the entire classic PAC-MAN in the game. Developed by [Genvid](#) and in partnership with [BANDAI NAMCO](#) Entertainment, PAC-MAN COMMUNITY connects players, gaming video creators, viewers and world builders together in new ways. Play solo or through co-op multiplayer in groups of up to four people, working together to complete each maze while still competing against each other for the highest point total. In addition to PAC-MAN COMMUNITY 's built-in mazes, players can also create their own levels and challenges through the Maze Creator tool.

Play Watch Connect

With [Play Watch Connect](#) , we're delivering more immersive and engaging social experiences that build community around games on Facebook. We're bridging three pillars together - playing games, watching gaming video and connecting with others around games - to create richer experiences between people using our technologies, including in PAC-MAN COMMUNITY .

Through our new Play with Streamer feature, Facebook Gaming creators can invite their communities directly from their livestream to join them in-game to play or watch. Player-created mazes will be featured inside the game daily, and soon we'll launch community-oriented challenges and mazes curated and cultivated by streamers' communities.

We're also making live gaming video an active experience with the introduction of Facebook Interactives, which allows you to participate while simultaneously watching a gamer's livestream. In PAC-MAN COMMUNITY, people viewing a 24/7 livestream in Watch mode can also power up either the AI PAC-MAN™ or Ghosts and compete. Mazes are turned into 3D streams, powered by Unreal Engine, where viewers can interact directly with the video player. Coming later in the beta, by interacting with a streamer's session, viewers can work collectively toward global unlocks for the Maze Creator tool. When a streamer isn't live, the Watch tab will feature AI characters, just like an arcade machine that isn't being played.

We believe games bring people together in powerful ways, whether that's playing games together, watching gaming videos, or connecting around games in Facebook Groups. Learn more about [PAC-MAN COMMUNITY](#) or play now on Facebook Gaming .

PAC-MAN™ COMMUNITY & ©BANDAI NAMCO Entertainment Inc.

* [Original Link](#)

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M2 PressWIRE

Africa No Filter and Meta announce a new fund to improve Virtual Reality in Africa's storytelling

Africa No Filter, a narrative change organisation, and Meta (https://about.facebook.com/Meta/) have announced a partnership to launch "Future Africa: Telling Stories, Building Worlds" program, aimed at boosting the use of Virtual Reality in Africa's storytelling.

Supporting Extended Reality storytellers to develop new and compelling content about Africa, the program will provide grants and mentorship. "Future Africa: Telling Stories, Building Worlds" forms part of Meta's focus on immersive technologies and Africa No Filter's investments in innovative storytelling that shifts negative stereotypes about Africa.

Moky Makura, Executive Director at Africa No Filter, said, "Virtual Reality has the potential to take storytelling to another level. In this new metaverse, audiences don't just get to watch a story unfold, they get to live in it. This is an opportunity for African content creators to push the boundaries of their creativity and innovation."

Open from today (https://bit.ly/3lCZ05B), Africa No Filter and Meta are inviting Extended Reality creators to apply to the program, and recieve funding of up to $30,000. Applicants must be of African descent and living in the continent, aged over 18 years, have a track record of XR content creation and have a portfolio of work showing their creativity and innovation.

They also need to show how the proposed project will tell an exciting African story that changes stereotypical narratives about the continent. Projects can use 360 Video, Virtual Reality, Augmented Reality and Mixed Reality.

The application is open to organisations and individuals.

Delivered in collaboration with Electric South and Imisi 3D, participants will also get ongoing mentorship, production support, and opportunities to launch their projects in a virtual or in-person showcase, including the Electric South's Creators Lab held in February 2022 in Cape Town, South Africa.

Commenting, Sherry Dzinoreva, Meta's Public Policy Programs Director, Africa, Middle East, and Turkey said: "We're excited to be partnering with ANF to launch a fund that brings together the best of the African tech ecosystem to showcase innovations for the future and tell positive stories about Africa. Meta sits at the intersection of innovation, technology, entrepreneurship and social connection, and this investment is a vote of confidence in the strength of the African tech industry and its ongoing potential. I'm certainly proud that Africa will be helping to shape the metaverse experience from the start."

Applications close on 7 January 2022 at 6pm GMT. The program runs from 13 February to 13 August, 2022. Participants must be available on these dates. The proposed project must also be completed within six months.

Apply here(https://bit.ly/32SYycQ).

Distributed by APO Group on behalf of Meta.

Media enquiries:

Africa No Filter: Lerato@africanofilter.org

Meta: facebookteam@at3resources.com

About Meta:

Meta builds technologies that help people connect, find communities, and grow businesses. When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology.

About Africa No Filter:

Africa No Filter is a donor collaborative working to shift stereotypical and harmful narratives within and about Africa. Through research, grant-making, community building and advocacy, our objective is to build the field of narrative change-makers by supporting storytellers, investing in media platforms, and driving disruption campaigns. The donor collaborative is funded by Ford Foundation, Bloomberg, Andrew W. Mellon Foundation, Luminate, Open Society Foundations, Comic Relief, the Hilton Foundation, the British Council and Hewlett Foundation.

Document MTPW000020211206ehc60015r

Africa No Filter and Meta announce a new fund to improve Virtual Reality in Africa's storytelling; This is an opportunity for African content creators to push the boundaries of their creativity and innovation

Africa No Filter, a narrative change organisation, and Meta (https://about.facebook.com/Meta/) have announced a partnership to launch "Future Africa: Telling Stories, Building Worlds" program, aimed at boosting the use of Virtual Reality in Africa's storytelling.

Supporting Extended Reality storytellers to develop new and compelling content about Africa, the program will provide grants and mentorship. "Future Africa: Telling Stories, Building Worlds" forms part of Meta's focus on immersive technologies and Africa No Filter's investments in innovative storytelling that shifts negative stereotypes about Africa.

Moky Makura, Executive Director at Africa No Filter, said, "Virtual Reality has the potential to take storytelling to another level. In this new metaverse, audiences don't just get to watch a story unfold, they get to live in it. This is an opportunity for African content creators to push the boundaries of their creativity and innovation."

Open from today (https://bit.ly/3lCZ05B), Africa No Filter and Meta are inviting Extended Reality creators to apply to the program, and recieve funding of up to $30,000. Applicants must be of African descent and living in the continent, aged over 18 years, have a track record of XR content creation and have a portfolio of work showing their creativity and innovation.

They also need to show how the proposed project will tell an exciting African story that changes stereotypical narratives about the continent. Projects can use 360 Video, Virtual Reality, Augmented Reality and Mixed Reality.

The application is open to organisations and individuals.

Delivered in collaboration with Electric South and Imisi 3D, participants will also get ongoing mentorship, production support, and opportunities to launch their projects in a virtual or in-person showcase, including the Electric South's Creators Lab held in February 2022 in Cape Town, South Africa.

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Document APOENG0020211206ehc600003

Dilemmas
<mark>Digital Twins</mark>, Lighthouse Factories, And The Future Of The Omni/Multi/<mark>Meta</mark> Verse

David Manners
314 words
2 December 2021
Electronics Weekly Online
ELWONL
English

We may not know until this time next year if the Metaverse – or 3D VR internet experience – could become a consumer hit.

According to the famed Apple analyst Ming-Chi Kuo, that is when Apple launches a 3D VR headset with the computing power of a Mac and capable of of operating independently without being attached to another device.

The Metaverse has already won its place in the market as a useful tool for industrial designers. 3D simulation cuts down on designer time, personnel, cost and waste.

The digital twin concept whereby a cyber simulation matches a physical operation and where the cyber twin can provide answers to problems encountered by the physical twin is being developed by some of the top tech companies and used by the top manufacturing companies.

Lighthouse factories are so called because they are using these manufacturing techniques and showing others the way.

These cyber-physical design systems are driving the smart manufacturing market which is forecast by TrendForce to become a $540 billion market in 2025.

Jen Hsun Huang has astutely positioned Nvidia in the forefront of this market, which he calls Omniverse, with hardware and software tools specialised for different industry sectors.

Mark Zuckerberg has even renamed his company to reflect his intentions in this market but it's too late for him in the smart manufacturing sector and consumer is the only way for him to go.

Gaming is a given, but the rest of the consumer market may depend on how close to reality is the VR. That depends on processing power.

Apple's headset may have enough of it, but when the Internet will be able to deliver it effectively is in doubt.

Digital Twins, Lighthouse Factories, And The Future Of The Omni/Multi/Meta Verse

Electronics Weekly

Document ELWONL0020211202ehc200001

Meet India's biggest female gaming creators on Facebook

Poorvi Gupta
Distributed by Contify.com
1,269 words
30 November 2021
Your Story
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English
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HerStory spoke to two women gaming creators on Facebook – Aparna Shukla from Kanpur, who goes by the name Rog Stream with over 2.3 million followers; and Kangkana Talukdar from Guwahati, who goes by Mystic Ignite on Facebook that has around 67,000 followers.

The COVID-19 pandemic may have pushed many businesses and livelihoods off the edge, but it has also given opportunity to innovate in the digital sector. As many businesses moved online, creative people found different ways to earn a living in the cyber space.

One of the vocations that picked up massively during lockdown was online gaming content creators. While men dominate this space like most other fields, Indian women too are making a room for themselves in the online gaming creator zone.

The Indian online gaming sector reached $1.027 billion in 2020, a growth of 17.3 percent from $543 million in 2016, according to the the EY - All India Gaming Federation (AIGF) report 'Online gaming in India - The GST conundrum.'

India stands fifth in the world as the largest mobile gaming market, as per a Q1 2021 research by Indian mobile advertising company InMobi.

As the online gamers in India are estimated to grow from 360 million in 2020 to 510 million in 2022, we analyse how gender-sensitive online gaming creator zone on Facebook is by speaking with two of the biggest female gaming content creators on the platform - Aparna Shukla from Kanpur, who goes by the name Rog stream and has over 2.3 million followers and Kangkana Talukdar from Guwahati, who runs Mystic Ignite on Facebook that has around 67,000 followers.

Breaking into the online gamer streaming space

Aparna was preparing for competitive entrance exams to join the banking sector before she took to online gaming in September 2018.

"My father worked in accounts at a small firm, so he didn't have enough money to fund the equipment. So he took a small loan that we pledged to repay with the earnings from gaming. We didn't have a camera, so we used our phone camera" shares Aparna.

"Giving competitive exams a couple of times without reaping good results can be very stressful. I wasn't into gaming at all as I didn't even have my own phone. One day, my brother gave me his phone and asked me to play some game to relieve my stress. The first game I ever played was Candy Crush. Then I played PubG with my younger brother. Then my elder brother suggested some gaming tournament that was taking place where one could earn money and I just participated in it as a side hustle," Aparna tells HerStory.

Aparna didn't have a computer to actively join gaming and used her brother's friend's computer in the beginning. Once she got the feeling that she could make a profession out of gaming, she and her brothers asked their father to get them a computer.

Aparna Shukla from Kanpur goes by the name Rog stream and has over 2.3 million followers

"My father worked in accounts at a small firm, so he didn't have enough money to fund the equipment. So he took a small loan that we pledged to repay with the earnings from gaming. We didn't have a camera, so we used our phone camera," adds the 28-year-old.

While both Aparna and Kangkana got first mover advantage as women gaming creators on Facebook, Kangkana is the first female the platform partnered with in the country.

"I grew up playing games on the computer with my cousins, but I was never regular. Since I played PubG and Sims on my laptop, some of my friends suggested that I should stream it. This was a couple of years ago and back then I already knew two partners on Facebook from India, but they were under the Malaysia Creator Service Providers (CSP). Soon when it came to India, FB approached me to become one of their first partners and I was happy for the opportunity," says Kangkana.

Kangkana Talukdar from Guwahati runs Mystic Ignite on Facebook that has around 67,000 followers

Being from a small city, Aparna felt nervous to stream initially. She decided to stream from 12:00 a.m. to 3:00 a.m. as no one used to stream at that time.

"In the beginning my parents used to feel concerned as I would play at night. But my real concern was having the camera on my face while streaming and getting comments and responding to them. I am not an out-going person, so it was overwhelming," she says.

Sexist comments and trolling

Women in male-dominated spaces face sexism and misogyny when they are the first ones to break gender stereotypes. Aparna and Kangkana were also trolled and faced online shaming periodically, but they have learnt to deal with it by blocking trolls or engaging with them sometimes.

Aparna shares, "Since I play with several male streamers, I see their comment sections as well, but what is different between my comment section and theirs is that I get comments for being a female creator and how I might not be good at it. Along with it there are several negative, weird, and bigoted comments that do rounds in my comment section."

"When I started off, I had bangs in my hair and because of my appearance, people used to think that I was from a different country. But I don't have bangs now and people think that I am Indian now," Kangkana laughs.

"I used to get extremely bothered in the beginning and I shut the stream many times because of the trolling, but my brother supports me a lot and he made me understand that I should ignore such comments and that's when I realised that I am letting the trolls win every time I quit streaming because of them, and that I need to win over them," she adds.

Twenty-two-year-old Kangkana was mostly trolled for her appearance as she had coloured hair when she started off. "When I started off, I had bangs in my hair and because of my appearance, people used to think that I was from a different country. But I don't have bangs now and people think that I am Indian now," she laughs.

Kangkana says women creators are increasing in number in India from 2019 - the year she started off, but both Aparna and Kangkana don't know any other female creators from their own respective cities in Kanpur and Guwahati.

Indian women are making a room for themselves in the online gaming creator zone

Serious profession or side hustle?

Online gaming creation is soon becoming a money minting profession as Aparna made around Rs 68,000 in a month, which was her first highest income from gaming, which she invested in buying a camera. Now she says that she makes around Rs 2,000,00 per month on an average from various gaming platforms, including Facebook.

Aparna now considers gaming and streaming her full-time profession, but Kangkana considers it as something she loves to do.

"Although my parents support me in gaming, they are concerned as well and want me to have a stable job and continue streaming on the side. Currently, I am thinking about it, but I haven't decided on anything yet," says Kangkana, who recently completed her graduation in English Honours from Handique Girls College in Guwahati.

Document ATYOST0020211130ehbu0000a

Facebook Technologies LLC; Patent Issued for Generating and modifying representations of objects in an augmented-reality or virtual-reality scene (USPTO 11170577)

3,233 words
29 November 2021
Journal of Engineering
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2021 NOV 29 (VerticalNews) -- By a News Reporter-Staff News Editor at Journal of Engineering -- A patent by the inventors Nankervis, Alex (Seattle, WA, US), Seiler, Larry (Redmond, WA, US), filed on September 27, 2019, was published online on November 9, 2021, according to news reporting originating from Alexandria, Virginia, by VerticalNews correspondents.

Patent number 11170577 is assigned to Facebook Technologies LLC (Menlo Park, California, United States).

The following quote was obtained by the news editors from the background information supplied by the inventors: "Artificial reality is a form of reality that has been adjusted in some manner before presentation to a user, which may include, e.g., a virtual reality (VR), an augmented reality (AR), a mixed reality (MR), a hybrid reality, or some combination and/or derivatives thereof. Artificial reality content may include completely generated content or generated content combined with captured content (e.g., real-world photographs). The artificial reality content may include video, audio, haptic feedback, or some combination thereof, and any of which may be presented in a single channel or in multiple channels (such as stereo video that produces a three-dimensional effect to the viewer). Artificial reality may be associated with applications, products, accessories, services, or some combination thereof, that are, e.g., used to create content in an artificial reality and/or used in (e.g., perform activities in) an artificial reality. The artificial reality system that provides the artificial reality content may be implemented on various platforms, including a head-mounted display (HMD) connected to a host computer system, a standalone HMD, a mobile device or computing system, or any other hardware platform capable of providing artificial reality content to one or more viewers."

In addition to the background information obtained for this patent, VerticalNews journalists also obtained the inventors' summary information for this patent: "SUMMARY OF PARTICULAR EMBODIMENTS

"Since its existence, artificial reality (e.g., AR, VR, MR) technology has been plagued with the problem of latency in rendering AR/VR/MR objects in response to sudden changes in a user's perspective of an AR/VR/MR scene. To create an immersive environment, users may need to be able to move their heads around when viewing a scene and the environment may need to respond immediately by adjusting the view presented to the user. Each head movement may slightly change the user's perspective of the scene. These head movements may be small but sporadic and difficult (if not impossible) to predict. A problem to be solved is that the head movements may occur quickly, requiring that the view of the scene be modified rapidly to account for changes in perspective that occur with the head movements. If this is not done rapidly enough, the resulting latency may cause a user to experience a sensory dissonance that can lead to virtual reality sickness or discomfort, or at the very least, a disruption to the immersive nature of the experience. Re-rendering a view in its entirety to account for these changes in perspective may be resource intensive, and it may only be possible to do so at a relatively low frame rate (e.g., 60 Hz, or once every 1/60th of a second). As a result, it may not be feasible to modify the scene by re-rendering the entire scene to account for changes in perspective at a pace that is rapid enough (e.g., 200 Hz, once every 1/200th of a second) to prevent the user from perceiving latency and to thereby avoid or sufficiently reduce sensory dissonance.

"One solution involves generating and working with "surfaces" that represent objects within the scene, where a surface corresponds to one or more objects that are expected to move/translate, skew, scale, distort, or otherwise change in appearance together, as one unit, as a result of a change in perspective. Instead of re-rendering the entire view, a computing system may simply resample these surfaces from the changed perspective to approximate how a corresponding object would look from the changed perspective. This method may essentially be an efficient shortcut, and may significantly reduce the processing that is required and thus ensure that the view is updated quickly enough to sufficiently reduce latency. Resampling surfaces, unlike re-rendering entire views, may be efficient enough that it can be used to modify views within the allotted time-e.g., in 1/200th of a second-with the relatively limited processing power of a computing system of a HMD. The time scales involved in this modification are so small that it may be unfeasible to have a more powerful system that is physically separated from the HMD (e.g., a separate laptop or wearable device)

perform the modification, because the HMD would have to transmit information about the current position and orientation of the HMD, wait for the separate system to render the new view, and then receive the new view from the separate system. By simply resampling surfaces, the modification may be performed entirely on the HMD, thus speeding up the process. Although this disclosure uses particular time periods (1/60th of a second, 1/200th of a second) and corresponding particular frame rates (60 Hz, 200 Hz), these time periods and frame rates are used merely as examples to illustrate the invention, and the disclosure contemplates any other suitable time periods and frame rates.

"In particular embodiments, graphics applications (e.g., games, maps, content-providing apps, etc.) may build a scene graph, which is used together with a given view position and point in time to generate primitives to render on a GPU. The scene graph may define the logical and/or spatial relationship between objects in the scene. In particular embodiments, a display engine may also generate and store a scene graph that is a simplified form of the full application scene graph. The simplified scene graph may be used to specify the logical and/or spatial relationships between surfaces (e.g., the primitives rendered by display engine, such as quadrilaterals or contours, defined in 3D space, that have corresponding textures generated based on the mainframe rendered by the application). Storing a scene graph allows display engine to render the scene to multiple display frames, adjusting each element in the scene graph for the current viewpoint (e.g., head position), the current object positions (e.g., they could be moving relative to each other) and other factors that change per display frame. In addition, based on the scene graph, display engine may also adjust for the geometric and color distortion introduced by the display subsystem and then composite the objects together to generate a frame. Storing a scene graph allows display engine to approximate the result of doing a full render at the desired high frame rate, while actually running the GPU at a significantly lower rate.

"Embodiments of the invention may include or be implemented in conjunction with an artificial reality system. In particular embodiments, the processing tasks involved in rendering a scene and generating and modifying its surfaces may be split among two or more computing systems. As an example and not by way of limitation, a view of a scene may initially be rendered by a first computing system (e.g., a laptop, a cellphone, a desktop, a wearable device). The rendered results may be used to generate one or more surfaces for the view. In addition to color and transparency information, the surfaces may include information about their location in the scene. These surfaces may be passed to a second computing system (e.g., an onboard computing system on a head-mounted display (HMD)). The HMD may render the objects corresponding to the surfaces within the view based on the information associated with the surfaces and based on a current perspective of the user wearing the HMD (e.g., as determined by the position and orientation of the HMD). Any changes in perspective (e.g., slight head motions of the user that occur on the order of a hundredth of a second) may be tracked by sensors on the HMD and accounted for by the HMD by resampling the surfaces in a view from an adjusted viewpoint. Due to the adjustment of the viewpoint, the surfaces may be translated/moved, skewed, scaled, distorted, or otherwise changed in appearance when they are resampled. Since the scene is not being re-rendered from scratch (e.g., from polygons) and instead just by adjusting surfaces, the scene can be modified relatively quickly (e.g., at 200 Hz). In particular embodiments, the first computing system may be relatively powerful when compared to the second computing system, because the second computing system (e.g., a HMD) may have limited system resources that may not appreciably be increased without resulting in too much weight, size, and/or heat for the user's comfort."

The claims supplied by the inventors are:

"1. A method comprising, by one or more computing systems: rendering, for a first frame of a virtual scene, a plurality of images each depicting a different one of a plurality of virtual objects in a 3D space as seen from a first viewpoint of a user at a first time, wherein each image of a virtual object is generated based on a respective 3D model of the virtual object, and wherein each respective 3D model is represented as a plurality of polygons; generating a plurality of surfaces using the plurality of images, wherein: each surface (1) represents a respective virtual object of the plurality of virtual objects and (2) comprises visual information about the respective virtual object as viewed from the first viewpoint, each surface is a planar polygon corresponding to the respective virtual object and positioned within the 3D space, and each surface is represented by a lower number of polygons than a number of the plurality of polygons in the 3D model of the respective virtual object; determining a second viewpoint of the user at a second time in the 3D space, the second viewpoint being different from the first viewpoint and the second time being subsequent to the first time; determining a visibility of the plurality of surfaces from the second viewpoint by casting rays from the second viewpoint toward the plurality of surfaces; and rendering a plurality of output images for a subframe depicting the virtual scene and the plurality of virtual objects from the second viewpoint based on the visual information and the determined visibility of the plurality of surfaces, wherein each output image represents a respective virtual object and is rendered based on the corresponding surface of the respective virtual object.

"2. The method of claim 1, wherein: the visual information of each of the plurality of surfaces is a texture; the determined visibility of the plurality of surfaces identifies points on the plurality of surfaces visible from the second viewpoint; and the rendering of the subframe comprises sampling the texture of each of the plurality of surfaces according to the points on the plurality of surfaces.

"3. The method of claim 1, wherein: the rendered first frame is generated based on computed intersections between one or more of the plurality of polygons and of the respective 3D model of each virtual object rays cast from the first viewpoint.

"4. The method of claim 1, wherein: the rendered first frame is one of a plurality of frames generated based on at least the respective 3D model of each virtual object; the rendered subframe is one of a plurality of subframes generated based on the plurality of surfaces; and the plurality of subframes are generated after the rendered first frame and before a subsequent one of the plurality of frames.

"5. The method of claim 4, wherein: the plurality of frames are generated at a first frame rate; and the plurality of subframes are generated at a second frame rate that is higher than the first frame rate.

"6. The method of claim 1, wherein the rendered first frame is generated using ray tracing.

"7. The method of claim 1, wherein the first viewpoint and the second viewpoint are determined at different times.

"8. The method of claim 1, wherein: the rendered first frame is generated based on a first 3D model of a first virtual object and a second 3D model of a second virtual object in the virtual scene; and at least one of the plurality of surfaces comprises visual information that depict both the first virtual object and the second virtual object.

"9. The method of claim 1, wherein each of the plurality of surfaces is flat.

"10. The method of claim 1, wherein the rendered first frame and the subframe are different.

"11. The method of claim 1, wherein the rendered first frame and the rendered subframe are rendered by different computing systems.

"12. One or more computer-readable non-transitory storage media embodying software that is operable when executed to: render, for a first frame of a virtual scene, a plurality of images each depicting a different one of a plurality of virtual objects in a 3D space as seen from a first viewpoint of a user at a first time, wherein each image of a virtual object is generated based on a respective 3D model of the virtual object, and wherein each respective 3D model is represented as a plurality of polygons; generate a plurality of surfaces using the plurality of images, wherein: each surface (1) represents a respective virtual object of the plurality of virtual objects and (2) comprises visual information about the respective virtual object as viewed from the first viewpoint, each surface is a planar polygon corresponding to the respective virtual object and positioned within the 3D space, and each surface is represented by a lower number of polygons than a number of the plurality of polygons in the 3D model of the respective virtual object; determine a second viewpoint of the user at a second time in the 3D space, the second viewpoint being different from the first viewpoint and the second time being subsequent to the first time; determine a visibility of the plurality of surfaces from the second viewpoint by casting rays from the second viewpoint toward the plurality of surfaces; and render a plurality of output images for a subframe depicting the virtual scene and the plurality of virtual objects from the second viewpoint based on the visual information and the determined visibility of the plurality of surfaces, wherein each output image represents a respective virtual object and is rendered based on the corresponding surface of the respective virtual object.

"13. The media of claim 12, wherein: the visual information of each of the plurality of surfaces is a texture; the determined visibility of the plurality of surfaces identifies points on the plurality of surfaces visible from the second viewpoint; and the rendering of the subframe comprises sampling the texture of each of the plurality of surfaces according to the points on the plurality of surfaces.

"14. The media of claim 12, wherein: the rendered first frame is generated based on computed intersections between one or more of the plurality of polygons of the respective 3D model of each virtual object and rays cast from the first viewpoint.

"15. The media of claim 12, wherein: the rendered first frame is one of a plurality of frames generated based on at least the respective 3D model of each virtual object; the rendered subframe is one of a plurality of subframes generated based on the plurality of surfaces; and the plurality of subframes are generated after the rendered first frame and before a subsequent one of the plurality of frames.

"16. A system comprising: one or more processors; and one or more computer-readable non-transitory storage media coupled to one or more of the processors and comprising instructions operable when executed by one or more of the processors to cause the system to: render, for a first frame of a virtual scene, a plurality of images each depicting a different one of a plurality of virtual objects in a 3D space as seen from a first viewpoint of a user at a first time, wherein each image of a virtual object is generated based on a respective 3D model of the virtual object, and wherein each respective 3D model is represented as a plurality of polygons; generate a plurality of surfaces using the plurality of images, wherein: each surface (1) represents

a respective virtual object of the plurality of virtual objects and (2) comprises visual information about the respective virtual object as viewed from the first viewpoint, each surface is a planar polygon corresponding to the respective virtual object and positioned within the 3D space, and each surface is represented by a lower number of polygons than a number of the plurality of polygons in the 3D model of the respective virtual object; determine a second viewpoint of the user at a second time in the 3D space, the second viewpoint being different from the first viewpoint and the second time being subsequent to the first time; determine a visibility of the plurality of surfaces from the second viewpoint by casting rays from the second viewpoint toward the plurality of surfaces; and render a plurality of output images for a subframe depicting the virtual scene and the plurality of virtual objects from the second viewpoint based on the visual information and the determined visibility of the plurality of surfaces, wherein each output image represents a respective virtual object and is rendered based on the corresponding surface of the respective virtual object.

"17. The system of claim 16, wherein: the visual information of each of the plurality of surfaces is a texture; the determined visibility of the plurality of surfaces identifies points on the plurality of surfaces visible from the second viewpoint; and the rendering of the subframe comprises sampling the texture of each of the plurality of surfaces according to the points on the plurality of surfaces.

"18. The system of claim 16, wherein: the rendered first frame is generated based on computed intersections between one or more of the plurality of polygons of the respective 3D model of each virtual object and rays cast from the first viewpoint.

"19. The system of claim 16, wherein: the rendered first frame is one of a plurality of frames generated based on at least the respective 3D model of each virtual object; the rendered subframe is one of a plurality of subframes generated based on the plurality of surfaces; and the plurality of subframes are generated after the rendered first frame and before a subsequent one of the plurality of frames."

URL and more information on this patent, see: Nankervis, Alex. Generating and modifying representations of objects in an augmented-reality or virtual-reality scene. U.S. Patent Number 11170577, filed September 27, 2019, and published online on November 9, 2021. Patent URL: http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l=50&s1=11170577.PN.&OS=PN/11170577RS=PN/11170577

Keywords for this news article include: Business, Facebook Technologies LLC.

Document JOENG00020211129ehbt001a9

Celebrities
Meta launches first #FB4Fans virtual event in Asia Pacific, connecting top creators with fans

274 words
26 November 2021
Manila Bulletin
MABULL
English

#FB4Fans

Meta has announced its first-ever #FB4Fans virtual event in Asia Pacific, which is scheduled to take place on Dec. 3, 2021.

The hour-long event, exclusive to Facebook, will provide fans the opportunity to meet their favorite creators up close and personal with exciting performances, meet and greets and an immersive virtual reality experience.

Meta's mission is to give people the power to build community and bring the world closer together.

As part of this promise, Meta is organizing #FB4Fans to bring together creators and fans from around the world so that they can connect with each other and engage deeply.

48635

The event will be hosted by the well-known Indonesian-German actress Cinta Laura and will include performances by various popular creators from Asia-Pacific, such as K-pop group Fromis_9, T-pop group 4EVE, Filipino content creators and dancers Ranz and Niana, Indonesian content creator mega-star Atta Halilintar, and Australian international star and singer-songwriter Delta Goodrum. The event will be free for fans and will be held via an immersive mobile platform.

Fans can RSVP to the event here and tune in live at 6pm Philippine Time on Friday, Dec. 3.

Facebook is also hosting a Super Fan Meet and Greet contest where fans will have a chance to meet with their favorite creator virtually. The contest is open from Nov. 19 - Dec. 2 for anyone aged 18 and above.

Contest winners will be announced during the #FB4Fans event. For more information around the event, check out the event page.

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Press Release
FacebookGaming Passes Youtube **Gaming** In Hours Watched - 1.3B Hours In Q3 2021

Safe Betting Sites
565 words
25 November 2021
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Scoop.co.nz
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English
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Facebook Gaming had a dominant Q3 in 2021 which saw the video-game streaming segment of the social media giants accomplish several milestones. According to data presented by Safe Betting Sites, Facebook Gaming overtook Youtube Gaming in hours watched for the first time after recording an estimated 1.3B hours watched in Q3 2021.

<h2>Facebook Gaming Records Catches Up To Youtube Gaming</h2>

Facebook Gaming was only launched in 2018 but has since grown to become a formidable competitor to established video-game streaming platforms such as Twitch and Youtube Gaming. Facebook Gaming's performance in Q3 2021 relative to its two main competitors serves as further evidence of its rising influence. In Q3 2021, Facebook Gaming logged more hours watched in a quarter than Youtube Gaming for the first time ever.

Facebook Gaming recorded an estimated 1.3B hours watched in Q3 2021 compared to Youtube Gaming's 1.13B hours watched in the same quarter. The long-running frontrunner of the video-game streaming industry, Twitch was still way ahead, logging 5.8B hours watched in the same quarter. Impressively though, Facebook Gaming was the only platform to experience growth in the number of hours watched for the quarter.

Q3 2021's figure is also a remarkable 59% YoY increase from 2020 further highlighting Facebook Gaming's rapid growth.

<h2>Twitch And Youtube Gaming Q3 2021 Performance Show Signs Of Decline</h2>

In the first half of 2021, Twitch seemed to carry over much of the momentum built from 2020 but Q3's figures show that growth on the platform is starting to decline. The estimated 5.8B hours watched on Twitch in Q3 is an 11% QoQ decrease from Q2. The number of total hours streamed on the platform, number of unique channels and the average number of concurrent viewership experienced QoQ declines of 8.3%, 9.6% and 13% respectively.

Youtube Gaming saw a similar trend as it saw its viewership numbers decline in Q3 2021 compared to Q2. The number of hours watched on the platform decreased by 12.6% from the previous quarter and is notably a 32.5% YoY decrease from Q3 2020. The only platform out of the three major providers to record a YoY decrease in terms of total hours watched.

Youtube Gaming's other viewership metrics are also down for Q3 2021. The number of hours streamed and the number of unique channels on the platform also experienced QoQ declines of 5.6% and 8.4% respectively.

Robert Pascal, eSports editor at Safe Betting Sites, commented:

"Facebook Gaming has grown to become a legitimate threat to the throne that Twitch has held for some time as the premier video-game streaming platform. Passing Youtube Gaming for the first time ever in hours watched in a quarter signals a passing of the torch for second place and is clear evidence of Facebook Gaming's impressive growth. While the social media giants have plenty of catching up to do with Twitch, it seems to be well on the way to become a more competitive rival."

You can read more about the story with more statistics and information at:
https://www.safebettingsites.com/2021/11/25/facebook-gaming-passes-youtube-gaming-in-hours-watched-13b-hours-in-q3-2021/

Document SCCONZ0020211126ehbp00007

Health and Medicine - Physical Therapy and Rehabilitation Medicine; First Affiliated Hospital of Chongqing Medical University Reports Findings in Physical Therapy and Rehabilitation Medicine (Effect of Time-Dose-Matched <mark>Virtual Reality</mark> Therapy on Upper Limb Dysfunction in Patients Poststroke: A <mark>Meta</mark>-Analysis of ...)

2021 DEC 2 (VerticalNews) -- By a News Reporter-Staff News Editor at Politics & Government Week -- New research on Health and Medicine - Physical Therapy and Rehabilitation Medicine is the subject of a report. According to news reporting originating from Chongqing, People's Republic of China, by VerticalNews correspondents, research stated, "To investigate the efficacy and acceptability of virtual reality (VR) with time-dose-matched conventional therapy (CT) in patients poststroke with upper limb dysfunction. Cochrane, PubMed, Web of Science, Embase, and ProQuest were systematically searched up to May 24, 2021."

Financial supporters for this research include Chongqing Municipal Health Commission, National Natural Science Foundation of China.

Our news editors obtained a quote from the research from the First Affiliated Hospital of Chongqing Medical University, "Randomized controlled trials comparing VR with time-dose-matched CT in patients poststroke with upper limb dysfunction were included. The extracted data included efficacy (mean change in structure/function, activity, and participation scores), acceptability (dropouts for all reasons), adverse events, and characteristics of the included studies. The Cochrane risk of bias assessment tool was used to assess the risk of bias. Thirty-one randomized controlled trails were included. VR was superior to time-dose-matched CT in terms of the World Health Organization's International Classification of Functioning, Disability and Health structure/function, with a standardized mean difference (SMD) of 0.35, but not activity and participation. Subgroup analyses demonstrated that virtual environment was superior to CT in structure/function (SMD=0.38) and activity (SMD=0.27), whereas there were no significant differences between commercial gaming and CT in any World Health Organization International Classification of Functioning, Disability and Health domain. VR mixed with CT was more effective than time-dose-matched CT in structure/function (SMD=0.56), whereas VR only was not significantly different from CT. There were no significant differences in the incidence of adverse events and dropout rates between VR and CT. The results suggest that VR is superior to time-dose-matched CT in terms of recovery of upper extremity motor function, especially when a virtual environment is used or VR is mixed with CT. However, VR (VR only or mixed with CT) does not improve patients' daily activity performance and participation compared with CT. Overall, VR appears to be safe and acceptable as CT."

According to the news editors, the research concluded: "Large-scale definitive trials are needed to verify or refute these findings."

This research has been peer-reviewed.

For more information on this research see: Effect of Time-Dose-Matched Virtual Reality Therapy on Upper Limb Dysfunction in Patients Poststroke: A Meta-Analysis of Randomized Controlled Trials. Archives of Physical Medicine and Rehabilitation, 2021. Archives of Physical Medicine and Rehabilitation can be contacted at: W B Saunders Co-elsevier Inc, 1600 John F Kennedy Boulevard, Ste 1800, Philadelphia, PA 19103-2899, USA. (Elsevier - www.elsevier.com; Archives of Physical Medicine and Rehabilitation - www.journals.elsevier.com/archives-of-physical-medicine-and-rehabilitation/)

The news editors report that additional information may be obtained by contacting Jiashang Huang, Dept. of Neurosurgery, First Affiliated Hospital of Chongqing Medical University, Chongqing, People's Republic of China. Additional authors for this research include Yi Li, Xiaohong Li, Jia Qiao, Xin Huang, Lining Yang and Heping Yu.

Publisher contact information for the journal Archives of Physical Medicine and Rehabilitation is: W B Saunders Co-elsevier Inc, 1600 John F Kennedy Boulevard, Ste 1800, Philadelphia, PA 19103-2899, USA.

Keywords for this news article include: Asia, Chongqing, Clinical Research, Health and Medicine, People's Republic of China, Clinical Trials and Studies, Government Agencies Offices and Entities, Physical Therapy and Rehabilitation Medicine.

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Document POLGOV0020211125ehbp000cz

Virtual Reality Market May See Big Move Forecast by 2028 | Emerging Players Are Sony, Autodesk, Google, Microsoft, Facebook, Nintendo, HP and others

1,857 words
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BOSTON, Nov. 23, 2021 /PRNewswire/ -- Data Bridge Market Research recently released a research report on the Virtual Reality Market Analysis and elaborates the industry coverage, current market competitive status, and market outlook and Financial forecast. Moreover, it categorizes the Virtual Reality market by key players, product type, applications regions, etc.

Data Bridge Market Research study explored across globe covering over 20+ countries with detailed data layout spread from 2014 to 2027 and nearly 12+ regional indicators complimented with 20+ company level coverage. The study is built using data and information sourced from various primary and secondary sources, proprietary databases, company/university websites, regulators, conferences, SEC filings, investor presentations and featured press releases from company sites and industry-specific third party sources.

The virtual reality market is expected to gain market growth in the forecast period of 2021 to 2028. Data Bridge Market Research analyses that the market is growing with a CAGR of 49.2% in the forecast period of 2021 to 2028 and is expected to reach USD 484,489.49 million by 2028. Increasing trends in video gaming are aiding the growth of this market.

Get sample copy of Virtual Reality Market + All Related Graphs & Charts @
https://www.databridgemarketresearch.com/request-a-sample/?dbmr=global-virtual-reality-market

This research Study can be used to double check the data collected through internal analyses. It guides the changes and aids to look for ways to justify what third parties say so that businesses aren't myopic and caught up in their own data. Virtual Reality Market Report guides to stay up to date on the market as a whole and give a holistic view of the market allowing the benchmarking of all the companies in the industry, not just the ones that are focused. Such third-party report is more unbiased and hence provides a better picture of what's really happening in the market.

The assessment provides a 360deg view and insights, outlining the key outcomes of the industry, current scenario witnesses a slowdown and study aims to unique strategies followed by key players. These insights also help the business decision-makers to formulate better business plans and make informed decisions for improved profitability. In addition, the study helps venture or private players in understanding the companies more precisely to make better informed decisions.

Read Detailed Index of full Research Study @
https://www.databridgemarketresearch.com/reports/global-virtual-reality-market

Prmininent key players in the Global Virtual Reality market are

```
    --
Sony Corporation

    -- Lenovo, Autodesk

    -- Nintendo

    -- Psious

    -- WorldViz

    -- Firsthand Technology

    -- Sixense Enterprises
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-- HTC Corporation

    -- FOVE

    -- Ultraleap Limited

    -- StarVR Corp

    -- Google

    -- Qualcomm Technologies

    -- Barco

    -- HP Development Company

    -- Microsoft

    -- SAMSUNG ELECTRONICS

    -- Facebook

    -- Virtuix

    -- among others.

DBMR analysts understand competitive strengths and provide competitive analysis for each competitor separately.

We can add or profile new company as per client need in the report. Final confirmation to be provided by research team depending upon the difficulty of survey

Get Full Access of the Report @
https://www.databridgemarketresearch.com/checkout/buy/singleuser/global-virtual-reality-market

Segmentation

    -- By Component (Hardware and Software),

    -- By Device Type (Head-Mounted Displays, Projectors & Display Walls and
       Gesture-Tracking Devices),

    -- By Technology (Fully Immersive, Non-Immersive and Semi Immersive),

    -- By Vertical (Entertainment & Media, Healthcare, Industrial, Commercial,
       Aerospace & Defence, Automotive, Education and Others)

Regional Analysis:

    -- North America [U.S., Canada, Mexico]

    -- Europe [Germany, UK, France, Italy, Rest of Europe]

    -- Asia-Pacific [China, India, Japan, South Korea, Southeast Asia, Australia,

       Rest of Asia Pacific]

    -- South America [Brazil, Argentina, Rest of Latin America]

    -- Middle East & Africa [GCC, North Africa, South Africa, Rest of Middle
       East and Africa]

To check the complete Table of Content @
https://www.databridgemarketresearch.com/toc/?dbmr=global-virtual-reality-market

Key Findings & All Data Available in Virtual Reality Market Report:

```
-- Market Analysis: This section of the report entails details of various
   manufacturing developments, market segments, product portfolios and
   product expansion scope, forecast span as well as application
   diversification

-- Competitive Landscape: Elaborate portfolios of various local, regional
   and global vendors and manufacturers inclusive of SWOT analysis, capacity
   and product catalogue and capacity and other vital details that remain
   important constituents of the market

-- Executive Summary: This particular section of the report lends
   appropriate focus on various factors such as growth rate, optimum drivers
   and restraints, competitors as well as trends that define the competition
   outline
```

Reasons for purchasing this Report

Data Bridge Market Research relies on industry-wide databases for both regional and global authentic data, which enables the team to decipher the precise trends and existing scenario in the market.

The report takes a 360-degree approach to ensure that the niche and emerging aspects are also factored in to ultimately get accurate results.

Analyst Support: Speak to our research analysts to solve any queries you may have before or after buying the report.

Analyst Support: Get you query resolved by speaking to our research analysts before and after purchasing the report.

Customer Satisfaction: Our team of research analysts will accommodate all your research needs and customize the report accordingly.

Long-standing experience: Our team of analysts will offer elaborate and accurate insights pertaining to the market.

Trends Impacting the Market

Now the question is which other regions Sony Corporation, Facebook Technologies, LLC. (Subsidiary of Facebook, Inc.) and SAMSUNG ELECTRONICS CO., LTD. is targeting? Data Bridge Market Research has estimated a large growth in the Asia-Pacific virtual reality market and the market leaders targeting China, Japan, and South Korea to be their next revenue pockets for 2020.

The virtual reality market is becoming more competitive every year with companies such as Sony Corporation, Facebook Technologies, LLC. (A subsidiary of Facebook Inc.) and SAMSUNG ELECTRONICS CO., LTD. as they are the market leaders for the virtual reality market. The Data Bridge Market Research new reports highlight the major growth factors and opportunities in the virtual reality market.

Important market factors

**Key Strategic Developments: This study includes key strategic developments in the market, including R & D, new product launch, M & A, contracting, cooperation, partnerships, joint ventures and regional growth of leading competitors in the market in global competitive markets.

**Analysis Tool: The Global Virtual Reality Market Report contains accurate analysis and evaluation data for key industry players and market coverage using a number of analytical tools. We analyzed the growth of leading companies operating in the marketplace using analytics tools such as Porter's five power analysis, SWOT analysis, feasibility study and ROI analysis.

**Key Market Features: A report evaluating key market characteristics including revenue, price, capacity, production utilization, total output, consumption, import / export, supply / demand, cost, market share, CAGR and gross margins. The study also provides a comprehensive study of key market dynamics and current trends, along with relevant market sectors and sub-sectors.

Demand & Supply and Effectiveness: Virtual Reality report additionally provides distribution, Production, Consumption & EXIM (Export & Import). ** If applicable

**Competition: Leading players have been studied depending on their company profile, product portfolio, capacity, product/service price, sales, and cost/profit

Research Methodology: Global Virtual Reality Market

Data collection and base year analysis are done using data collection modules with large sample sizes. The market data is analysed and forecasted using market statistical and coherent models. Also, market share analysis and key trend analysis are the major success factors in the market report. To know more, please request an analyst call or can drop down your inquiry.

The key research methodology used by the DBMR research team is data triangulation which involves data mining, analysis of the impact of data variables on the market, and primary (industry expert) validation. Apart from this, data models include vendor positioning grid, market timeline analysis, market overview and guide, company positioning grid, company market share analysis, standards of measurement, top to bottom analysis, and vendor share analysis. To know more about the research methodology, drop in an inquiry to speak to our industry experts.

Explore its Regional Reports

Asia-Pacific Virtual Reality Market, By Component (Hardware and Software), Device Type (Head-Mounted Displays, Projectors & Display Walls and Gesture-Tracking Devices), Technology (Fully Immersive, Non-Immersive and Semi Immersive), Vertical (Entertainment & Media, Healthcare, Industrial, Commercial, Aerospace & Defense, Automotive, Education and Others), Country (Japan, China, India, South Korea, Australia, Singapore, Malaysia, Thailand, Indonesia, Philippines, Taiwan and Rest of Asia-Pacific) Industry Trends and Forecast to 2028.

(MORE TO FOLLOW)

Virtual Reality Market May See Big Move Forecast -2-

Europe Virtual Reality Market, By Component (Hardware and Software), Device Type (Head-Mounted Displays, Projectors & Display Walls and Gesture-Tracking Devices), Technology (Fully Immersive, Non-Immersive and Semi Immersive), Vertical (Entertainment & Media, Healthcare, Industrial, Commercial, Aerospace & Defense, Automotive, Education and Others), Country (Germany, France, U.K., Switzerland, Italy, Russia, Spain, Netherlands, Belgium, Turkey and Rest of Europe) Industry Trends and Forecast to 2028.

Middle East and Africa Virtual Reality Market, By Component (Hardware and Software), Device Type (Head-Mounted Displays, Projectors & Display Walls and Gesture-Tracking Devices), Technology (Fully Immersive, Non-Immersive and Semi Immersive), Vertical (Entertainment & Media, Healthcare, Industrial, Commercial, Aerospace & Defense, Automotive, Education and Others), Country (South Africa, UAE, Egypt, Saudi Arabia, Israel and Rest of the Middle East and Africa) Industry Trends and Forecast to 2028.

North America Virtual Reality Market, By Component (Hardware and Software), Device Type (Head-Mounted Displays, Projectors & Display Walls and Gesture-Tracking Devices), Technology (Fully Immersive, Non-Immersive and Semi Immersive), Vertical (Entertainment & Media, Healthcare, Industrial, Commercial, Aerospace & Defense, Automotive, Education and Others), Country (U.S., Canada, and Mexico) Industry Trends and Forecast to 2028.

About Data Bridge Market Research, Private Ltd

Data Bridge Market Research Pvt Ltd is a multinational management consulting firm with offices in India and Canada. As an innovative and neoteric market analysis and advisory company with unmatched durability level and advanced approaches. We are committed to uncover the best consumer prospects and to foster useful knowledge for your company to succeed in the market.

Data Bridge Market Research is a result of sheer wisdom and practice that was conceived and built-in Pune in the year 2015. The company came into existence from the healthcare department with far fewer employees intending to cover the whole market while providing the best class analysis. Later, the company widened its departments, as well as expands their reach by opening a new office in Gurugram location in the year 2018, where a team of highly qualified personnel joins hands for the growth of the company. "Even in the tough times of COVID-19 where the Virus slowed down everything around the world, the dedicated Team of Data Bridge Market Research worked round the clock to provide quality and support to our client base, which also tells about the excellence in our sleeve."

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Mail Online

Science

The future of VR? Meta unveils a haptic GLOVE prototype that uses air pockets to let you feel objects in virtual reality - as part of its ambition to transform into a 'metaverse'

Jonathan Chadwick For Mailonline
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18 November 2021
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Mail Online
DAMONL
English
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* Prototype glove is lined with small ridged and inflatable pads called actuators

* These move in a way that makes a wearer feel they're touching a virtual object

* Consumers would wear the glove to feel virtual objects when in the 'metaverse'

Meta (formerly Facebook) has unveiled a haptic glove prototype that lets users feel objects in virtual reality (VR).

The glove, unveiled by Meta Reality Labs, is lined with a series of small air pockets called actuators along the palms and fingers that inflate to create a sense of touch.

Commercialising a haptic glove is part of Meta's ambition to transform into a 'metaverse' – a collective virtual shared space featuring avatars of real people.

Development work on the glove is still ongoing, but once fine-tuned and released to the market, it would allow consumers to tell the difference between holding different materials in the metaverse, such as a plastic pen or a rubber ball.

A Meta spokesperson told MailOnline that the glove is just a research prototype for now and doesn't have a release date.

Facebook (the company, not the product) rebranded itself Meta in October as part of its new obsession with the metaverse.

In the future, the metaverse will be accessible with virtual reality (VR) and augmented reality (AR) headsets and smart glasses, and could be used for work, education, gaming and even music events.

The glove will likely be one of several physical products that Facebook sells years down the line to allow consumers to enter the metaverse.

Outlining the glove in a blog post, Meta Reality Labs said it create the illusion of being able to feel the wood of a jigsaw puzzle piece, or the plastic of a computer keyboard as you type.

'You can feel the click of each keystroke, as well as the edges of the virtual keys on your fingertips, making it as easy as typing on a perfectly-sized physical keyboard,' Meta Reality Labs says.

The glove is fitted with haptic technology, meaning it can create an experience of touch by applying forces, vibrations, or motions.

But vibrations alone are not enough to distinguish between a huge variety of objects that a consumer might come into contact with in the metaverse.

'To deliver a realistic sense of touch, a haptic glove needs hundreds of actuators (tiny motors) all over the hand, moving in concert in a way that makes the wearer feel like they're touching a virtual object,' Meta says.

To control the actuators, Reality Labs is building a 'high-speed microfluidic processor' – a tiny microfluidic chip on the glove that controls the air flow going into and out of the actuators.

To know when and where to deliver the right sensations, the glove is also equipped with markers that let cameras track how the fingers moving through space.

Meta is still working on the glove and wants to use pressure from the actuators against the skin to reproduce a range of 'complex and nuanced' sensations for the wearer, such as pressure, texture and vibration.

This lets wearers tell the difference between what material different virtual objects are made of, such as wood, rubber and gelatin.

Currently, the prototype still relies more on the suggestive power of audio and images than the final product will, according to Reality Labs engineer Katherine Healy.

'You could pet a dog, but you wouldn't feel the texture,' Healy told the Verge. 'You need high-density actuation to be able to really get that sensation, and this glove does not do that.'

The finished product will need to be wireless – currently it's tethered with a series of wires – and slimmed down so it's not too heavy on the hand.

It would also need to be available in multiple different sizes to fit the hands of each buyer and even be able to go through the wash.

'With garments in general, we expect them to be washable,' said Healy. 'We would love to be able to create a glove that could be washed. How? We don't know yet. But that's part of our vision.'

Meta has been working on the glove nearly since it acquired the Oculus VR startup in 2014 and developed its first prototype – one finger with a single actuator – in 2015.

The company is also working on 'more lightweight' products that are built on electromyography (EMG) – which uses nerve signals on your arm.

For example, it recently unveiled a wearable wrist sensor linked to augmented reality (AR) glasses that would allow you to type on any surface.

FACEBOOK IS DEVELOPING A WRIST SENSOR THAT WILL LET YOU TYPE ON ANY SURFACE SIMPLY BY TAPPING ON IT

Facebook is working on a wearable wrist sensor linked to augmented reality (AR) glasses that would allow you to type on any surface with a simple tap or snap of your fingers.

The social media giant said the device would be able to control its augmented reality (AR) glasses, still in development.

Wearers of the wrist band would be able to interact with the virtual world through finger movements, the company said.

The AR-supporting wearable device will also be capable of detecting nerve signals to interpret complex hand gestures and moves, providing full control of displays.

A wristband would be able to serve as a platform for computing and supporting such functions, with the glasses simply acting as a display.

Read more: Facebook developing a wrist sensor that will let you type anywhere

Document DAMONL0020211118ehbi003xr

Lifestyle,Tech

Meta copied 'core components' of virtual reality glove from HaptX, company alleges

Adam Smith
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'The core components of this prototype ... appear to be substantively identical to HaptX's patented technology', HaptX CEO Jake Rubin said

HaptX, a haptics company, has claimed that Meta has copied patented designs for a glove that would let you touch objects in virtual reality.

Meta, formerly Facebook, revealed the glove yesterday, and can apparently recreate the feelings of texture, pressure, and vibration – although Meta says it is still in the "early stages of research".

The gloves are made with hundreds of actuators – tiny motors – that work synchronously, and the company has proposed replacing them with soft ones that change shape as the wearer moves in future.

"The core components of this prototype, including the silicone-based microfluidic tactile feedback laminate and pneumatic control architecture, appear to be substantively identical to HaptX's patented technology. We welcome interest and competition in the field of microfluidic haptics; however, competition must be fair for the industry to thrive", HaptX founder and CEO Jake Rubin said in a statement.

These microfluidic processors in Meta's gloves are tiny chips on the glove that contols the air flow that moves the actuators, telling the valves when and how far to open.

"What makes our work different from the broader field of microfluidics in general is that we have this emphasis on making things very lightweight, wearable, and fast," Meta's Andrew Stanley said in the company's blog post.

"For a haptic interaction, the actuator needs to pressurise against the fingertip very quickly as some event happens in virtual or augmented reality. Most microfluidics processes, like the ones used in chemical analysis, happen on the order of seconds whereas we're looking at an order of milliseconds. We can get a faster response time with air."

Mr Rubin has alleged that HaptX had "hosted many engineers, researchers, and executives from Meta to demonstrate our groundbreaking haptic technology" over a period of years, and that while he has not heard from Meta he hopes for a "fair and equitable arrangement that addresses our concerns and enables them to incorporate our innovative technology into their future consumer products."

HaptX's accusations suggest direct patent infringement which could lead to a lawsuit against the social media metaverse company, although it is unclear what HaptX would consider a "fair agreement".

Meta did not respond to a request for comment from The Independent before time of publication.

Read More

Meta is making a real-life glove that can hold virtual items

Facebook says harassment in metaverse is 'existential threat'

Lunar eclipse of full moon this week will be longest in 580 years

Document INDOP00020211118ehbi00at0

New Meta Entertainment, Parent Company of Dignitas, Launches Women's Esports and Gaming Media Platform: Raidiant.gg

NYX Professional Makeup and VIRUS International join as presenting partners of new gaming hub

LOS ANGELES, Nov. 18, 2021 /PRNewswire/ -- New Meta Entertainment, Inc. (NME), the esports and gaming media organization home to storied esports team, Dignitas, has launched its women in gaming and esports media platform: Raidiant.gg. A website, initiative and content hub, Raidiant will focus on celebrating and championing opportunities for women gamers. As the next stage of Dignitas' women's initiative, first launched in August of 2020, Raidiant will provide educational, social and competitive resources for gamers.

To celebrate the launch, Raidiant is hosting a livestream on November 18 at 10:00 AM PT on Twitch.tv/RaidiantGG with Lisa "LucyMae" Malambri, Heather "sapphiRe" Garozzo, Emmalee "EMUHLEET" Garrido, Elyse "Herculyse" Herrera, Demi "TigerQueen" Green and Paige "MadamFunk" Funk and a Twitter Spaces AMA at 2:00 PM PT on Twitter.com/RaidiantGG.

"Raidiant comes from the combination of 'radiant' and 'raid,'" said Heather "sapphiRe" Garozzo, VP of Community & Events, NME. "Radiants bring light, which is what the site is doing for women gamers who are not regularly covered by the media. We were also inspired by live stream raids where raids are meant to champion others by raising their profiles and expanding reach. Our goal is that Raidiant melds these meanings together and ultimately, we build a stronger community, together."

The platform features catalogs of women's tournaments, educational resources and tips from partners, digital content, esports team and influencer directories and more. This team-agnostic platform will be a destination for women to accelerate their gaming career development. With original content, live streams and events, esports veterans and professionals will provide instructional resources across the broad spectrum of gaming.

CONTENT

Raidiant will be the hub for all things women gaming media. With media resources for amateurs through pro gamers, parents and industry personnel, Raidiant's growing roster of gaming talent and esports professionals will provide pro-level tips, news and entertainment for its community. The "News and Features" portion of the website will serve as a leading aggregator and source for all women in gaming news, and a destination for original content sharing the inspiring stories of the gaming industry's countless women pioneers.

COMMUNITY

The platform will feature a comprehensive directory of women's esports teams/players, clubs, content creators, streamers, and more. Individuals and organizations will create Raidiant "Profiles" to enable opportunities to engage, connect, and network.

EVENTS

The website's event section will highlight women in gaming related events from amateur to professional competitions, panels hosted by premier event organizers, women-focused tournaments along with virtual and in-person community networking events. Third-party event organizers are encouraged to submit their events to be listed on the Raidiant.gg platform. The first Raidiant owned and operated events are in motion to be announced soon.

Raidiant has launched its Galaxy Partners Program to collaborate with prominent organizations who are dedicated to growing women's presence in esports and gaming. The presenting partners of Raidiant are NYX Professional Makeup (nyxcosmetics.com) and performance wear company, VIRUS International (virusintl.com). Additional Galaxy Partners include Twitter, exclusive home of Raidiant AMAs, Zoomph, supplying AI-based insights and analytics, Queer Women of Esports, providing thought leadership on diversity, equity and inclusion, and Nerd Street Gamers, offering mentorship for women that aspire to be

involved in gaming broadcasts. Also joining the Raidiant Advisory Board is Elizabeth Del Valle, Head of Marketing, Gaming & Creator Communities for YouTube, Rebecca Dixon, CEO of the*gameHERs and Amy Latimer, President, TD Garden.

"We're thrilled to support Raidiant and spotlight the power of women gamers, creators and esports athletes," said Rishi Chadha, Head of Gaming Content Partnerships, Twitter. "Twitter's the home for all gaming conversations, and it's our goal to help novice and professional gamers grow their brands and connect with an audience in healthy and impactful ways. This partnership solidifies our desire to not just show up, but to make a lasting commitment and difference in the growth of this very important audience."

Galaxy Partners will help support the Raidiant Rocketship, a program to provide opportunities for content creators to grow their passion into a full-time career in gaming and esports. The three-month program will offer one enterprising gamer an opportunity to be featured as a Raidiant Content Creator, including compensation, a full set-up live streaming package and a professional fellowship program also features monthly workshops, mentoring and other training as well as rotations for career exploration.

Dignitas creators and esports athletes will collaborate with Raidiant for monthly and quarterly events and tournaments. The roster includes Emmalee "EMUHLEET" Garrido, Amanda "rain" Smith, Melisa "theia" Mundorff, Juliana "showliana" Maransaldi, Stefanie "Stefanie" Jones, Celine "starsmitten", Elyse "Herculyse" Herrera, Demi "TigerQueen" Green, Larissa "Laribasgal" de Oliveira Basgal and Nicolle "Nycts" Nascimento.

This vertical has stemmed from Dignitas' long-time commitment to women gamers, including being one of the first organizations to recruit women content creators in the early 2000's and home to the multi-time Women's World Champion CS:GO and VALORANT team. Since Dignitas launched _FE in August 2020, now rebranded to Raidiant, Dignitas has hosted quarterly women-focused events including live panels, play with the pro game nights, and recruited women content creators and esports athletes.

ABOUT RAIDIANT

Launched by New Meta Entertainment, Inc. (NME), parent company of esports organization Dignitas, as the next stage of the esports organization's women's initiative, Raidiant is a platform providing women gamers with educational, social, and competitive resources. A team-agnostic platform dedicated to consistent women in gaming coverage and a one-stop shop destination for women to accelerate their gaming career development. Raidiant aspires to be the largest online hub for women who love gaming at every skill level.

To learn more about Raidiant, visit Raidiant.gg, Twitter.com/RaidiantGG, Instagram.com/RaidiantGG, Twitch.tv/RaidiantGG, YouTube.com/Raidiant, TikTok.com/@RaidiantGG, Facebook.com/RaidiantGG and LinkedIn.com/Raidiant.

ABOUT NEW META ENTERTAINMENT AND DIGNITAS

Since its formation in 2003, Dignitas has established itself as one of the most successful esports organizations in the world, amassing 18 World Championships across multiple gaming titles. In September 2016, Dignitas was acquired by the NBA's Philadelphia 76ers of Harris Blitzer Sports & Entertainment (HBSE), a diverse, global portfolio of sports and entertainment franchises and properties that includes the Philadelphia 76ers (NBA), New Jersey Devils (NHL) and more. Dignitas is the esports organization within New Meta Entertainment, Inc. (NME), a new media sports and entertainment company founded in May 2019 by an investor group that includes HBSE, Susquehanna International Group and Delaware North, among others. Dignitas currently fields seven teams in five of esports' largest and most popular games: League of Legends, Counter-Strike: Global Offensive, VALORANT, PLAYERUNKNOWN'S BATTLEGROUNDS and Rocket League. With content studios and player wellness facilities in Greater New York City and Los Angeles, and infrastructure in Europe and China, Dignitas is a global leader dedicated to esports athletes, digital influencers and entertainment game-changers. To learn more about Dignitas, visit YouTube.com/Dignitas, Twitter.com/Dignitas, Instagram.com/Digntas, TikTok.com/@Dignitas and Dignitas.gg.

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Welcome to Facebook's Metaverse, the world's next virtualreality platform

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University of New Haven; West Haven, CT - politics

By Lillian Newton

November 17NFL vaccination rates high, despite Aaron Rodgers controversy

November 17Welcome to Facebook's Metaverse, the world's next virtual reality platform

November 17NFL midseason review

Welcome to Facebook's Metaverse, the world's next virtual reality platform

Photo courtesy of WikiMedia Commons

Lillian Newton, Staff Writer

November 17, 2021

On Oct. 28, Facebook founder and CEO Mark Zuckerberg held an online keynote presentation titled "Connection is Evolving and so are we." In an hour and ten-minute presentation, he laid out the framework for their next virtual platform: Metaverse.

The Metaverse will be a three-dimensional, immersive world focused on developing technology to advance countless sectors of modern life, including work, education and social spheres. Currently, the Metaverse is set to be finalized and released by 2030; it is estimated that over 1 billion users will use the virtual reality platform.

The term "metaverse" was coined by Neal Stephenson in his 1992 science fiction novel "Snow Crash." In the novel, the metaverse is a network of augmented virtual reality hubs accessed by users through smartphones and visors, similar to a 21st-century app or website.

Zuckerberg has presented this new platform as a way to connect with others, in a virtual setting focusing on potential entertainment, gaming, exercise, education and commercial uses of the Metaverse.

Facebook has officially changed its name to Meta Platforms Inc., or Meta for short. They say that they "seek to bring the Metaverse to life," and they are changing their name to "reflect… [their] commitment to this future."

Meta's Instagram posts showcase interactive art, and the keynote presentation featured the use of avatars, augmented reality and a new economy created by the implementation of the Metaverse.

There have been concerns over the safety and security in introducing this type of incredibly advanced technology because of a concern tied to recent issues of data and security in Meta's apps, including Facebook and Instagram.

However, even with all of these concerns, the question is raised on how many people would actually use this platform, especially younger people.

"I don't use Facebook normally," said Maya Villeneuve, a sophomore forensic science major. "I just use it for being a part of groups and getting notifications. It would really depend on if I would have to, like our University Class of 2024 Facebook page to get that information."

Similarly, sophomore chemical engineering major Justin Caron said, "I don't have a social media presence so unless it was very enticing or gave me some form of work-related presence like LinkedIn does, I'd have no reason to use it."

The advancements in technology in the past few decades are likely only the beginning of technology integrating into daily activities.

Meta and Zuckerburg affirm this, with Zuckerburg saying, "We believe the Metaverse will be the successor to the mobile internet."

((Distributed for UWIRE via M2 Communications www.m2.com))

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CE Noticias Financieras English
Facebook owner shows off prototype of touch glove for virtual reality

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English

The Meta (new name of Facebook Inc.), owner of Facebook, exhibited on Tuesday (16) the prototype of a glove with tactile response to virtual reality, taking another step towards what it considers to be the future, the metaverse.

Facebook's research lab has been developing the project for seven years, according to a company blog post. The glove would represent "what the digital world will be in 10 to 15 years", says the company.

Tactile glove developed by Meta; researchers have been working on the

project for seven years - Reality Labs When placed on the hand, it mimics sensations of the physical world from virtual objects: the person feels as if he/she were holding something real, but it is digital. This kind of combination of environments and experiences translates the concept of metaverse, which the company appropriates when changing its name.

The glove system combines tiny motors, a chip that controls the airflow that moves the actuators, a hand-tracking technology, and a tactile renderer that sends necessity instructions to the actuators in the hand based on the properties of the virtual objects, such as texture and weight.

The project is still in the early stages. According to Meta, the goal is to pair the gloves with a virtual reality headset for an immersive experience or with augmented reality eyewear.

Document NFINCE0020211117ehbg00075

<mark>Meta</mark> Polker Metaverse: A First-Of-Its Kind in the Blockchain <mark>Gaming</mark> World

Tallinn, Estonia--(Newsfile Corp. - November 10, 2021) - The exciting world of Polker is expected to be given a massive boost with its metaverse set to roll out in the coming months. Metaverse has become the trending concept in the tech scene and has attracted a host of tech giants.

Figure 1: Meta Polker Metaverse: A first-of-its kind in the blockchain gaming world

Facebook revealed the change of its name to Meta in October and plans to spend $10 billion in developing a metaverse, and Microsoft has also delved into this unique technology. However, Polker is a step ahead of these tech juggernauts and will be rolling out a gaming-focused metaverse world.

An immersive blockchain gaming experience

Polker aims to recreate an immersive gaming experience that combines the best of virtual reality and blockchain technology. Several gaming platforms have looked to deploy this experience without negligible success. Polker has deployed the Unreal 3D Engine 4, a powerful gaming architecture that provides realistic graphics and maximizes virtual reality.

Users will be able to access a gaming metaverse to edit their environment and create their own world. There's the freedom to create custom avatars or choose from existing avatars within the Metaverse. This brings a personalized experience for users, and they can interact with others in a PvP setting.

Blockchain has a lot of potentials, and Polker displays this with the integration of NFT rewards within its Metaverse. NFTs are digital assets that can be used to store value and can be used to represent real-life items. NFTs issued in Polker's Metaverse will have different attributes that allow holders to access new game launches, special tournaments and more.

Polker is hard at work with the Metaverse, and the rollout of the VR experience will go live by Q2 2022 and Oculus owners should be prepared. Polker metaverse will also have a luxurious gaming room called the "Billionaire's Game Room." This premium gaming room will enable players to take up top world personalities like Trump, Kim, Jack and Elon.

Polker's Billionaire's Game Room is shrouded in secrecy, and there are exciting features that will be unveiled in the future. Polker has already released the first two episodes of the Billionaire Polker Tournament.

Polker has already provided teasing glimpses of the Metaverse, and users will be amazed at what's in store ahead of the launch of the play-to-earn game.

Polker is well positioned in the blockchain gaming sector

Polker is regarded as one of the fastest-growing blockchain gaming platforms and has experienced wide range of use of its native token PKR. PKR will be used within the game to buy NFTs, enabling users to access the play-to-earn model that Polker's Metaverse is focused on.

PKR can also be staked with an APY of 36% on the Ethereum main net here. Staking of PKR will be available on Binance Smart Chain later in the year - so for those who don't want to bridge to Ethereum, the opportunity is not missed.

Investors can purchase PKR at Uniswap on the Ethereum network and PancakeSwap within Binance Smart Chain. In addition, PKR has also been listed on the centralized crypto exchange BitMart with rumours of much larger exchanges to come very soon.

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To view the source version of this press release, please visit https://www.newsfilecorp.com/release/102904

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UMKC professor expresses doubts about ==Facebook=='s new ==virtual reality== software

535 words
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University of Missouri - Kansas City ; Kansas City, MO - news

By

Sitting on your living room couch, you slip on a set of virtual reality goggles. In an instant, you're transported to an office filled with your coworkers.

This fully immersive virtual world is being created by Meta (previously Facebook), and UMKC computer science & electrical engineering professor Brian Hare isn't falling for the hype.

"A lot of this strikes me as a solution in search of a problem," Hare said. "There are certainly going to be applications for virtual and augmented reality; it's not clear there's much demand for what they're providing."

Mark Zuckerberg, CEO of Meta, believes that the so-called Metaverse will replace the mobile internet. He said it will become the new online space to hang out with friends and family, go to work, and hit the shops or even the gym.

"We'll be able to feel present like we are right there with people no matter how far apart we actually are," Zuckerberg said. "We'll be able to express ourselves in new joyful, completely immersive ways."

Professor Hare remains skeptical about how likely it is to be used, however.

"If it's just some cool whiz-bang technology, but doesn't let users do things they couldn't otherwise, it's hard to see it becoming widely adopted," Hare said. "It's not at all clear that we need a fully immersive 3D environment for the monthly staff meeting."

Hare said that in terms of new technology, the young tend to pick it up and accept it as a normal part of the world, whereas older generations tend to only adopt technology that serves an obvious purpose in their lives. For example, many grandparents will use FaceTime and Facebook to see their grandchildren. However, downloading TikTok is far less likely, as it does not serve a direct need.

But the lack of application may not be a concern for Meta, according to Hare. He said the Meta business model has and will continue to be based on the collection of mass amounts of user data.

"The drive here seems to be to keep users as embedded in Meta as much of the time as possible," Hare said. "Which means, of course, [users are] providing a steady stream of data and can be fed a steady stream of advertising, custom-tailored to what they're most likely to buy and what will keep them engaged on the platform even longer."

Companies need a business case to adopt new technology. When COVID-19 forced people to work remotely, services like Zoom were necessary to get work and meetings completed from home. The case has "absolutely not been made" for a work environment like the Metaverse, according to Hare.

Though Zuckerberg said that screens are simply not capable of conveying emotion and connection like an immersive virtual world can, Hare urges those considering participation in the Metaverse to keep some questions in mind: "Who's doing this, who's paying for it, and why?"

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THE TIMES

news

Facebook plans physical shops to sell virtual reality

Tom Knowles, Technology Correspondent
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9 November 2021
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TIMEUK
English

It may have just announced with great fanfare its plans to delve further into the digital realm, but Facebook could also soon be entering the more mundane world of bricks and mortar.

The social media company,

which recently changed its name to Meta

, is in discussions to open physical retail stores around the world for the first time in its 17-year history.

The shops would be used to help introduce customers to the devices made by Facebook's Reality Labs division, which includes its existing virtual reality headsets, and its forthcoming augmented reality glasses, according to internal documents seen by the

New York Times

.

Such devices are seen as a key way for Facebook to bring users into the "metaverse", a fully immersive, 3D version of the internet.

Mark Zuckerberg, Facebook's founder and chief executive, announced last week in a 90-minute presentation that he was renaming his company Meta. The name change signals the company's drive towards building the infrastructure that will bring the metaverse to life, with Zuckerberg calling it a "new north star" for the company.

The

metaverse is set to be a virtual world

in which people will be able to shop, work and socialise in a parallel universe, most likely through the use of virtual reality headsets. At the same time, users will also be able to appear as 3D holograms to their friends in physical settings through the use of augmented reality glasses that impose digital images on a real-world setting.

"We'll be able to feel present, like we're right there with people no matter how far apart we actually are," Zuckerberg said last week.

However, virtual reality headsets are a long way off becoming as common as the smartphone, while the metaverse remains a vague and somewhat confusing concept. Facebook therefore believes physical stores could help people to show the excitement and possibilities that virtual and augmented reality devices can provide.

The internal Facebook documents state that the aim of the shops is to make the world "more open and connected," according to the

New York Times

. They are also designed to spark emotions such as "curiosity, closeness" as well as a sense of feeling "welcomed", and experimenting with headsets will be a "judgment-free journey" for customers.

Designs for the stores show a "flat, minimalist aesthetic". The plans have reportedly been in the works for over a year.

The shops would feature other physical products Facebook sells, such as its rival to the Alexa smart speaker, called Portal, and the voice-activated sunglasses it developed with Ray-Ban, which people can use to take pictures and video.

While Facebook has launched some pop-up shops in airports and US department stores to show its hardware products, this would be its first attempt to open permanent locations around the world. Other tech giants better known for their online presence have also launched physical stores in recent years, such as Amazon

which has opened several Amazon Fresh convenience stores

in the UK this year.

However, Facebook's name change and plans for stores comes during a turbulent time for the company as it deals with the fallout from tens of thousands of internal documents that were leaked by the whistleblower Frances Haugen, a former employee.

The

documents have shown

Facebook's own research stated that Instagram was making some teenage girls' body issues worse, while its own employees were warning that the company's algorithms were letting misinformation and hate speech "flourish". Haugen has claimed the documents demonstrate that Facebook puts "astronomical profits before people", which the company strongly denies.

Politicians on both sides of the Atlantic lambasted Facebook's change of name last week as a "distraction" from the host of scandals affecting the company, calling it a "poorly timed PR stunt".

Document TIMEUK0020211108ehb800335

Mail Online

Science

Mark Zuckerberg's Meta wants to build retail stores to show consumers how to use its products in its virtual reality 'metaverse'

Chris Ciaccia For Dailymail.Com
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6 November 2021
02:00
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Copyright 2021

* Meta is thinking about opening its own retail stores to educate consumers on what the metaverse actually is

* The stores would allow Meta to show off its devices, including smart glasses, virtual reality headsets and video-calling devices

* The stores are still in the exploratory stage and do not yet have an opening date

* Facebook rebranded itself last month as Meta to focus on a environment where users work and play in a virtual world

Meta is thinking about opening its own retail stores in an effort to get consumers to understand what the metaverse actually is, according to a new report.

They would allow CEO Mark Zuckerberg and Meta to show off the company's devices, such as its smart glasses, Oculus (soon to be rebranded Meta) virtual reality headsets and video-calling devices more easily.

The stores, which were first reported by [The New York Times](#), are still in the exploratory stage and do not yet have an opening date.

Apple opened its first retail store in May 2001 in Tysons, Virginia and Google has quietly been expanding its retail presence to show off its goods, like the Pixel smartphone.

'We can't confirm any plans for stores, but can confirm that Quest 2 is in high demand and is available at our partner retailers along with our other hardware products, Ray-Ban Stories and Portal,' a Meta spokesperson told DailyMail.com via email.

Last month, CEO Mark Zuckerberg unveiled that Facebook would change its name to Meta (referencing the metaverse), as the company transitions to focusing on a environment where users work and play in a virtual world.

The attempt to escape reality couldn't come at a better time for the embattled brand, which will retain the Facebook name, but Facebook Inc. - the parent company that also owns Instagram and WhatsApp - will now go under the new title Meta.

It will begin trading under the ticker symbol MVRS on December 1.

The company's name change includes a new logo depicting a blue infinity symbol and refers to the 'metaverse', its new focus to expand beyond its social media apps.

The term 'metaverse' can refer to digital spaces, which are made more lifelike by the use of virtual reality or augmented reality.

'Our mission remains the same, it's still about bringing people together,' Zuckerberg said at the company's Facebook Connect conference, adding, 'Now we have a new North Star to help bring the metaverse to life.'

He added that the word means 'beyond' in Greek and symbolizes that there is 'always more to build' and 'always a next chapter in the story.'

'I believe the metaverse is the next chapter of the Internet and it's the next chapter of our company too,' he said, adding, 'While most etch companies focus on how people could connect to technology, we focus on building technology so people could connect with each other.'

Zuckerberg has previously suggested the metaverse to be the future of the company, and has been talking up the metaverse since July.

'And my hope, if we do this well, I think over the next five years or so, in this next chapter of our company, I think we will effectively transition from people seeing us as primarily being a social media company to being a metaverse company,' Zuckerberg said in a July interview with [The Verge](#).

Science fiction writer Neal Stephenson's Snow Crash, published in 1992, touches on the subject.

After a worldwide economic collapse, the US has been broken up into different regions owned by powerful organizations and entrepreneurs who use their regions for various purposes, often nefarious in nature.

People spend much of their time in the 'Metaverse', a virtual multi-player world where people own virtual homes, visit 'bars' and go celebrity spotting.

Stephenson is credited with creating the 'metaverse' phrase as a successor to the internet.

Meta has invested heavily in virtual reality and augmented reality, developing hardware such as its Oculus VR headsets and working on AR glasses and wristband technologies.

Document DAMONL0020211105ehb5007c4

COVID-19/SARS-CoV-2 News from Preprints; Prevalence and Comparisons of Alcohol, Candy, Energy Drink, Snack, Soda, and Restaurant Brand and Product Marketing on Twitch, <mark>FacebookGaming</mark>, and YouTube<mark>Gaming</mark> (Updated October 26, 2021)

366 words
5 November 2021
Medical Letter on the CDC & FDA
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English
© Copyright 2021 Medical Letter on the CDC & FDA via NewsRx.com

2021 NOV 14 (NewsRx) -- By a News Reporter-Staff News Editor at Medical Letter on the CDC & FDA -- According to news reporting based on a preprint abstract, our journalists obtained the following quote sourced from osf.io:

"Objective: To compare and evaluate the prevalence of food and beverage marketing on the livestreaming platforms Twitch, Facebook Gaming, and YouTube Gaming, as well as examine growth of food and beverage marketing on these platforms over a 17-month period of data collection. Design: Cross-sectional data was analyzed across three livestreaming platforms and six food and beverage categories: alcohol, candy, energy drinks, snacks, sodas, and restaurants. Setting: Stream titles of livestreamed events as well as corresponding hours watched on Twitch, Facebook Gaming, and YouTube Gaming. Participants: None Results: There were significant differences between food and beverage brand mentions across all three studied platforms (p<0.05), as well as hours watched (p<0.05). Energy drinks dominated food and beverage brand mentions across platforms, followed by restaurants, soda, and snacks. All platforms demonstrated growth over the 17-month data collection period. Post-hoc analyses revealed that the COVID-19 pandemic impacted both immediate and sustained growth across all platforms, with the greatest impact observed on the Twitch platform.

"Conclusions: Food and beverage marketing as measured through stream titles is widely prevalent across the three most popular livestreaming platforms, particularly for energy drinks. Food marketing on these platforms experienced growth over the past 17-months which was accelerated substantially by the COVID-19 pandemic. Future work should assess the sustained impact this growth may have on marketing practices and eating behavior."

This preprint has not been peer-reviewed.

For more information on this research see: osf.io/preprints/socarxiv/gbc4f/

Keywords for this news article include: Food, Viral, Beverage, Virology, Marketing, Advertising, RNA Viruses, COVID-19/SARS-CoV-2 News from Preprints, Severe Acute Respiratory Syndrome Coronavirus 2.

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Metaverse: Microsoft Teams also wants to have meetings with 3D avatars like Facebook

With the camera off, 3D avatars and simultaneous translation: this is how Microsoft imagines the metaverse for its Teams platform. The metaverse is a definition that encompasses social interactions in a virtual world, a new way of interacting with technology beyond screens, according to Mark Zuckerberg, head of Meta, the company known until recently as Facebook. Meta is not alone in this race for the construction of these spaces to Second Life: Microsoft wants its own platform for virtual experiences by the hand of Teams. Microsoft's intention in the development of this technology is not new, since it has devices such as HoloLens , the viewer of mixed and augmented reality that already has a second version launched in 20 19. In this case, the initiative seeks to combine these teams with meetings and video calls Teams, the platform that was imposed in the last year during the pandemic as the tool for remote work and study due to social distancing.

Under the name of Mesh, Microsoft Teams seeks to build a space that offers more options for interactions in virtual meetings, beyond the well-known video calls and the mosaics of members of an online meeting. With 3D avatars and three-dimensional virtual spaces, the company seeks to reduce the fatigue generated by this type of remote group meetings. Under this proposal, Microsoft Teams will add three-dimensional avatars, a first step towards a metaverse-style environment, as imagined by Facebook with the Horizon proposal. In this case, Mesh will not require users to use a virtual reality viewer, as these 2D or 3D animated representations will function as a replacement resource for those who do not want to turn on their webcam. In this way, Mesh will offer an animated avatar that will represent the user based on voice, a modality that promises to reduce the fatigue generated by group video calls. Microsoft expects this feature to be available in mid-2022, with the expectation of expanding its application in various areas, such as social events or other virtual spaces. Microsoft clarifies that Mesh is a function that does not require users to have virtual or augmented reality viewers such as HoloLens , although it is clear that its use will allow to take better advantage of this feature. In addition to virtual avatars in 2D or 3D, the company will also seek to integrate its transcription and translation system in real time , a technology that is already available and that will allow to offer a more immersive and interactive experience of its metaverse .

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CE Noticias Financieras English
Facebook: What's the difference between augmented reality and virtual reality?

330 words
3 November 2021
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NFINCE
English
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Days ago, Mark Zuckerberg announced, along with the name change of his company, the development of his 'Metaverse', a virtual space designed to carry out all the tasks that are already being carried out remotely, i.e. work meetings, classes, meetings, and more.

An image from 2016 became trending on social media during the last week of October because of the scene it depicted: the owner of Meta walking into a room full of people wearing virtual reality headsets. Many were surprised, while other users showed their rejection and fear at the possibility of the photographic portrait becoming a reality with the 'Metaverse'.

The truth is that virtual reality, colloquially known as VR, and augmented reality, abbreviated as AR, exist and have been used in a variety of fields for many years.

Zuckerberg's 'Metaverse', on the one hand, seems to consist of virtual reality elements, where you see yourself immersed in a completely 'online' world through a device. Augmented reality, on the other hand, takes the physical world and adds virtual features to it.

One example of the application of VR is the helmets made by the company Magic Leap, which makes them for use by surgeons preparing to separate Siamese twins. "In some ways we're in the early stages of the Metaverse," Peggy Johnson, the company's president, said at the annual Web Summit technology conference last Tuesday.

Augmented reality, on the other hand, is a modality that the video game industry is very familiar with. For example, through games like Pokémon Go, which require you to use your camera to see the world around you, with some virtual elements added in.

"With virtual reality you put on a device and suddenly you're in another world," Johnson explained. "With augmented reality you put on the device and you're still in your world, but we augment it with digital content," he said.

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POSTMEDIA

Local Business
Facebook's Meta rebrand does favours for Vancouver's virtual-reality companies

Derrick Penner
Derrick Penner
616 words
3 November 2021
Postmedia Breaking News
CWNS
English
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Facebook's corporate rebranding under the name Meta did a favour for virtual-reality firms in Vancouver's tech sector that have already been trying to coax customers into the next immersive wave of the internet.

Meta - which owns the Facebook social media platform, Instagram, Whatsapp and other services - has been a leader in applying virtual and augmented reality applications to functions of the internet beyond its massive social-media platform, said Dogu Taskiran, CEO of Vancouver-based Stambol.

And Meta CEO Mark Zuckerberg's announcement last week that its commitment to what he calls the metaverse will be the company's core focus opens a lot of doors.

"We have been trying to educate our clientele for a very long time," Taskiran said. "It's actually a massive effort that is going to require a lot of marketing dollars."

Facebook was already leading in creating the so-called metaverse, or layering of virtual and augmented reality onto internet experiences. Taskiran refers to it as "the embodied internet."

Players of Fortnitte, Roblox and other multiplayer role-playing games are already familiar with the metaverse experience. It is also the domain of cryptocurrencies and non-fungible tokens.

"If it wasn't for Facebook, we'd have to double, triple, quadruple our efforts to basically make people aware that these technologies exist," Taskiran said.

Dogbu Taskiran, CEO of Stambol Studio.

Vancouver is a hub for virtual reality and artificial intelligence, so Taskiran sees a lot of opportunities for engineers and startups, such as his, that are already creating 3-D content that the metaverse will demand.

Stambol, among its applications, creates 3-D renderings of buildings that allow people to walk through specific floors, using virtual reality headsets, to see virtual rooms and views before it is built.

And during the pandemic, his own company has used virtual reality technology to bring together their team, working remotely from locations in Canada, Australia and Turkey, in virtual 3-D meeting rooms rather than staring at two-dimensional Zoom screens.

"This (was) all just theoretical at one point, but now it's becoming much more of a reality," he said. "There are 230 AR/VR (augmented and virtual reality) companies in Vancouver, I expect that to quadruple over the next 10 years."

However, it is something of an open question when the metaverse, or whatever it is eventually called, comes into mass use.

Taskiran, who noted its 3-D applications are already in use in education, entertainment and other fields, believes we are almost there.

Futurist Mitch Joel, however, who is a believer in the technology, is less certain.

"I don't know if it is ready for prime time today, but just think about how your TV is fundamentally an internet device at this rate, streaming (video) at 4K," Joel said.

Wireless companies are also launching broadband-enabling 5G technology and computing speeds are increasing rapidly, so Joel sees it more as a matter of when, not if.

Zuckerberg, however, launched the rebrand at the same time the company is facing intense criticism over Facebook's role in enabling disinformation around elections and COVID and how Instagram has been shown to be damaging to young people.

"If you look at the digital divide between companies that have access to artificial intelligence and machine learning and the others that don't," Joel said, those with it will be able to dominate the metaverse. "That's going to be even more problematic than (lack of) access is."

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Document CWNS000020211103ehb3005sk

CE Noticias Financieras English
Microsoft Teams works on 3D avatars and immersive meetings to compete with Meta

On October 28th, Mark Zuckerberg announced that Facebook, his company that he founded in his college days, was going to change its name to Meta, because that name better represents his new project: the creation of a metaverse, a virtual environment that will allow people to do various activities, such as work, play, meet with friends, among others.

Microsoft, the technology company founded by Bill Gates, does not want to be left behind in this race to build a metaverse. According to The Verge, the company has plans to combine its Microsoft Teams and Microsoft Mesh platforms so that users can have more immersive virtual meetings and use 3D avatars that will mimic their facial gestures.

According to the publication, Microsoft Teams users who don't feel like turning on their camera will be able to use these three-dimensional avatars in both 2D and 3D meetings. If it's the latter, the platform will allow your character to raise their hand (when the option is chosen) or animate an emoji around them.

"I can choose how I want to appear, whether it's video or an avatar, and there are a variety of custom options to choose how you want to be present in a meeting. We can interpret your vocal cues to animate that avatar so that you feel present and feel like you're there with you," argued Katie Kelly, product manager for Microsoft Mesh.

To enter Mark Zuckerberg's metaverse, you will need to have a VR device created by the company. However, the Microsoft representative stated that they will be open to anyone on multiple devices thanks to animated avatar work

"I think what really separates how Microsoft approaches the metaverse and our own experiences is to start with the human experience, so the sense of presence, talking to someone, making eye contact and reactions will be important," said the spokeswoman, who promised that Teams users will be able to start testing this technology in the first half of 2022.

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CE Noticias Financieras English
Microsoft goes head-to-head with Meta, brings virtual reality to Teams

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San Francisco (USA), Nov 2 (EFE) - Microsoft announced Tuesday its plan to bring virtual reality to its popular online collaboration platform Teams, less than a week after the company that owns Facebook changed its name to Meta precisely to do the same. As part of the Microsoft Ignite developer conference being held these days virtually, the Redmond firm (Washington state, USA) announced that from 2022 it will begin integrating aspects of the virtual reality and augmented reality platform Mesh into Teams.UU.) announced that from 2022 will begin to integrate aspects of virtual reality platform and augmented reality Mesh in Teams.

Among other things, Internet users can create their own avatars to attend business meetings and social events, and generate virtual spaces in which to interact with other users having the feeling of being sharing a place with them but without leaving home.

Although the first step will be the avatars, the company is confident that eventually these can be replaced by much more realistic holograms. The virtual universe in Teams can be accessed both using virtual reality glasses and from the phone or computer. Last Thursday, the company that owns Facebook, which until then had the same name as the social network, changed its name to Meta to reflect the shift in its priorities towards the metaverse, a virtual reality world similar to that shown today by Microsoft. The main difference between the announcements by Meta and Microsoft is that the former is much more leisure-oriented (video games or attendance at events such as concerts), while Microsoft's is more oriented, like the Teams platform, to the business world.

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Virtual Reality Market to grow at a CAGR of 55.34% by 2025 |Evolving Opportunities with Alphabet Inc., Facebook Inc.| 17000+ Technavio Reports

NEW YORK, Nov. 1, 2021 /PRNewswire/ -- The "Virtual Reality Market - Competitive Analysis, Trends, Challenges, Drivers and Five Force Analysis" report has been added to Technavio's offering. The virtual reality market is expected to grow by USD 75.57 billion from 2020 to 2025, progressing at a CAGR of 55.34%

For Insights on Virtual Reality Market -Download a free sample report now!

Market Dynamics

The market is driven by factors such as the penetration of HMDS in the gaming and entertainment sector, rising demand for virtual training across industries, and rising investments in advanced hardware offerings. However, the requirement of high speed and computation power is hindering market growth.

Company Profiles

The virtual reality market report includes information on the product launches, sustainability, and prospects of leading vendors including Alphabet Inc., Facebook Inc., Firsthand Technology Inc., HTC Corp., Magic Leap Inc., Microsoft Corp., NVIDIA Corp., Unity Technologies Inc., Wevr, and WorldViz Inc.

Some Companies Mentioned with offerings

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    --
Alphabet Inc. - The company offers products such as Earth VR and
     Cardboard VR.

  -- Facebook Inc - The company offers products such as Quest 2 under the
     brand Oculus.

  -- Firsthand Technology Inc. - The company offers VR for health and wellness
     such as Cool and Glow.
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Competitive Analysis

The report includes the competitive analysis, a proprietary tool to analyze and evaluate the position of companies based on their industry position score and market performance score. The tool uses various factors for categorizing the players into four categories. Some of these factors considered for analysis are financial performance over the last 3 years, growth strategies, innovation score, new product launches, investments, growth in market share, etc.

Market Segmentation

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  -- By End-user, the market is classified into segments Enterprise and
     Consumer. The virtual reality market share growth by the
     enterprise segment has been significant.

  -- By Geography, the market is classified as North America, APAC, Europe,
     MEA, and South America. APAC will have the largest share of the market.
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Related Reports -

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Virtual Reality Market Scope
Report Coverage               Details
------------------------------  ---------------------------------------------
Page number                   120
------------------------------  ---------------------------------------------
Base year                     2020
------------------------------  ---------------------------------------------
Forecast period               2021-2025
------------------------------  ---------------------------------------------
Growth momentum & CAGR        Accelerate at a CAGR of 55.34%
------------------------------  ---------------------------------------------
Market growth 2021-2025       USD 75.57 billion
------------------------------  ---------------------------------------------
Market structure              Fragmented
------------------------------  ---------------------------------------------
YoY growth (%)                33.76
------------------------------  ---------------------------------------------
Regional analysis             North America, APAC, Europe, MEA, and South
                              America
------------------------------  ---------------------------------------------
Performing market contribution APAC at 33%
------------------------------  ---------------------------------------------
Key consumer countries        US, China, Japan, Germany, and UK
------------------------------  ---------------------------------------------
Competitive landscape         Leading companies, competitive strategies,
                              consumer engagement scope
------------------------------  ---------------------------------------------
Companies profiled
Alphabet Inc., Facebook Inc., Firsthand
                              Technology Inc., HTC Corp., Magic Leap Inc.,
                              Microsoft Corp., NVIDIA Corp., Unity
                              Technologies Inc., Wevr, and WorldViz Inc.
------------------------------  ---------------------------------------------
Market Dynamics               Parent market analysis, Market growth
                              inducers and obstacles, Fast-growing and
                              slow-growing segment analysis, COVID-19
                              impact and future consumer dynamics, market
                              condition analysis for the forecast period
------------------------------  ---------------------------------------------
Customization purview         If our report has not included the data that
                              you are looking for, you can reach out to our
                              analysts and get segments customized.
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About Us

Technavio is a leading global technology research and advisory company. Their research and analysis focus on emerging market trends and provides actionable insights to help businesses identify market opportunities and develop effective strategies to optimize their market positions. With over 500 specialized analysts, Technavio's report library consists of more than 17,000 reports and counting, covering 800 technologies, spanning across 50 countries. Their client base consists of enterprises of all sizes, including more than 100 Fortune 500 companies. This growing client base relies on Technavio's comprehensive coverage, extensive research, and actionable market insights to identify opportunities in existing and potential markets and assess their competitive positions within changing market scenarios.

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Document PRN0000020211102ehb200018

Extra
Rebranded Facebook buys virtual reality company; US probes Tencent acquisition

Muhammad Hammad Asif
813 words
1 November 2021
SNL Financial Extra
SNLFE
English

TOP NEWS IN TMT

* Meta Platforms Inc., Facebook's new holding company, agreed to acquire virtual reality solutions developer Within Unlimited Inc. for an undisclosed sum, according to a blog post by Jason Rubin, Meta's vice president of metaverse content. The acquisition includes Within's virtual reality fitness app Supernatural, which will continue to operate independently as part of Meta's Reality Labs.

* The Committee on Foreign Investment in the U.S. launched an investigation into Tencent Holdings Ltd.'s proposed £919 million acquisition of U.K. video game and entertainment services company Sumo Group PLC, according to a stock exchange filing by Sumo Group. Tencent agreed to offer undertakings to secure clearance from CFIUS, which the companies aim to achieve before the end of 2021.

➤ Economics of TV & Film: KBOX Week 43: 'Dune' spices up final week of fall

The fall box office season of 2021 closed out on a relatively positive note with another $100 million-plus week. Total week 43 box office was $125.4 million, up 693.7% from the $15.8 million grossed in 2020.

➤ Economics of Internet: State of Hong Kong OTT video: Subscription

Hong Kong's subscription video-on-demand market ended 2020 with 3.3 million subscriptions. Annual subscription growth slightly rebounded during the year, reaching 22.8%, 6 percentage points higher than the growth rate in 2019.

➤ Data Dispatch Asia-Pacific: SoftBank faces inferior exit options for chipmaker Arm if Nvidia deal fails

The company could try relisting the unit at a potentially lower valuation or a sale to private equity firms, analysts told S&P Global Market Intelligence.

TECHNOLOGY

* Microsoft Corp. regained the title as most valuable company in the U.S. after its market cap hit $2.49 trillion on Oct. 29, eclipsing Apple Inc., which ended the trading day with a market cap of about $2.46 trillion. The last time Microsoft had a bigger market cap than Apple was July 2020, according to a report distributed by Dow Jones Newswires.

* Microsoft acquired content moderation solution provider Two Hat Security for an undisclosed sum. The companies have a long-standing relationship, with Microsoft using Two Hat's technology to ensure user safety for the global communities of the Xbox, Minecraft and MSN platforms.

* Microsoft is exploring a strategic alliance with Sega Sammy Holdings Inc. subsidiary SEGA Games Co. Ltd. to develop large-scale, global game titles using Microsoft's Azure cloud platform. The companies will also explore building technologies on areas such as the network infrastructure and communication tools required for global online services.

* In other Microsoft news, the company signed a lease for 150,000 square feet of office space at 122 Fifth Avenue in Manhattan, N.Y., Bloomberg News reported, citing a person familiar with the matter. The building, which is undergoing a major renovation project, is owned by Bromley Cos.

INTERNET AND OTT

* Online video game and entertainment platform Roblox Corp. suffered a three-day outage that lasted up to Sunday afternoon, The Wall Street Journal reported. A company spokesman said there was no evidence that an "external intrusion" caused the outage, which began after Roblox kicked off a Halloween-themed event.

* GameStop Corp. Executive Vice President and COO Jenna Owens entered into a separation and release agreement with the company, effective Oct. 25. Owens, who joined GameStop in March, will have her responsibilities distributed among other members of the company's management team.

* Two Netflix Inc. employees filed an unfair labor practice complaint with the National Labor Relations Board, accusing the steaming company of retaliating against them for protesting comedian Dave Chappelle's "The Closer," Variety reported, citing confirmation from an NRLB representative. In a statement, Netflix said it did not take any action against employees who spoke up or joined protests against the controversial comedy special.

* SoftBank Investment Advisers (UK) Limited, which manages SoftBank Group Corp.'s Vision Fund, sold 10 million shares of DoorDash Inc. for $202.815 apiece. The sale leaves SoftBank with nearly 33.6 million shares of the internet and direct marketing retail company.

TELECOMMUNICATIONS

* The Federal Aviation Administration plans to issue formal warnings to airlines and pilots about potential safety risks from the use of the C-band spectrum for 5G wireless networks, The Wall Street Journal reported, citing government and aviation industry officials briefed on the matter. The FAA is in talks with the Federal Communications Commission, which remains committed to ensuring aviation safety, according to a spokeswoman for the telecom regulator.

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<mark>Facebook</mark> Technologies LLC; Patent Issued for Porting physical object into <mark>virtual reality</mark> (USPTO 11144115)

2021 NOV 1 (VerticalNews) -- By a News Reporter-Staff News Editor at Journal of Engineering -- From Alexandria, Virginia, VerticalNews journalists report that a patent by the inventors Herling, Jan (Seattle, WA, US), Ratter, Adrian Brian (Redwood City, CA, US), filed on November 1, 2019, was published online on October 12, 2021.

The patent's assignee for patent number 11144115 is Facebook Technologies LLC (Menlo Park, California, United States).

News editors obtained the following quote from the background information supplied by the inventors: "An artificial reality such as a virtual reality (VR), an augmented reality (AR), or a mixed reality (MR) provides immersive experience to a user. In one example, a movement of a user wearing a head mounted display (HMD) can be detected, and an image of a virtual reality corresponding to the movement can be rendered. For example, a user wearing the HMD can turn his head to the side, and an image of a virtual object corresponding to a location of the HMD and an orientation of the HMD can be displayed on the HMD to allow the user to feel as if the user is moving within a space of a virtual reality. In some implementations, a user may provide an input, for example through a dedicated handheld input device such as a pointing device for controlling a virtual reality presented."

As a supplement to the background information on this patent, VerticalNews correspondents also obtained the inventors' summary information for this patent: "Various embodiments disclosed herein are related to providing an input to a virtual reality. In some embodiments, an input device in a physical space relative to a user of the input device is detected. In some embodiments, a virtual model of the detected input device, in a virtual space at a location and an orientation, is presented by a display device to the user. In some embodiments, the location and the orientation of the virtual model in the virtual space correspond to a location and an orientation of the input device in the physical space relative to the user. In some embodiments, relative to the virtual model in the virtual space, spatial feedback on the user's interaction with the input device in the physical space is visually provided through the display device.

"In some embodiments, the location and the orientation of the virtual model in the virtual space are determined according to the location and the orientation of the detected input device in the physical space. In some embodiments, an image of the virtual space including the virtual model of the input device is rendered, according to the determined location and the orientation of the virtual model in the virtual space. In some embodiments, a movement of the user in the physical space is detected. In some embodiments, a change in the location and the orientation of the virtual model relative to the user is determined according to the detected movement of the user. In some embodiments, another image of the virtual space including the virtual model of the input device is rendered, according to the change in the location and the orientation of the virtual model relative to the user.

"In some embodiments, a six degrees of freedom of the virtual model is determined according to the location and the orientation of the detected input device. In some embodiments, detecting the input device in the physical space relative to the user includes capturing an image of the input device, and detecting a contour or a layout of the input device in the captured image. In some embodiments, a candidate model having a contour or a layout matching or closest to the contour or the layout of the input device is identified from a plurality of candidate models. In some embodiments, the candidate model is determined as the virtual model, in response to the candidate model having the contour or the layout matching or closest to the contour or the layout of the input device. In some embodiments, detecting the contour or the layout of the input device in the captured image includes determining an arrangement of keys on the input device. In some embodiments, the input device comprises a keyboard.

"Various embodiments disclosed herein are related to a system for presenting artificial reality. In some embodiments, the system includes a display device, a processor, and a non-transitory computer readable medium. In some embodiments, the non-transitory computer readable medium stores instructions when

executed by the processor cause the processor to detect an input device in a physical space relative to a user of the input device, and present, by the display device to the user, a virtual model of the detected input device in a virtual space at a location and an orientation. In some embodiments, the location and the orientation of the virtual model in the virtual space correspond to a location and an orientation of the input device in the physical space relative to the user. In some embodiments, the non-transitory computer readable medium stores instructions when executed by the processor cause the processor to, relative to the virtual model in the virtual space, visually provide, through the display device, spatial feedback on the user's interaction with the input device in the physical space.

"In some embodiments, the non-transitory computer readable medium stores instructions when executed by the processor cause the processor to determine the location and the orientation of the virtual model in the virtual space according to the location and the orientation of the detected input device in the physical space. In some embodiments, the non-transitory computer readable medium stores instructions when executed by the processor cause the processor to render an image of the virtual space including the virtual model of the input device, according to the determined location and the orientation of the virtual model in the virtual space."

The claims supplied by the inventors are:

"1. A method comprising: detecting a first contour or a first layout of an input device in a physical space relative to a user of the input device; identifying, from a plurality of candidate models having various levels of similarity to the first contour or the first layout of the input device and corresponding to a same device type as the input device, a candidate model having a second contour or a second layout in a virtual space, that is closest to the first contour or the first layout of the input device in the physical space, as a virtual model of the input device; presenting, by a display device to the user, the virtual model of the input device in the virtual space at a location and an orientation, the location and the orientation of the virtual model in the virtual space corresponding to a location and an orientation of the input device in the physical space relative to the user; and visually providing relative to the virtual model in the virtual space, through the display device, spatial feedback to the user on the user's interaction with the input device in the physical space.

"2. The method of claim 1, further comprising: determining the location and the orientation of the virtual model in the virtual space according to the location and the orientation of the input device in the physical space; and rendering an image of the virtual space including the virtual model of the input device, according to the determined location and the orientation of the virtual model in the virtual space.

"3. The method of claim 2, further comprising: detecting a movement of the user in the physical space; determining a change in the location and the orientation of the virtual model relative to the user according to the detected movement of the user; and rendering another image of the virtual space including the virtual model of the input device, according to the change in the location and the orientation of the virtual model relative to the user.

"4. The method of claim 2, comprising determining a six degrees of freedom of the virtual model, according to the location and the orientation of the input device.

"5. The method of claim 1, wherein detecting the input device in the physical space relative to the user includes: capturing an image of the input device, and detecting the first contour or the first layout of the input device in the captured image.

"6. The method of claim 5, wherein detecting the first contour or the first layout of the input device in the captured image includes: determining an arrangement of keys on the input device.

"7. The method of claim 1, wherein the input device comprises a keyboard.

"8. A system comprising: a display device; a processor; and a non-transitory computer readable medium storing instructions when executed by the processor cause the processor to: detect a first contour or a first layout of an input device in a physical space relative to a user of the input device, identify, from a plurality of candidate models having various levels of similarity to the first contour or the first layout of the input device and corresponding to a same device type as the input device, a candidate model having a second contour or a second layout in a virtual space, that is closest to the first contour or the first layout of the input device in the physical space, as a virtual model of the input device, present, by the display device to the user, the virtual model of the input device in the virtual space at a location and an orientation, the location and the orientation of the virtual model in the virtual space corresponding to a location and an orientation of the input device in the physical space relative to the user, and visually provide, relative to the virtual model in the virtual space, through the display device, spatial feedback to the user on the user's interaction with the input device in the physical space.

"9. The system of claim 8, wherein the non-transitory computer readable medium storing instructions when executed by the processor cause the processor to: determine the location and the orientation of the virtual

model in the virtual space according to the location and the orientation of the input device in the physical space; and render an image of the virtual space including the virtual model of the input device, according to the determined location and the orientation of the virtual model in the virtual space.

"10. The system of claim 9, wherein the non-transitory computer readable medium storing instructions when executed by the processor cause the processor to: detect a movement of the user in the physical space, determine a change in the location and the orientation of the virtual model relative to the user according to the detected movement of the user, and render another image of the virtual space including the virtual model of the input device, according to the change in the location and the orientation of the virtual model relative to the user.

"11. The system of claim 9, wherein the processor is configured to determine a six degrees of freedom of the virtual model, according to the location and the orientation of the detected input device.

"12. The system of claim 8, wherein the processor is configured to detect the input device in the physical space relative to the user by: capturing an image of the input device, and detecting the first contour or the first of the input device in the captured image.

"13. The system of claim 8, wherein the input device is a keyboard.

"14. The system of claim 13, wherein the instructions when executed by the processor to cause the processor to detect a layout of keys of the keyboard to identify, from the plurality of candidate models, the candidate model having the second contour or the second layout.

"15. A head mounted display comprising: an imaging sensor configured to capture an image of an input device in a physical space; a processor configured to: detect from the captured image, a first contour or a first layout of the input device in the physical space relative to a user of the input device, and identify, from a plurality of candidate models having various levels of similarity to the first contour or the first layout of the input device and corresponding to a same device type as the input device, a candidate model having a second contour or a second layout in a virtual space, that is closest to the first contour or the first layout of the input device in the physical space, as a virtual model of the input device; and a display device configured to: present to the user the virtual model of the input device in the virtual space at a location and an orientation, the location and the orientation of the virtual model in the virtual space corresponding to a location and an orientation of the input device in the physical space relative to the user, and visually provide, relative to the virtual model in the virtual space, spatial feedback to the user on the user's interaction with the input device in the physical space.

"16. The head mounted display of claim 15, wherein: the processor is configured to determine the location and the orientation of the virtual model in the virtual space according to the location and the orientation of the input device in the physical space; and the display device is configured to render an image of the virtual space including the virtual model of the input device, according to the determined location and the orientation of the virtual model in the virtual space.

"17. The head mounted display of claim 16, wherein: the processor is configure to detect a movement of the user in the physical space, and determine a change in the location and the orientation of the virtual model relative to the user according to the detected movement of the user, and the display device is configured to render another image of the virtual space including the virtual model of the input device, according to the change in the location and the orientation of the virtual model relative to the user.

"18. The head mounted display of claim 15, wherein the processor is configured to determine a six degrees of freedom of the virtual model, according to the location and the orientation of the input device.

"19. The head mounted display of claim 15, wherein the input device is a keyboard.

"20. The head mounted display of claim 19, wherein the processor is configured to detect a layout of keys of the keyboard to identify, from the plurality of candidate models, the candidate model having the second contour or the second layout."

For additional information on this patent, see: Herling, Jan. Porting physical object into virtual reality. U.S. Patent Number 11144115, filed November 1, 2019, and published online on October 12, 2021. Patent URL: http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l=50&s1=11144115.PN.&OS=PN/11144115RS=PN/11144115

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BEST MEDIA INFO

Facebook rebranding to propel users towards virtual reality; yet to see impact on advertisers

Akanksha Nagar

Industry feels that for a company that has received backlash for a long time on misinformation and privacy, it is a wait and watch game on how it will do justice to the 'Meta' name in terms of building the metaverse and doing it right, balancing the best interest of users, advertisers and themselves

In its first rebranding, Facebook has gone all-in on its 'metaverse' ambitions; it has consolidated itself, Instagram, WhatsApp, Oculus and other platforms under the new entity Meta.

Being a tech giant, Facebook has made an impact in the advertising ecosystem that can't go unnoticed and is now a norm in the sector. From VR to AI, the company has ingrained itself in science and technology for the better and now with their new stance, it would be interesting to see what they build for the future.

There are two major events during which brands consider a rebranding exercise- reactive rebranding where it has done something unworthy in the past and want to get rid of it in order to be able to connect with their customers better. Secondly, proactive rebranding where the current brand name doesn't exemplify what their current offerings or future vision is, they're thinking of expanding in multiple segments that they are working in currently or of a pivot.

In the case of Facebook, Deep Mehta, Co-Founder, Digichefs, said both the cases are applicable.

Over the last few years, and especially since the last few weeks, Facebook had miserably failed to prove that it is not a villain from some sci-fi movie, sucking away people's private data and monetising it. The change of name was inevitable to distract or rather put the past baggage away for quite some time. But will it work? Mehta doesn't think so.

"Facebook is too huge an entity to get away with a rebranding exercise, so their reactive rebranding is bound to fail in my perspective. However, they have definitely made it clear that their vision is to create a metaverse of the future, and probably be the first one to do it. Of course, the name is not restricted to the metaverse as such and the company name could very well be just Zuckerberg's philosophy of going over and "beyond" to connect people together, technologically," he added.

Sasha D Cunha, Co-Founder and CEO, Tyche Media, said that this branding transition comes as a stepping stone from Mark Zuckerberg to propel social media users into the world of virtual reality. Everything from communication to entertainment and work, shopping, gaming and an endless world of virtual communities will connect internet users through an enticing, visionary, and galvanic medium.

Although this transition will take a couple of years, she said, it will be amazing to have different apps and technologies under one new brand.

"It is a welcome step as Facebook is no longer a networking platform but has grown into a conglomerate of various platforms, offering diverse products. This rebranding exercise will help them transit in the next phase of the ever-evolving technology," she said.

The company in the statement had said that it chose "Meta" because it can mean "beyond," and captures its commitment to building social technologies that take it beyond what digital connection makes possible today. It has also introduced a new logo and colour to accompany the new company brand. The logo is treated in a blue gradient - as a nod to its heritage. It's designed is to be experienced in 3D, so that it truly comes to life in the metaverse - where one can move through and around it.

Sidharth Singh, Co-founder of CupShup, said that for the company that brought out the revolution of social media, it's not just a name now - it's a statement and a bold one for that matter, further stating that over the years the way the company has grown in multitude and revolutionized technology in a way that no one saw it coming.

No structural change is noted for Facebook or any other existing platform. Any of its apps and other brands are not changing either. Post rebranding, however, its mission remains the same which is to bring people together.

According to Ashwini Deshpande, Co-Founder, Director- Elephant Design, metaverse is the most discussed concept of recent times. For a house of brands in content and media space, meta is an ace of a name at this point in time. It liberates the house from the perception of being a social media bouquet into future tech group. The squat infinity loop is rather unremarkable and overused. Since the name is so future-ready and so vast in its potential, perhaps no visual identity could have been enough to describe the scale and its possibilities.

"Looking at the growing future of digital and virtual reality, Facebook has been investing in such platforms and technologies for quite some time now. They have been talking about the constantly blurring lines between the physical and the virtual world and how they have been at the centre of it all. Unfortunately, despite all these efforts, Facebook has also received a backlash on misinformation and privacy in the last few years. Therefore, in their effort to keep their users secure and intact along with growing from more than just a social media networking company, the name change signifies its philosophy of metaverse," said Siddharth Devnani, Co-Founder and Partner, SoCheers.

"The fairly bold name 'Meta', officially drives the company and the users into this new direction. Having said that, it is a wait and watch game on how they do justice to this name in terms of building the metaverse and doing it right, balancing the best interest of users, advertisers and themselves," he added.

"Any organisation, especially of the scale of Facebook, gets at maximum one chance to rebrand the identity," said Shrenik Gandhi, CEO and Co-founder, White Rivers Media.

He added that this change is towards a larger 'universe' which Facebook, now Meta, aspires to achieve and it is certainly a big step in the right direction.

"It will channelise all energies towards the single larger vision which team Mark Zuckerberg had envisioned of creating a metaverse. A new milestone has been established in the digital ecosystem and the journey has got a lot more exciting now," Gandhi added.

The rebranding announcement was much anticipated since there had been multiple reports for months surfacing all over social media. While it essentially aims to bring physically distant people closer and make engagement more interactive, it expects to change the way people socialize, learn, collaborate and play.

Users on social media had mild reactions to the announcement.

Info@BestMediaInfo.com

Document ATBEMI0020211101ehb100005

CE Noticias Financieras English
Facebook: Mark Zuckerberg announces GTA San Andreas for his virtual reality viewer Oculus Quest 2

Zuckerberg confirmed an adaptation of GTA San Andreas for Oculus Quest 2 viewer Facebook announced the development of Grand Theft Auto: San Andreas for its virtual reality viewer Oculus Quest 2 . The preview was presented by Mark Zuckerberg himself at Connect , the company's event focused on all the news and features of the metaverse , the environment designed for the new generation of social interaction in virtual worlds. With Grand Theft Auto: San Andreas , one of the successful titles of the saga of Rockstar Games, Facebook is sure to attract the attention of players in the technology of their Oculus viewers . In turn, it is also the adaptation of a celebrated adventure video game set in an open world with shooting and driving vehicles in the fictional state of San Andreas. Zuckerberg was in charge of announcing the adaptation of the Rockstar Games title for Oculus Quest 2 viewers.

"I'm happy to announce that Grand Theft Auto San Andreas, the Rockstar Games classic, is in development for the Oculus Quest 2 viewers. This new version, of what I believe is one of the best titles ever, will offer an entirely new open-world experience in virtual reality," said the Facebook co-founder and CEO during the Connect announcements. Official unveiling of the original version of Grand Theft Auto San Andreas For its part, Rockstar Games limited itself to confirm the development of this new version exclusive to the Quest 2 viewer from the official Oculus blog. "You're going to have a new look at Los Santos, San Fierro and Las Ventura as you travel again (or for the first time) one of the most outstanding open worlds in the video game industry," said the creators of the successful saga that has billed more than 6000 million dollars. Equipped with a Qualcomm Snapdragon XR2 and a screen with a resolution of 1832 by 1920 pixels per eye, the Oculus Quest 2 viewer also have a RAM of 6 GB and its screen has 50 percent more pixels than the original Quests it introduced in 2019. It has a Touch controllers used to interact in virtual worlds and have integrated sensors for an autonomous experience in a safe zone of movement, without the need for cables or external computers . The Oculus Quest 2 viewers are available from $ 299 for the version of 64 GB of storage capacity and is one of the bets that the company has in the dissemination of its platform based on the metaverse or virtual world known as Horizon , a dedicated environment for social connection, work or entertainment with movies, shows or video games.

Document NFINCE0020211030ehau004nn

Mocking Meta: Facebook's virtual reality name-change prompts backlash

The announcement by Facebook CEO Mark Zuckerberg that the social media giant will change the name of its holding company to Meta in a virtual-reality rebrand has prompted dismay and bemusement.

Yesterday, Zuckerberg said Meta would encompass Facebook as well as apps such as Instagram, WhatsApp, and the virtual reality brand Oculus.

Announcing @Meta — the Facebook company's new name. Meta is helping to build the metaverse, a place where we'll play and connect in 3D. Welcome to the next chapter of social connection. pic.twitter.com/ywSJPLsCoD

— Meta (@Meta) October 28, 2021

The rebrand comes as the company faces a series of public relations crises. A trove of recently leaked documents now known as The Facebook Papers exposed the inner workings of the company, with allegations from whistleblower Frances Haugen that Facebook has put profits ahead of ridding its platform of hate speech and misinformation.

Satirical late-night news programme The Daily Show tweaked Zuckerberg's Meta presentation video by superimposing the tech billionaire onto footage of the January 6 Capitol riots and the 2017 Charlottesville white nationalist march. Both events were organised on Facebook.

"Imagine you've put on your glasses or headset and you're instantly in your home space and it has an incredibly inspiring view of whatever you find most beautiful," Zuckerberg says as footage of Capital rioters and a group of tiki-torch-bearing white supremacists plays in the background.

Nobody asked for this new Facebook feature pic.twitter.com/18pHZUX3Ej

— The Daily Show (@TheDailyShow) October 28, 2021

Politicians across all party lines also joined the conversation about the controversial rebrand.

New York progressive congresswoman Alexandria Ocasio-Cortez didn't hold back in her disapproval, calling the company "a cancer to democracy" and "a global surveillance and propaganda machine for boosting authoritarian regimes and destroying civil society."

Alexandria Ocasio-Cortez

US senators Richard Blumenthal and Ed Markey didn't mince their words either.

Blumenthal, a former Attorney General of Connecticut, alleged the name change was nothing more than an effort to "confuse" and "distract", but ultimately "won't erase years of devious practices and disregard for privacy, kids' wellbeing, spreading hate, & genocide".

Markey refused to acknowledge the name change.

Facebook wants us to start calling it Meta, but we're just going to keep calling it what it is — a threat to privacy, democracy, and children," he said.

Away from the motives for the rebrand, some took issue with the name Meta itself.

"Meta is such a low-effort, first draft name that multiple consulting companies definitely got paid millions of dollars to come up with," said comedian and producer Mike Drucker.

Author and science vlogger Hank Green wrote: "And it was on that day that 'that's so meta' went from being an interesting observation to a devastating insult."

Other companies joined the rebranding bandwagon. Fast food outlet Wendy's tweeted: "Changing name to Meat."

Changing name to Meat

— Wendy's (@Wendys) October 28, 2021

Twitter also jumped on board with the official Twitter account joking they had "big news" followed by the clarification – "lol jk still twitter".

BIG NEWS lol jk still Twitter

— Twitter (@Twitter) October 28, 2021

The social media platform's CEO, Jack Dorsey, offered a definition to help anyone confused by the change.

"Meta: referring to itself or to the conventions of its genre; self-referential," he wrote.

The Guardian

Click to view image.

Document IRISEX0020211030ehau000m9

The New York Times

THE SHIFT
National Desk; SECTA
Amid Real-World Problems, <mark>Facebook</mark> Escapes to <mark>Virtual Reality</mark>

By Kevin Roose
1,622 words
30 October 2021
The New York Times
NYTF
Late Edition - Final
1
English

If his new strategy works -- a big if -- it could help address several of Facebook's biggest problems.

When Mark Zuckerberg appeared onscreen at Facebook's virtual Connect conference on Thursday, smiling as he wandered through sterile rooms filled with midcentury modern furniture, he looked like a man unburdened.

Whistle-blower? What whistle-blower? Cascading, yearslong trust crisis that has regulators fuming, employees bailing and lawmakers comparing Facebook to Big Tobacco? Hmm, doesn't ring a bell.

Instead, Mr. Zuckerberg and his lieutenants cheerfully laid out their vision for the so-called metaverse, the immersive virtual environment that Facebook -- which, as of Thursday, has been renamed Meta, although everyone except for a few professionally obligated financial journalists will probably keep calling it Facebook -- is trying to build.

As with most of Facebook's strategy announcements, Thursday's rebranding formalized a shift that has been underway for years. The company already has more than 10,000 people working on augmented and virtual reality projects in its Reality Labs division -- roughly twice as many people as are on Twitter's entire staff -- and has said it plans to hire 10,000 more in Europe soon. Earlier this week, the company announced that it would spend about $10 billion on metaverse-related investments this year, and it has been acquiring V.R. start-ups in what could amount to a metaverse land grab.

There are several types of questions one could ask about this metaverse strategy. The first and most basic is: What is a metaverse, and what will Facebook's version of one look like?

That question was answered, at least partially, by Thursday's presentation. Mr. Zuckerberg painted a picture of the metaverse as a clean, well-lit virtual world, entered with virtual and augmented reality hardware at first and more advanced body sensors later on, in which people can play virtual games, attend virtual concerts, go shopping for virtual goods, collect virtual art, hang out with each others' virtual avatars and attend virtual work meetings.

This vision of an immersive digital realm is not new -- it was sketched out almost 30 years ago by the science fiction author Neal Stephenson -- but Mr. Zuckerberg is staking Facebook's future on the bet that it will become real, saying that the metaverse will be a "successor to the mobile internet."

Another obvious question you could ask is "Will this work?" It's impossible to say for certain, of course, although personally, I'm skeptical that Facebook -- a lumbering bureaucracy whose biggest breakthroughs in the past decade have mostly come by buying competing apps or copying their features, rather than developing its own ideas internally -- will create an immersive digital universe that people actually want to spend time in.

But the most interesting question, to my mind, is: Why is Mr. Zuckerberg doing this? After all, it's not a prelude to a huge corporate reorganization or a sign of a chief executive who wants to give himself an easier job, as was the case when Google renamed itself Alphabet in 2015 and Larry Page handed over day-to-day control of Google to Sundar Pichai. And even though some have speculated that the Meta rebranding is meant to distract from Facebook's most recent round of scandals, it's bizarre to think that announcing a radical plan to reinvent the digital world would make critics less skeptical of the company's motives.

To understand why Mr. Zuckerberg is going all in, it helps to understand that a successful metaverse pivot could help solve at least four big, thorny problems Facebook faces here in the terrestrial world.

The first is one I've written about before, which is that Facebook's core social media business is aging, and younger users are abandoning its apps in favor of TikTok, Snapchat and other, cooler apps. Facebook's youth problem hasn't hurt it financially yet, but ad revenue is a lagging indicator, and there is plenty of evidence that even Instagram -- the supposedly healthy app in Facebook's portfolio -- is rapidly losing the attention of teenagers and twentysomethings.

The bleakest version of what Facebook might become in the next few years, if current trends hold -- a Boomer-dominated sludge pit filled with cute animal videos and hyperpartisan garbage -- is clearly not the kind of thing the company wants as its flagship product. (Mr. Zuckerberg explicitly endorsed a youth-focused strategy this week, saying that the company's new focus was attracting and retaining young users.)

The metaverse could help with the company's demographic crisis, if it encourages young people to strap on their Oculus headsets and hang out in Horizon -- Facebook's social V.R. app -- instead of watching TikTok videos on their phones.

Another problem Facebook's metaverse strategy could address, if it works, is platform risk. For years, Mr. Zuckerberg has been irked that because Facebook's mobile apps run on iOS and Android, its success is highly dependent on Apple and Google, two companies whose priorities are often diametrically opposed to its own. This year's "app tracking transparency" changes by Apple, for example, dealt a blow to Facebook's advertising business by making it harder for the company to collect data about users' mobile activity. And if smartphones remain the dominant way that people interact online, Facebook will never truly control its own destiny.

Mr. Zuckerberg has been talking about the strategic benefits of the metaverse since at least 2015, when he wrote to his lieutenants that "we need to succeed in building both a major platform and key apps to improve our strategic position on the next platform."

A metaverse strategy, if it worked, could finally get Facebook out from under Apple's and Google's thumbs by steering users to Facebook-owned platforms like Oculus, where it doesn't need to worry about getting kicked out of the app store for snooping on users' activity or aiding the illegal trafficking of domestic workers. And it would mean that if Facebook wanted to charge for, say, virtual clothing inside one of its metaverse apps, it could do so without paying a 30 percent fee to a rival. (On Thursday, Mr. Zuckerberg obliquely criticized Apple and Google, saying their gatekeeping of the mobile app ecosystem was "stifling innovation, stopping people from building new things, and holding back the entire internet economy.")

The third problem Facebook faces is regulatory risk. Facebook is not on the verge of being broken up, exactly, but regulators are making enough noise about restricting its growth (by establishing new privacy laws or preventing it from acquiring the next Instagram, for example) that it makes sense to place bets in some areas, like V.R. and A.R., that are less likely to be regulated any time soon. In addition, since so many of Facebook's regulatory problems stem from the way its apps are used for fractious political debate, the metaverse could allow it to point to a kinder, gentler social universe that hasn't yet been co-opted by angry partisans. (One group that conspicuously wasn't pictured hanging out in the metaverse during Thursday's presentation? Politicians.)

The fourth problem, of course, is the reputational damage Facebook has sustained as a result of its many missteps and scandals over the years. For years, anything Facebook does -- even projects that have nothing to do with social networking, like introducing a cryptocurrency wallet -- has been tainted by association. And given that dozens of media outlets are still poring through a year's worth of damning internal research, the company's public image is likely to get worse before it gets better.

Mr. Zuckerberg, whose new public persona is something like "above-it-all futurist," professes not to have been motivated to rename Facebook by a desire to escape the company's baggage. But Facebook's toxic brand has had real consequences. It has demoralized the company's work force and made it harder for Facebook to attract and retain talented employees. It has sunk partnerships, set advertisers on edge and turned Mr. Zuckerberg -- who, despite his professed ambivalence, wants to be remembered as a visionary technologist rather than a destroyer of democracy -- into a world-historic villain.

Building the metaverse won't solve any of these problems overnight. It probably won't solve them at all and could, in fact, invite new kinds of scrutiny that Facebook wouldn't have faced if it had simply spent the next several years focusing all of its attention on fixing the issues with its existing products.

But it would be wrong to write Facebook's metaverse off as just a marketing gimmick, or a strategic ploy meant to give the company more leverage over its rivals. (Although it is both.) If it works, Mr. Zuckerberg's metaverse would usher in a new era of dominance -- one that would extend Facebook's influence to entirely new types of culture, communication and commerce. And if it doesn't, it will be remembered as a desperate, costly attempt to give a futuristic face-lift to a geriatric social network while steering attention away from pressing societal problems. Either possibility is worth taking seriously.

Regardless, this isn't a vanity stunt for Mr. Zuckerberg. In the metaverse, he has found what may be an escape hatch -- a way to eject himself from Facebook's messy, troubled present and break ground on a new, untainted frontier. No wonder he looks so happy.

Mark Zuckerberg and his lieutenants laid out their vision for the so-called metaverse on Thursday, which includes a focus on virtual and augmented reality. (PHOTOGRAPHS BY META) (A14)

Document NYTF000020211030ehau0004d

Facebook changes name to Meta as it refocuses on virtual reality

Facebook Inc is now called Meta, the company said, in a rebrand that focuses on building the "metaverse," a shared virtual environment that it bets will be the successor to the mobile internet.

The name change comes as the world's largest social media company battles criticisms from lawmakers and regulators over its market power, algorithmic decisions and the policing of abuses on its services.CEO Mark Zuckerberg, speaking at the company's live-streamed virtual and augmented reality conference, said the new name reflected its work investing in the metaverse, rather than its namesake social media service, which will continue to be called Facebook.Govt seeks details of Facebook's algorithms, processes amid hate speech allegations: SourcesGovt seeks details of Facebook's algorithms, processes amid hate speech allegations: SourcesWhatsapp (Reuters)WhatsApp chat backups are now end-to-end encrypted; How to enable on Android, iPhoneThe metaverse is a term coined in the dystopian novel "Snow Crash" three decades ago and now attracting buzz in Silicon Valley. It refers broadly to the idea of a shared virtual realm which can be accessed by people using different devices." Right now, our brand is so tightly linked to one product that it can't possibly represent everything that we're doing today, let alone in the future," said Zuckerberg.The company, which has invested heavily in augmented and virtual reality, said the change would bring together its different apps and technologies under one new brand. It said it would not change its corporate structure.The tech giant, which reports about 2.9 billion monthly users, has faced increasing scrutiny in recent years from global lawmakers and regulators.In the latest controversy, whistleblower and former Facebook employee Frances Haugen leaked documents which she said showed the company chose profitover user safety. Haugen has in recent weeks testified before a U.S. Senate subcommittee and lawmakers in the UK's Parliament.Zuckerberg earlier this week said the documents were being used to paint a "false picture."The company said in a blog post that it intends to start trading under the new stock ticker it has reserved, MVRS, on Dec. 1. On Thursday, it unveiled a new sign at its headquarters in Menlo Park, California, replacing its thumbs-up "Like" logo with a blue infinity shape. Facebook shares closed 1.5% higher at $316.92 on Thursday.TARNISHED REPUTATIONFacebook said this week that its hardware division Facebook Reality Labs, which is responsible for AR and VR efforts, would become a separate reporting unit and that its investment in it would reduce this year's total operating profit by about $10billion.This year, the company created a product team in this unit focused on the metaverse and it recently announced plans to hire 10,000 employees in Europe over the next five years to work on the effort.In an interview with tech publication the Information, Zuckerberg said he has not considered stepping down as CEO, and has not thought "very seriously yet" about spinning off this unit.The division will now be called Reality Labs, its head Andrew "Boz" Bosworth said on Thursday. The company will also stop using the Oculus branding for its VR headsets, instead of calling them "Meta" products. The name change, the plan for which was first reported by the Verge, is a significant rebrand for Facebook, but not its first. In 2019 it launched a new logo to create a distinction between the company and its social app.The company's reputation has taken multiple hits in recent years, including over its handling of user data and its policing of abuses such as health misinformation, violent rhetoric and hate speech.The U.S. Federal Trade Commission has also filed an antitrust lawsuit alleging anticompetitive practices." While it'll help alleviate confusion by distinguishing Facebook's parent company from its founding app, a name change doesn't suddenly erase the systemic issues plaguing the company," said Mike Proulx, research director at market research firm Forrester.The plans to phase out the Facebook name even from products like video calling device Portal show the company is eager to prevent the unprecedented scrutiny from hurting the rest of its apps, said Prashant Malaviya, a marketing professor at Georgetown University McDonough School of Business." Without a doubt, (the Facebook name) is definitely damaged and toxic," he said.Zuckerberg said the new name, coming from the Greek word for "beyond," symbolized there was always more to build. Twitter Inc CEO Jack Dorsey on Thursday tweeted out a different definition "referring to itself or to the conventions of its genre; self-referential."Zuckerberg said the new name also reflects that over time, users will not need to use Facebook to use the company's other services.In 2015, Google reorganized to create a new holding company called Alphabet Inc, as the popular search engine broke into new fields such as self-driving cars, high-speed broadband and expanded its cloud business. Snapchat also rebranded to Snap Inc in 2016, the same year it launched its first pair of smart glasses.Facebook, which this year launched its own pair of smart glasses with Ray-Ban, announced a slew of

new AR and VR product updates during Connect. These included a way for people using its Oculus VR headset to call friends using Facebook Messenger and for people to invite others to a social version of their home, dubbed "Horizon Home."Zuckerberg also showed video demos of what the metaverse could look like, with people connecting as avatars and being transported to digital versions of various places and time periods. He said that the metaverse would need to be built with safety and privacy in mind.

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CALGARY HERALD

Financial Post
Facebook changes its name to Meta in full embrace of 'next frontier'; Social media behemoth stakes future on new platform focused on virtual reality

Naomi Nix, Kurt Wagner and Mark Bergen
Bloomberg
1,042 words
29 October 2021
Calgary Herald
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Early
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English
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Facebook Inc. is re-christening itself Meta, decoupling its corporate identity from the eponymous social network mired in toxic content, and highlighting a shift to an emerging computing platform focused on virtual reality.

"The metaverse is the next frontier," chief executive Mark Zuckerberg said in a presentation at Facebook's Connect conference, held virtually on Thursday. "From now on, we're going to be metaversefirst, not Facebook-first."

The name change is the most definitive signal so far of the company's intention to stake its future on a new computing platform - the metaverse, an idea born in the imaginations of sci-fi novelists. In Meta's vision, people will congregate and communicate by entering virtual environments, whether they're talking with colleagues in a boardroom or hanging out with friends in far-flung corners of the world.

The new name won't affect how the company uses or shares data, and the corporate structure isn't changing. The company said its stock will start trading under a new ticker, MVRS, on Dec. 1.

The erstwhile Facebook is hoping to parlay its social-media user base, comprising more than three billion people globally, into an audience that will embrace immersive digital experiences through devices powered by augmented and virtual reality software, a business already being aggressively pursued by Meta and its rivals.

"Right now, our brand is so tightly linked with one product that can't possibly represent everything we're doing today," Zuckerberg said, "let alone in the future."

Adoption of virtual reality gadgets - like Meta's Oculus headset - has so far been minimal and their use mostly relegated to games and other niche applications. While achieving the broader vision of the metaverse is still years away, at Thursday's event Meta announced a handful of product updates meant to advance that goal.

Shares of the Menlo Park, Calif.-based company, which have increased more than 750 per cent since its May 2012 initial public offering, rose 1.5 per cent, closing at US$316.92 in New York trading.

The name change follows Meta's disclosure on Monday that it will start breaking out financial results for the division known as Reality Labs, which includes the Oculus hardware division, next quarter. Meta wants to separate its main digital advertising business from its new investments in AR and VR to let investors see the costs and revenue associated with those efforts. The company also said it will see a US$10 billion reduction in operating profit this year because of investments in Reality Labs.

Meta may have other reasons to make changes to its corporate identity. Leaning harder into the metaverse lets the company appear to be diversifying its business as it's facing new pressures in the social media market. Younger rivals such as ByteDance Ltd.'s Tik-Tok are gaining traction among the under-25 age cohort, and Zuckerberg said on Monday he is retooling Meta to focus on attracting young adults again.

Building out the metaverse will also allow Meta to reduce its dependency on mobile operating-system and browser makers such as Alphabet Inc.'s Google and Apple Inc. to deliver services to consumers. Meta's third-quarter sales and the fourth-quarter forecast missed analysts'estimates in part because of Apple's new rules around the data apps like Facebook and Instagram can collect from iPhone users. The company seems increasingly aware that it doesn't own the foundations of the digital real estate most users occupy.

"At some point, over the next decade, there is going to be a new computing platform," said Mark Shmulik, an analyst at Sanford C. Bernstein. "So their view is like when it does change over, we want to be - for lack of a better word - the Apple or the Google."

Still, Meta is a money-making machine, and has grown to be the sixth most-valuable company in the world by market capitalization. Revenue is expected to top US$117 billion this year, up from US$5 billion in 2012, the year Facebook went public. Net income is projected to approach US$40 billion in 2021. The social network has about 24 per cent of the estimated US$200 billion digital advertising market, according to analyst EMarketer Inc., dominating the industry alongside Google, which leads with about 29 per cent.

Meta may also be hoping the name change will divert public conversation from a wave of negative news reports based on the documents collected by former product manager-turned whistleblower Frances Haugen. The documents, dubbed the Facebook Papers, were disclosed to the U.S. Securities and Exchange Commission and provided to Congress in redacted form by Haugen's legal counsel. The company is battling accusations that it has misled investors and the public about its user growth, efforts to fight hate speech and disinformation, and how the platform was used to organize the Jan. 6 attack on the U.S. Capitol.

Zuckerberg pledged that the metaverse will have privacy standards, parental controls and disclosures about data use that his social network has famously lacked.

"Everyone who's building for the Metaverse should be focused on building responsibly from the beginning," Zuckerberg said during a video presentation on Thursday. "This is one of the lessons I've internalized from the last five years - that you really want to emphasize these principles from the start."

Meta is also likely to face questions from regulators about how it will protect privacy and manage the potential for hateful or harassing content the new digital worlds of the metaverse. Finally, building out the metaverse is going to require a lot of money up front, with no guarantee the idea will take off.

Michael Nagle, Bloomberg / Facebook CEO Mark Zuckerberg announces that his company will be "metaverse-first, not Facebook-first" during the virtual Facebook Connect conference on Thursday.; Michael Nagle, Bloomberg / Facebook CEO Mark Zuckerberg announces that his company will be "metaverse-first, not Facebook-first" during the virtual Facebook Connect conference on Thursday.
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World
==Facebook== changes name to ==Meta== in embrace of ==virtual reality==

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The new name won't affect how the company uses or shares data, and the corporate structure isn't changing. Apps including the flagship social network, Instagram, Messenger and WhatsApp will also keep their monikers. The company said its stock will start trading under a new ticker, MVRS, on 1 December.

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Meta isn't the first tech giant to rebrand. Internet search leader Google changed its company name to Alphabet in October 2015, seeking to provide a stronger, more accountable corporate structure to oversee its disparate businesses, co-founder Larry Page said at the time. Alphabet became the holding company for Google's internet businesses, self-driving car developer Waymo, life-sciences subsidiary Verily and others, including a variety of experimental endeavours. Facebook's name change doesn't include such a significant structural overhaul.

Meta may have other reasons to make changes to its corporate identity. Leaning harder into the metaverse lets the company appear to be diversifying its business at a time when it's facing new pressures in the social media market. Younger rivals such as ByteDance's TikTok are gaining traction among the under-25 age cohort, and Zuckerberg said on Monday he is retooling Meta to focus on attracting young adults again.

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Andrew Bosworth, the longtime executive who has been overseeing Meta's AR and VR products since 2017, has been tapped to take over as chief technology officer in early 2022, a role that includes overseeing the company's development of the metaverse.

Realizing the company's vision of a widely used metaverse will be an uphill fight. For starters, Meta will have significant competition when Apple releases a rival VR device. Facebook was years behind rival Snapchat with its debut last month of Ray-Ban Stories, smart glasses that can record audio and video but don't yet have AR capability. Zuckerberg has said that multiple companies should build and contribute to the metaverse with interoperability in mind.

Meta is also likely to face questions from regulators about how it will protect privacy and manage the potential for hateful or harassing content the new digital worlds of the metaverse. Finally, building out the metaverse is going to require a lot of money up front, with no guarantee the idea will take off. "It's a significant amount of capital to invest in frankly a nebulous idea at this point," Shmulik said. "You have to believe you're going to get the use-case correct that's going to drive consumer adoption."

The social network in the past has sought to put the Facebook imprint front and centre on more of its products. In late 2019, it tried to make clearer that many of the most popular social apps, like Instagram and WhatsApp, are Meta-owned products, while simultaneously creating a distinction between the corporation and the main Facebook social media app. Apparel brands have made their own attempts to create new corporate identities. In 2017, leather-goods maker Coach Inc., which also owns the Stuart Weitzman and Kate Spade product lines, changed its name to Tapestry. The following year, Michael Kors Holdings rechristened itself Capri Holdings after agreeing to buy the Versace brand.

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Facebook is changing its parent company name to Meta

Document LUXTIM0020211029ehat00001

<mark>Facebook</mark>'s Metaverse, <mark>virtual reality</mark> that nibbles on space-time

Although it sounds like a science fiction story, the metaverse longed for and described by Mark Zuckerberg, the head of Facebook, is a reality that is taking shape in the technological world, despite criticism and concerns.

"There will be new ways of interacting with devices that will be much more natural than pressing a keyboard or a button. You'll make a gesture, or say a few words. You'll just have to think of an action to do it," the founder of the social media giant enthused on Thursday (28).

The billionaire announced that his company will be called "Meta", as the Greek word meaning "beyond", but also as metaverse, for metauniverse, the parallel world that, according to him, represents the future of the Internet.

Logo of Meta, Facebook's new brand - Dado Ruvic/Reuters For critics, the Californian group seeks with this strategy to divert attention from the scandals of which it is accused, from the dissemination of misinformation to the abuse of dominant position in the online advertising market

. But beyond a possible political strategy, the metaverse embraces devices and lifestyles that already exist, for a minority, such as autonomous cars.

Progressive immersion Since the launch, a year ago, of the virtual reality device Quest 2 of the brand Oculus (acquired by Facebook in 2014), about 1.87 million devices have been sold worldwide, according to researchers from the Statista center.

At the moment, it is used mainly for immersive games, with buttons and controls to simulate a tennis match, for example.

Facebook has also started building more informal spaces, such as "workrooms," where participants appear around a round table as personalized avatars that look like cartoon characters.

We're still a long way, however, from Ernest Cline's dystopian novel "Ready Player One," in which most of humanity escapes a world in crisis by entering a global virtual reality (VR) system via a viewfinder, gloves and tactile clothing.

"But within five or 10 years, many of these technologies will become commonplace," Zuckerberg said during his presentation in a virtual house with a paradisiacal setting, listing the technological tiles needed to build this parallel universe.

Mark Zuckerberg announces Facebook's name change 28.Oct.2021/Reuters **** The equipment, virtual reality helmets or augmented reality glasses, will not only project images in extremely high definition and in 360 degrees, but will also be able, through sensors, to reproduce the physical appearance of a person, from the texture of his skin to his facial expressions, ultra-realistic and in real time.

Open system Facebook is working on a different helmet from the , called Cambria, which would be more comfortable to wear longer and would have new tools

. "Avatars can look at each other in a natural way," celebrated Angela Chang, director of virtual reality devices at Meta.

"We combine a battery of sensors with algorithms to reconstruct the physical world, with depth and perspective," she explained.

For mass adoption, the metaverse will also need an open operating system, in which users can easily pay for virtual objects and transport them from one world to another, such as clothing.

Also read Searches for metaverse jump on Google after Facebook announcement What is metaverse, the new bet of the tech giants The Californian group aims to promote the emergence of an ecosystem of companies that create programs for this new Internet.

Zuckerberg estimated that within ten years the metaverse could represent "a billion users, hundreds of billions of dollars in digital commerce, and millions of jobs for creators and developers."

This will require ways to protect intangible transactions and creations. This can be done using decentralized blockchain technology, which has enabled the emergence of cryptocurrencies like bitcoin and NFTs (digital certificates of authenticity for online content).

"Our priority will be the metaverse, not Facebook," Zuckerberg emphasized. "That means that, over time, you will no longer need to use Facebook to access our other services."

Document NFINCE0020211029ehat008yc

Facebook changes its name and logo: it will be called Meta and bets all on virtual reality

OAKLAND, California - Like many troubled companies before it, Facebook is changing its name and logo.

Facebook Inc. is now called Meta Platforms Inc, or Meta for short, to reflect what CEO Mark Zuckerberg said is its commitment to developing the new personal environment technology known as the"metaverse." But the social network itself will still be called Facebook. Nor have they changed, at least for now, its CEO and senior management, its corporate structure and the crisis that has engulfed the company.

Skeptics immediately accused the company of trying to change the subject of the Facebook Papers, the trove of leaked documents that have plunged it into the biggest crisis since it was founded in Zuckerberg's Harvard dorm room 17 years ago. The documents describe Facebook as putting profits before getting rid of its platform for hate, political strife and misinformation around the world.

The move reminded marketing consultant Laura Ries of when energy company BP changed its name to "Beyond Petroleum" to escape criticism that the oil giant was harming the environment.

"Facebook is the world's social networking platform and they are accused of creating something that is harmful to people and society," she said. "They can't walk away from the social network with a new corporate name and talk about a future metaverse."

Facebook the app isn't changing its name. Neither are Instagram, WhatsApp and Messenger. The company's corporate structure won't change either. But on December 1, its shares will start trading under a new ticker symbol, MVRS.

The metaverse is a kind of Internet come to life, or at least rendered in 3D. Zuckerberg has described it asa "virtual environment" that you can enter, rather than just look at a screen. People can meet, work and play, using virtual reality headsets, augmented reality goggles, smartphone apps or other devices.

It will also incorporate other aspects of online life, such as shopping and social networking, according to Victoria Petrock, an analyst who follows emerging technologies.

Zuckerberg's foray into virtual realityhas generated some comparisons to the outer space adventures of other tech billionaires and jokes that it's perhaps understandable that he might want to escape his current reality amid calls for his resignation and increased scrutiny of the company.

On Monday, Zuckerberg announced a new segment for Facebook that will begin reporting its financial results separately from the company's App Family segment starting in the final quarter of this year. The entity, Reality Labs, will reduce Facebook's overall operating profit by about $10 billion this year, the company said.

Other tech companies such as Microsoft, chipmaker Nvidia and Fortnite maker Epic Games have been describing their own visions of how the metaverse will work.

Zuckerberg said he expects the metaverse to reach a billion people in the next decade and that he expects the new technology to create millions of jobs for creators.

The announcement comes amid increased legislative and regulatory scrutiny of Facebook in many parts of the world due to the Facebook documents. A corporate rebranding is unlikely to solve the myriad problems revealed by the internal documents or quiet the alarms critics have been raising for years about the harm the company's products are causing society.

Zuckerberg, for his part, has largely dismissed the furor sparked by the Facebook documents as unfair.

In an interesting twist, the Chan Zuckerberg Initiative, the philanthropic organization run by Zuckerberg and his wife, Priscilla Chan, bought a Canadian scientific literature analysis company called Meta in 2017.

However, by Thursday afternoon, its Meta.org website announced that it will "shut down" at the end of March. Meanwhile, the Meta.com domain, redirected to Facebook's former renamed corporate site.

At the Menlo Park, California headquarters, the iconic thumbs-up sign that has long been outside was repainted with a blue pretzel-shaped logo that resembles an infinity symbol.

Some of Facebook's biggest critics didn't seem impressed by the name change. Facebook's Royal Oversight Board, a watchdog group focused on the company, announced that it will keep its name.

"Changing its name does not change the reality: Facebook is destroying our democracy and is the world's leading peddler of misinformation and hate," the group said in a statement. "Its nonsensical name change should not distract attention from the investigation, regulation and real, independent oversight needed to hold Facebook accountable."

In explaining the rebranding, Zuckerberg said the name Facebook no longer encompasses everything the company does. In addition to the social network, that now includes Instagram, Messenger, its Quest VR headset, its Horizon VR platform and more.

BEYOND

From the company they point out that the name "Meta" was chosen because it means to go "beyond" and from the company they seek a total commitment to building social technologies through digital connections.

The logo was also modified and now has a shape similar to the infinity symbol in blue. It will come to life in the metaverse where participants will be able to observe it from all angles.

Although they point out that these changes are purely a new "version of the internet", many say it is a way to clear the name of Facebook that in recent weeks was stained by several complaints and the leak of files and documents indicating that the company put its profits before the safety of its users and hides that their platforms are harmful to children, promote social division and weaken democracy.

Document NFINCE0020211029ehat007dr

Oculus disappears by surprise: virtual reality will now be only from Meta (Facebook)

Facebook has ended up with the Oculus brand, integrating its equipment and technology for the development of its metaverse.

We say it was by surprise, because it was literally what Mark Zuckerberg said was not going to happen. During the presentation of Facebook's future, which will be renamed Meta to better represent its bet on the metaverse, its CEO clarified that the current brands will continue to exist, and showed a short video in which Facebook, Messenger, Instagram, WhatsApp and Oculus appeared, joining together to form Meta.

In fact, the Facebook brand will continue on, but only as the social network and its name will not appear on the rest of the company's products. Instagram and WhatsApp will continue as usual, and the only change is that the Facebook brand will be replaced by Meta when we open the apps.

The exception will be Oculus. Andrew Bosworth, vice president of virtual reality, announced just 15 minutes after the presentation that Oculus as a brand will not be moving forward; the team will be integrated more into Meta as part of the Reality Labs organization. In the near future, all devices will transition to using the Meta brand; for example, Meta Quest 2 would be the name of the company's latest device.

The truth is that Zuckerberg took special care not to mention the Oculus brand during the presentation, despite the importance of virtual reality in his metaverse, so we should have realized that something was fishy. The final straw was when he announced a new high-end virtual reality device, Project Cambria, designed for the metaverse but without naming the Oculus brand.

Without fanfare, it brings closure to nearly ten years of history. Oculus was born as an independent brand in 2012. It funded its first device, the Oculus Rift, by crowdfunding using Kickstarter, raising $2.4 million from fans who wanted a virtual reality viewer for their games.

Just two years later, Oculus was bought by Facebook, responding to criticism by promising to stick to its original vision. But little by little, Facebook was 'sneaking' into every aspect of its technology, such as requiring you to log in with a Facebook account in order to use its devices.

Bosworth, who will become Meta's chief technology officer, claims that this change shouldn't come as a surprise, as it better reflects who they are and how they will focus on the metaverse.

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theguardian

Technology
Mocking Meta: Facebook's virtual reality name change prompts backlash

Samantha Lock
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12:17
The Guardian
GRDN
English

The rebrand comes as the company faces a series of public relations crises

The announcement by Facebook CEO Mark Zuckerberg that the social media giant will change the name of its holding company to Meta in a virtual-reality rebrand has prompted dismay and bemusement.

On Thursday, Zuckerberg said Meta would encompass Facebook as well as apps such as Instagram, WhatsApp and the virtual reality brand Oculus.

"Announcing Meta — the Facebook company's new name," the tech giant said in a tweet. "Meta is helping to build the metaverse, a place where we'll play and connect in 3D. Welcome to the next chapter of social connection."

The metaverse is the next evolution of social connection. It's a collective project that will be created by people all over the world, and open to everyone. You'll be able to socialize, learn, collaborate and play in ways that go beyond what's possible today. pic.twitter.com/655yFRm8yZ — Meta (@Meta) October 28, 2021

The rebrand comes as the company faces a series of public relations crises.

A trove of recently leaked documents now known as the Facebook Papers exposed the inner workings of the company, with allegations from whistleblower Francis Haugen that Facebook has put profits ahead of ridding its platform of hate speech and misinformation.

Satirical late night news programme the Daily Show tweaked Zuckerberg's Meta presentation video by superimposing the tech billionaire onto footage of the January 6 Capitol riots and the 2017 Charlottesville white nationalist march. Both events were organised on Facebook.

"Imagine you've put on your glasses or headset and you're instantly in your home space and it has an incredibly inspiring view of whatever you find most beautiful," Zuckerberg says as footage of Capital rioters and a group of tiki torch-bearing white supremacists plays in the background.

Nobody asked for this new Facebook feature pic.twitter.com/18pHZUX3Ej — The Daily Show (@TheDailyShow) October 28, 2021

Politicians across all party lines also joined the conversation about the controversial rebrand.

New York progressive congresswoman Alexandria Ocasio-Cortez didn't hold back in her disapproval, calling the company "a cancer to democracy" and "a global surveillance and propaganda machine for boosting authoritarian regimes and destroying civil society."

Meta as in "we are a cancer to democracy metastasizing into a global surveillance and propaganda machine for boosting authoritarian regimes and destroying civil society… for profit!" https://t.co/jzOcCFaWkJ — Alexandria Ocasio-Cortez (@AOC) October 28, 2021

US Senators Richard Blumenthal and Ed Markey didn't mince their words either.

Blumenthal, a former Attorney General of Connecticut, alleged the name change was nothing more than an effort to "confuse" and "distract" but ultimately "won't erase years of devious practices & disregard for privacy, kids' wellbeing, spreading hate, & genocide."

Markey refused to acknowledge the name change. "Facebook wants us to start calling it Meta, but we're just going to keep calling it what it is, a threat to privacy, democracy, and children," he said.

Away from the motives for the rebrand, some took issue with the name Meta itself.

"Meta is such a low effort, first draft name that multiple consulting companies definitely got paid millions of dollars to come up with," comedian and producer Mike Drucker said.

"And it was on that day that 'that's so meta' went from being an interesting observation to a devastating insult," author and science vlogger Hank Green wrote.

stop trying to make meta happen pic.twitter.com/L3ZSckEAI0 — Adam Lance Garcia (@AdamLanceGarcia) October 28, 2021

Other companies joined the rebranding bandwagon. Fast food outlet Wendy's tweeted: "Changing name to Meat."

Changing name to Meat— Meat (@Wendys) October 28, 2021

Twitter also jumped on board with the official Twitter account joking they had "big news" followed by the clarification – "lol jk still twitter". The social media platform's CEO, Jack Dorsey, offered a definition to help anyone confused by the change. "Meta: referring to itself or to the conventions of its genre; self-referential," he wrote.

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CE Noticias Financieras English
==Facebook=='s company will be called **==Meta==** as it moves into ==virtual reality==

563 words
29 October 2021
CE NoticiasFinancieras
NFINCE
English

The company that owns Facebook, which until now had the same name as the social network, will change its name to Meta to reflect the shift in its priorities towards what it has dubbed the "metaverse", a world of virtual reality.

The firm's CEO, Mark Zuckerberg, revealed the name change at the Connect conference on augmented reality and virtual reality, where he again explained his vision of the "metaverse", a 100% digital parallel reality to which he wants Meta to allocate much of its investments in the coming years.

The change affects only the company that owns it, so the social network will continue to be called Facebook and the change will have almost no effect in practice for the vast majority of users.

In addition to the Facebook social network, the company also owns Instagram, WhatsApp, Messenger and Oculus.

This is a move very similar to the one carried out by Google in 2015, when it restructured its internal organization and created a parent company, Alphabet, with several subsidiaries that include Google itself, Waymo (the autonomous vehicles division) and internet provider Google Fiber, among others.

The name change will be reflected in the New York Stock Exchange starting next December 1, when the firm now traded under the acronym FB will be listed under MVRS.

In his presentation, Zuckerberg showed several examples of what he believes should be the future of humanity in the "metaverse," where people would move around with their personalized avatars, wear digital clothing that they would buy within that same universe and attend events such as concerts.

One of the examples that the controversial co-founder of the social network exposed to help understand his vision of this parallel universe was that of a girl living in Japan who decides, through the "metaverse", go to a concert in Los Angeles (USA) with her best friend.

Within seconds, the Japanese girl's avatar finds herself and her friend dancing and enjoying the live music, and once the show is over, they both virtually attend a post-concert reception where they buy digital artist hats and T-shirts.

"Today we're seen as a social networking company, but our DNA is that of a company that creates technology to connect people, and the metaverse is the next frontier, just like social networking was when we started," Zuckerberg said in his presentation at the conference.

The CEO of the firm himself gave the talk from a fictional house in the "metaverse", through which he walked, went from room to room and in which occasionally appeared and disappeared some of his friends to play ping-pong, chess or surfing.

Video games, in fact, were the most emphasized aspect of Thursday's presentation, and Zuckerberg explained that they are set to play a key role in the development of this parallel universe.

In mid-October, Facebook announced the creation of 10,000 new jobs in Europe over the next five years, aimed precisely at shaping the "metaverse."

The name change comes at a time when the company is in the eye of the storm following the leak of thousands of internal documents by a former employee that indicate that Facebook (in the future, Meta) systematically puts its commercial interests before the welfare and safety of users.

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CE Noticias Financieras English
FacebookGaming beats YouTube in streaming, but remains in Twitch's shadow

334 words
29 October 2021
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NFINCE
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The major streaming platforms keep up the tense competition to secure not only a larger viewership, but also to have a large amount of content creators. As a result, Facebook Gaming is the space that has seen a significant increase in viewership in the months of July and September, surpassing YouTube. The information was gathered by a study conducted by the platform Streamlabs in collaboration with Stream Charts.

YouTube Gaming achieved in the third quarter of the year an approximate 1.13 billion viewers, while Facebook Gaming had better figures with 1.29 billion users. And while Zuckerberg's company has made remarkable progress, it has yet to overtake Twitch, which quietly dominates 70.5% of the streaming market, by a wide margin.

Around 222.9 million hours have been consumed by people on the Amazon-owned site, compared to 17.1 million for Facebook and 8.4 million hours for YouTube, which fell by 8.3%.

The scenario is not encouraging for YouTube Gaming. Google is struggling to keep up with the competition as an attractive alternative for content creators. In fact, streamers often use YouTube to upload their highlights, because they will be saved and not like on Twitch or Facebook, where archived videos and clips don't have the same impact.

Just in categories, the most interesting thing is the preferences of the users who consume Twitch. The most enjoyable area for them is "Just Chatting", where streamers chat about their daily lives with their followers. In Q3, it reported 707.5 million hours watched in that section alone.

In a close second place is the video game GTA V with 656.32 million. In third place, League of Legends with 442.57 million. Meanwhile, the biggest event streamed on Twitch was VALORANT Masters, generating 31.7 million hours watched in Q3. And finally, ESL Pro League XIV with 28 million and LCK with 25.2 million.

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UK & World News
Facebook changing its name to **Meta** as it plans **virtual reality** world called Metaverse

By, Alex Evans
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HUDEXONL
English

The company is planning a full scale virtual reality universe too

Facebook has revealed a new company name and brand, Meta.

The company said the move is designed to represent the firm's 'broadening business portfolio' beyond social networking, particularly as it pushes on with plans to develop the so-called metaverse, an online world where people can meet, play and work virtually, often using VR headsets.

But it also comes amid a string of controversies that have followed the company's various ventures, particularly the main Facebook platform, Instagram and WhatsApp.

[For the latest Facebook news, head to our dedicated homepage](#)

While the wider company name is being rebranded to Meta, the name of the social media network itself will stay as Facebook.

This is similar to how [Google](#) created a new parent company name, Alphabet, in 2015 to represent its shift beyond simply being a search engine but Google as a search engine still exists underneath it.

Chief executive Mark Zuckerberg said the current brand is "so tightly linked to one product that it can't possibly represent everything that we're doing today, let alone in the future".

"Over time, I hope that we are seen as a metaverse company and I want to anchor our work and our identity on what we're building towards," he said in a virtual conference.

"We just announced that we were making a fundamental change to our company. We're now looking at and reporting on our business as two different segments, one for our family of apps, and one for our work on future platforms.

"And as part of this, it is time for us to adopt a new company brand to encompass everything that we do to reflect who we are and what we hope to build.

"I am proud to announce that starting today, our company is now Meta."

As part of the plan, the Oculus brand, used for the company's virtual reality products, will be retired from next year.

Incoming chief technology officer Andrew Bosworth, who currently heads up AR and VR for the firm, said that starting in early 2022, Oculus Quest from Facebook will be changed to Meta Quest, while the Oculus App will become the Meta Quest App.

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Facebook Rebrands as Meta, Shifts to Virtual Reality Focus

J. Clara Chan
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28 October 2021
Hollywood Reporter
HLYW
English

Facebook is changing its corporate name to Meta as the company shifts its focus to virtual and augmented reality, CEO Mark Zuckerberg said Thursday.

The rebranded company's suite of apps — including Facebook, Instagram and WhatsApp — will not change names, but Meta's stock ticker will change from FB to MVRS beginning Dec. 1.

"Starting today, our company is now Meta," Zuckerberg said during Facebook Connect, the company's annual AR/VR conference. "Now we have a new North Star to help bring the metaverse to life, and we have a new name that reflects the full breadth of what we do and the future that we want to help build. From now on, we're going to be metaverse first, not Facebook first."

Zuckerberg said the brand change was needed because the company was "so tightly linked to one product," namely its social media platform Facebook, that it couldn't "possibly represent everything" that the company was doing in the present and future.

"Over time, I hope that we are seen as a metaverse company," Zuckerberg said. "It is time for us to adopt a new company brand to encompass everything that we do, to reflect who we are and what we hope to build."

On Monday, as the company reported its Q3 earnings, Zuckerberg also pledged to invest $10 billion toward the metaverse and cautioned that the company will not be profitable "anytime in the near future" due to its significant focus on AR and VR. For the next quarter, Facebook — now Meta — will report Reality Labs as its own segment, separate from the "family of apps" that includes Facebook, Instagram, Messenger and WhatsApp.

Document HLYW000020211028ehas00006

Search Summary

Text	(hd=facebook or hd=meta) and wc>100 and hd=(virtual real estate or virtual properties or digital real esate or digital real assets or digital properties or metaverse properties or digital plots or virtual plots or virtual land or virtual reality platform or manufacturing simulation or virtual simulation or digital twins or virtual manufacturing or immersive learning or mixed-reality learning or metaverse learning or VR learning or AR learning or VR training or virtual recruitment or 3d training or training metaverse or virtual retail or virtual shopping or virtual clienteling or omnichannel shopping or humanising digital retail or immersive virtual stores or 3d virtual store or metaverse shopping or virtual clothing or virtual goods or gaming or digital avatar or digital character or virtual game or 3D avatars or virtual reality or interoperable VR space or digital financial ecosystems or metaverse wallets or robo advisory or virtual financial data or digital bank branches or digital touchpoint or blockchain wallets or digital wallets or digital wedding or virtual wedding or virtual event or virtual concert or virtual theme park or virtual classroom or virtual learning or virtual school or immersive learning)
Date	In the last year
Source	All Sources
Author	All Authors
Company	All Companies
Subject	All Subjects
Industry	All Industries
Region	All Regions

Language	English
Results Found	461
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