



Nike, Walmart, Best Buy Aim To Benefit From The Metaverse

408 words

8 February 2022

17:30

MediaPost.com

MPC

English

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The metaverse is not some fever dream of Mark Zuckerberg. As many have noted, the term was invented by Neal Stephenson in his 1992 novel "Snowcrash." A real-life version of the metaverse appeared in 2003 when Linden Labs launched Second Life, a virtual world that got considerable press at the time.

Second Life is still going, though with only around 90,000 participants, it pales next to Roblox, with reported estimates of 5.5 million.

Since Zuckerberg's October announcement of his company's name change to Meta, marketers have been on guard and trying to figure out whether the metaverse will be the Internet 3.0 or just a hapless Second Life reboot.

Though some doubt remains about the viability of the concept, some brands stand to benefit from the Metaverse -- while others are convinced they can.

In particular, Loop Capital Markets [predicts](#) Best Buy will be a beneficiary of consumers upgrading their PCs and buying VR headsets. Loop also predicts that Sony and Apple will ride the metaverse wave. Apple, for its part, is expected to offer a VR/AR product soon.

Then there's Peloton, which has a feature called [Scenic Rides](#) that can take users on virtual rides through exotic parts of the world, and Roblox, which is already in the metaverse space and would conceivably benefit from more consumers entering it.

Another metaverse proponent is Nike, which just [sued sneaker exchange StockX](#) for allegedly marketing NFTs with Nike's logo and brand. In addition, Nike filed trademark applications that previewed its plans to sell virtual branded apparel and sneakers. Nike also announced it had teamed up with Roblox to create an online world called Nikeland. In addition, Nike bought virtual sneaker company RTFKT (pronounced "artifact") for an undisclosed amount.

Walmart, meanwhile, is planning to [create its own cryptocurrency and NFTs](#), and Gap has started selling NFTs of its logoed sweatshirts. Gap's NFTs will range from \$8.30 to \$415 and come with a physical hoodie.

The movement isn't limited to certain retailers, either. Last Halloween, Chipotle opened a virtual restaurant, Boorito, in Roblox and gave away \$1 million in merchandise. Unfortunately, the plan ran aground when Roblox experienced an "internal systems issue" that took it offline during the time period.

Chipotle's virtual restaurant was back after Halloween and [garnered at least 5 million users](#), and so might be considered a success.

Document MPC0000020220208ei280002x



CE Noticias Financieras English

Walmart marks the **metaverse's** path to hypermarkets: will sell NFT and have its own cryptocurrency

431 words

28 January 2022

CE NoticiasFinancieras

NFINCE

English

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The U.S. hypermarket giant, Walmart, joins those who see a great business opportunity in the metaverse, that virtual universe that is still under construction but that can be positioned as the commercial space of the future.

The hypermarket chain's plans are known thanks to its latest petitions filed with the U.S. Patent and Trademark Office, among which is the creation of its own digital currency "for use by members of an online community" who could also exchange or transfer it.

They also register the request to serve as an exchange service for cryptocurrencies and make payments with them and even a brokerage service to trade cryptocurrencies.

But the patent registration includes other requests, such as the exchange of non fungible tokens (NFT) and the creation of the same to be sold.

In this sense, it has also applied for a patent to create a virtual hypermarket where digital products authenticated by NFT are sold, although physical goods can also be purchased as in its establishments or in its online store, but with the purchase process and appearance linked to the metaverse. It could lead to a shopping experience similar to what Mutual Mobile imagined five years ago:

Added to this is the registration of different software aimed at issues such as virtual reality, virtual shopping and e-commerce, as well as for trading cryptocurrencies and NFT.

In this way, Walmart shows its cards to enter to compete in a world in which other large firms have already unveiled their plans, such as Ralph Lauren, Adidas and the big names in social networks and video games such as Facebook and Roblox.

Its future plans have not prevented it from being part of the stock market falls so far this year. The company has lost almost 7% since the start of the month, but the average analyst expects a 12-month revaluation of 26% on the current value. In fact, of the 37 analysts who follow the company, 24 recommend buying, five recommend overweight and eight prefer to hold.

But the future is not risk-free. KeyBanc issued a report a few days ago in which it pointed out that the end of economic stimulus by the U.S. government and inflationary pressure could substantially weigh on Walmart. To this would be added the increase in wage costs in a company that employs 2.3 million people, being the largest private employer in the country, as Edward Yruma, KeyBanc analyst, recalled.

Document NFINCE0020220129ei1s00394

Walmart stakes claim on **metaverse**; Trademark filings hint at intriguing possibilities—like **Walmart** Connect using crypto to bypass financial players

Jack Neff

636 words

24 January 2022

Advertising Age

ADVAGE

7

Volume 93; Number 2

English

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Walmart seems prepared for an all-out blitz of the metaverse, thanks to a series of trademark filings that extend its central brand and logo across seemingly every imaginable application—including a full range of cryptocurrency, NFT and other metaverse services for suppliers.

But the 21 extensively detailed trademark filings on Dec. 30—first reported by CNBC—do not include anything that appears to be a proprietary Walmart cryptocurrency name. They appear to be mostly a matter of Walmart staking its claim to trademark real estate in the metaverse just in case any of those applications ever become real-world initiatives.

The filings extend the Walmart name, the Walmart Connect media business and their related starburst logos to almost every imaginable area of the metaverse, including virtual healthcare visits, NFTs and all manner of electronic transactions.

Among the more interesting aspects is the giant retailer moving to extend its Walmart Connect trademark—which covers advertising services for suppliers—across a range of offerings that include cryptocurrency-related financial services.

Though it has never opened its own bank, Walmart has long sought to make inroads into financial services. The retailer has, for example, its own money transfer service in partnership with MoneyGram that competes with Western Union and its own Walmart Pay digital wallet.

But the trademark filings cover the possibility of extending its reach deeper into financial services, by processing cryptocurrency transactions and potentially eliminating or reducing transaction fees, which it has long struggled over with credit and debit card processors through decades of litigation. Conceivably, Walmart could let users set up their own cryptocurrency wallets online to cover payments either directly or to third-party sellers, bypassing financial institutions.

The filings also extend Walmart Connect to cover data and software services for suppliers, which the retailer has been developing via its Walmart Data Ventures unit and a partnership with Dunnhumby, which formerly was partly owned by rival Kroger Co. and still works closely with U.K. retailer Tesco.

There aren't many specific new trademarks to suggest imminent activity, with three exceptions. The retailer has filed for "Verse to Store," "Verse to Home," and "Verse to Curb" trademarks that drop the "Meta" to cover Walmart site-to-store and Walmart+ delivery options from the virtual realm to the physical.

"Walmart is continuously exploring how emerging technologies may shape future shopping experiences," a Walmart spokeswoman said in a statement. "We don't have anything further to share today, but it's worth noting we routinely file trademark applications as part of the innovation process."

Walmart appears to be out in front of its leading retail competitors, at least on trademark coverage in the metaverse. Searches of the U.S. Patent and Trademark Office database show Amazon, Target and Costco have no similar trademark applications covering the metaverse, cryptocurrency or NFTs.

"Anytime one of the large retailers adopts something new, it certainly makes others in the space sit up and take notice," said Ryan Gibson, director of strategy at performance marketing agency Adlucent.

Rick Wilson, CEO at Miva, which provides e-commerce software and solutions, characterized coverage of the trademark filings as a "meaningless and attention-grabbing headline" that "has no impact whatsoever on the economy and real-world shoppers."

Bigger needs for Walmart shoppers, he said, include solutions to actual systemic retail problems such as supply-chain and inventory issues and ongoing competition from Amazon.

"Paying for a one-of-a-kind jpeg of bananas in crypto is meaningless and ridiculous," Wilson said. "Virtual shopping for virtual goods will absolutely become a growing part of our economy, but it will be centered around businesses which have a legitimate, organic reason to be in the space."

Document ADVAGE0020220127ei1o0000p

Walmart Prepares to Capitalize on The Metaverse

Cinthya Alaniz Salazar

355 words

19 January 2022

Mexico Business News

MEXBUS

English

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Walmart filed seven trademark applications related to digital currency, non-fungible tokens (NFTs) and virtual goods seemingly in preparation to capture the potential of the new economic frontier presented by the [Metaverse](#). While the company declined to confirm its intentions, the move has undoubtedly signaled to other market participants that the Metaverse market is worth exploring.

"Walmart is continuously exploring how emerging technologies may shape future shopping experiences. We do not have anything further to share today, but it is worth noting we routinely file trademark applications as part of the innovation process," a company spokesperson told Motley Fool.

Irrespectively, the filings suggest that the company may have constituted a formal "digital currency strategy and product roadmap" in addition to identifying "crypto-related investment and partnerships," two significant objectives outlined in a job posting made last August. This is supported by the language of the propriety software, which coincidentally specifies it is designed to manage blockchain coding, which enables the virtual transfer of cryptocurrencies and NFTs across virtual spaces. Possible adaptations include launching its own cryptocurrency, NFTs and digital e-wallets.

"Downloadable software for use in managing portfolios of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens, downloadable software for electronic wallet services, downloadable e-wallets," are some of the applications mentioned in the text.

The acquired trademarks to create and sell virtual goods are relevant mainly in the context of a virtual world. According to the patent application, the on-line retail store will feature virtual merchandise, namely, electronics, appliances, furniture, home décor, toys, sporting goods, apparel, personal care products and more. Walmart's initiative shows that it believes it can capitalize on this emerging market, a significant indicator to other retailers that are still grappling with a belated e-commerce rollout. Throughout the year, similar announcements can be expected.

"All of a sudden, everyone is like, 'This is becoming super real and we need to make sure our IP is protected in the space,'" said Josh Gerben, a trademark attorney.

[Click to view image.](#)

Document MEXBUS0020220209ei1j000er



Fintech

Walmart plans push into metaverse with own crypto and NFT tokens; At least three filings made on 30 December indicate plans at Walmart to expand into digital assets and virtual experiences

By Jack Denton

345 words

19 January 2022

16:00

Financial News

LONFIN

English

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Walmart looks to be pushing into the metaverse, including creating its own cryptocurrency and non-fungible tokens, based on filings with the US Patent and Trademark Office.

The retail giant would be the latest corporate player to wade into the emerging industry of virtual worlds — referred to as the metaverse. This could include offering digital versions of products in the form of NFTs through virtual, metaverse experiences, all paid for with a Walmart token.

At least three filings made on 30 December with the patent office indicate plans at Walmart to expand into digital assets and virtual experiences.

READ [How GameStop plans return to gains with crypto and NFTs](#)

The trademark filings include the provision of a Walmart virtual currency, in addition to cryptocurrency exchange services using blockchain technology. A separate application to the USPTO describes downloadable software for uses ranging from e-commerce to augmented reality as well as managing a portfolio of cryptocurrencies.

Another filing details the possibility of a virtual reality game or online retail service featuring a marketplace of digital goods authenticated by NFTs. These goods could range from home appliances to sporting goods, beauty products, patio furniture, and musical instruments — all listed in the trademark application.

"Walmart is continuously exploring how emerging technologies may shape future shopping experiences," a spokesperson for the company told Barron's. "We don't have anything further to share today, but it's worth noting we routinely file trademark applications as part of the innovation process."

Walmart stock wasn't trading on 17 January due to the Martin Luther King, Jr. Day Holiday. The shares have climbed 0.3% so far in 2022, compared with a 2.8% decline for the S&P 500 index.

Write to Jack Denton at jack.denton@dowjones.com

This article was published by MarketWatch

[Walmart plans push into metaverse with own crypto and NFT tokens](#)

Document LONFIN0020220119ei1j000jh

THE FUTURE OF SHOPPING? WALMART JOINS THE METAVERSE

1,176 words

18 January 2022

ABC News: Good Morning America

GMA

English

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5G, SAFETY, TRAVEL, AIRLINE, AIRPORTS, TAJER

GRAPHICS: AIRLINE CEO'S URGENT WARNING

GRAPHICS: SAY NEW CELL SERVICE COULD CAUSE "CATASTROPHIC DISRUPTION"

COVID-19, CASES, FERRER, FAUCI, OMICRON

COVID-19, TESTING, ROLLOUT, HOME

GRAPHICS: FREE-AT-HOME COVID TEST BREAKDOWN

GRAPHICS: WHAT TO KNOW & HOW TO GET THEM AS GOVERNMENT ROLLOUT BEGINS

HOSTAGE, AKRAM, SYNAGOGUE, CYTRON-WALKER

GRAPHICS: INSIDE THE SYNAGOGUE STANDOFF

GRAPHICS: NEW DETAILS OF MOMENTS BEFORE & DURING HOURS-LONG HOSTAGE CRISIS

VOTING RIGHTS, SENATE, DEBATE

GRAPHICS: VOTING RIGHTS SHOWDOWN

GRAPHICS: SENATE TO BEGIN DEBATING BILL DESPITE SLIM CHANCES OF SUCCESS

UKRAINE, RUSSIA, BLUMENTHAL, SHAHEEN, MURPHY

D'AMATO, MARATHON, RECORD

GRAPHICS: RUNNING INTO THE RECORD BOOKS!

GRAPHICS: 37-YEAR-OLD MOM OF TWO SETS NEW U.S. MARATHON MARK

GRAPHICS: GOOD MORNING AMERICA

GRAPHICS: RIGHT NOW

CLIP FROM MOVIE, "ENCANTO"

VOLCANO, GLOVER, TONGA, GREENWOOD, ELEINI, TSUNAMI

GRAPHICS: DEADLY VOLCANO DISASTER

GRAPHICS: NEW IMAGES SHOW AFTERMATH OF MASSIVE ERUPTION

OLYMPICS, CHINA, COVID-19, SHIFFRIN, GERARD

"JEOPARDY!", AMODIO, SAUNDERS, SCHNEIDER, JENNINGS

GRAPHICS: WHAT IS...AN EPIC WINNING STREAK?

GRAPHICS: AMY SCHNEIDER MOVES INTO THIRD ON "JEOPARDY!" ALL-TIME WIN LIST

BECKHAM, LA RAMS, NFL

GRAPHICS: PLAY OF THE DAY

GRAPHICS: URGENT WARNING

5G, WARNING, AIRLINE, DISRUPTION

OMICRON, SURGE, SPIKING

"SCREAM", AAFCA, PRADA, OBAMA

GADOT, WHEDON

WALMART, METAVERSE

JANAI NORMAN (ABC NEWS)

(OC) Well, now, to what could be the future of shopping. Walmart is stepping into the metaverse joining other retail giants like Ralph Lauren and Vans, preparing to sell virtual goods. So many questions but our chief business correspondent Rebecca Jarvis joins us to help us sort through it all and how it all works. Rebecca, good morning to you.

REBECCA JARVIS (ABC NEWS)

(OC) Good morning to you, Janai. And this one's a little hard to wrap your head around, but parents with kids who play Roblox will have a sense for the metaverse, a kind of digital virtual world where you can buy virtual things and have virtual experiences. And now mainstream brands like Ralph Lauren, Nike and Walmart are jumping in.

REBECCA JARVIS (ABC NEWS)

(VO) It's the emerging industry of virtual worlds known as the metaverse, and this morning, it looks like Walmart may soon be diving in.

GRAPHICS: WALMART VIRTUAL GOODS

REBECCA JARVIS (ABC NEWS)

(VO) Several trademarks filed by the retail giant last year revealing potential plans to sell virtual goods, including electronics, home decor, toys and furniture, provide a virtual currency and even offer customers the opportunity to buy and sell NFTs.

GRAPHICS: WALMART'S STATEMENT TO ABC NEWS

REBECCA JARVIS (ABC NEWS)

(VO) Walmart telling ABC News, they're continuously exploring how emerging technologies may shape future shopping experiences.

CATHY HACKL (CHIEF METAVERSE OFFICER FUTURES INTELLIGENCE GRP)

We've been doing physical to physical commerce where we go to a physical store to buy a physical item, right. And with the internet and social media, that changed into, you know, that evolved into e-commerce. But there are new models that are evolving which is virtual to virtual commerce where you buy a virtual item using virtual currencies.

REBECCA JARVIS (ABC NEWS)

(VO) Iconic fashion label Ralph Lauren already offering customers digital apparel and virtual experiences like a coffee at its Madison Avenue location. The CEO telling the National Retail Federation's annual conference Monday, it's a way to connect with younger shoppers.

PATRICE LOUVET (CEO RALPH LAUREN CORP)

All right. And one of our strategies is to win over a new generation, and the new generation is there, so we have to be there.

REBECCA JARVIS (ABC NEWS)

(VO) Many of these virtual experiences currently available on online gaming platform Roblox. Like Vans World where you can virtually skateboard to your heart's content. It's had more than 50 million visits since September. And Nikeland. Nike even doubling down and buying virtual sneaker company Artifact whose virtual shoes go for as much as \$10,000 a pair. And just last week, Gap launching its first ever NFTs featuring a collection of Gap hoodies, the digital art already sold out.

CATHY HACKL (CHIEF METAVERSE OFFICER FUTURES INTELLIGENCE GRP)

It'll be an evolution, it'll be, you know, the wild, wild west in some ways but is really where we're heading.

REBECCA JARVIS (ABC NEWS)

(OC) One reason why the metaverse has exploded in popularity recently is the pandemic. You don't need to leave home in order to experience the metaverse. And, also, Janai, there are no supply chain disruptions in the metaverse which makes it a really great place for brands that are dealing with those every day right now, Janai.

JANAI NORMAN (ABC NEWS)

(OC) So finding ways to get around real world issues. But, but, Rebecca, how does this translate into real life?

REBECCA JARVIS (ABC NEWS)

(OC) So it still remains to be seen fully how this will translate, but there are many experiences that people are having in the metaverse. You can go to a museum, you can visit a concert, you can go to a carnival. So these experiences can be virtual. And there are people out there who are actually paying for virtual goods like homes in the metaverse for upwards of hundreds of thousands of dollars. There's a home near Snoop Dogg's virtual home in the metaverse that recently sold, Janai, for \$450,000. Janai.

JANAI NORMAN (ABC NEWS)

(OC) Rebecca, my mind is blown. This is so much to wrap your mind around but let's grab a virtual coffee soon.

REBECCA JARVIS (ABC NEWS)

(OC) Yes, (inaudible)...

JANAI NORMAN (ABC NEWS)

(OC) Thank you very much, Rebecca.

JANAI NORMAN (ABC NEWS)

(OC) Now, let's head back out to Ginger.

GINGER ZEE (ABC NEWS)

(OC) Hey, you know what, Janai, what else is hard to wrap your mind around? Four-inch-per-hour snowfall rates. That's what they saw in Buffalo and that is why they had their third largest January day snow with more than 17 inches. Their total was over 19 inches. Pittsburgh had their biggest snow of the season with 9.1 inches, so everybody kind of finding their way through because it is not like it went and melted. Nope, plenty of cold where all of that came from.

GRAPHICS: WIND CHILL THURSDAY

GINGER ZEE (ABC NEWS)

(OC) So that arctic air, kind of the next nose of it, is settling in. Hibbing, Minnesota, good morning to you, 33 below. That's for Thursday morning, by the way. Des Moines will feel like 16 below and 5 below in St. Louis.

GRAPHICS: WIND CHILL FRIDAY 7:00 AM ET

GINGER ZEE (ABC NEWS)

(OC) Now, take that to the east and by Friday morning it settles in from the Great Lakes. Cleveland's at 5 below, Altoona, 8 below. And, yes, up in Montpelier there, 22 below. So, hello, that is going to be nice and chilly to start the weekend. That's the big picture. Let's get a check a little closer to home.

GRAPHICS: NATIONAL MAP

Document GMA0000020220203ei1i0000I



News

Fact check: Video claiming to show Walmart shopping experience in the metaverse is from 2017

McKenzie Sadeghi

734 words

18 January 2022

USA Today Online

USATONL

English

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The claim: A video shows what shopping at Walmart will look like in the metaverse

As companies look to evolve and adapt to new technologies, a video purporting to show a Walmart shopping experience in the metaverse has gone viral on social media.

The metaverse is a digital environment that combines technology, augmented reality and video for users to experience. The term was coined by science fiction writer Neal Stephenson in 1992, and in the decades since, tech giants have focused on expanding the metaverse past gaming and entertainment purposes.

"Walmart and the metaverse How shopping in the metaverse will be," reads the title of a Jan. 6 Facebook video that accumulated more than 330,000 views and 7,000 interactions. "Shop in the metaverse and it gets shipped to your home."

The clip shows a virtual avatar roaming through grocery store aisles and placing items in a cart while a Walmart employee on the corner of the screen guides the customer and recommends items such as red wine.

On Twitter, the video generated more than 11 million views in a Jan. 3 post with the caption, "This is how Walmart envisions shopping in the #metaverse. Thoughts?" Similar versions of the claim have been shared to Facebook, YouTube, TikTok and Reddit.

But the video was created years ago by a digital marketing company, and Walmart says the concept does not reflect its current plans.

Special access for subscribers! Click here to sign up for our fact-check text chat

USA TODAY reached out to the Facebook users who shared the video for comment.

Video is from 2017

Walmart corporate spokesperson Robyn Babbitt told USA TODAY the video in question was created in 2017 by a digital marketing agency to imagine the possibility of shopping in the future through new technology such as virtual reality.

"Given that concept is nearly five years old, it does not reflect our current research and exploration of the role emerging technologies may play in our shopping experience in the future," Babbitt said via email.

The demo was created by Mutual Mobile, a company that builds digital experiences, to impress influencers at a South by Southwest festival in Austin, Texas. Walmart approached the agency to build a "fully-immersive experience" and reimagine retail shopping, according to Mutual Mobile's site.

"Almost 5 years later, this demo is proof of how experimental VR once was and how far it has come today!" Mutual Mobile wrote in a Jan. 6 tweet with a four-minute video of the concept.

The video circulating online is not an official current Walmart plan, but the company has implemented new technologies in recent years.

In 2021, Walmart announced its plan to acquire the startup Zeekit, which specializes in virtual try-on technology, to create an "immersive and personalized experience" for customers. In 2018, the retail giant launched a 3D virtual shopping tour of an apartment full of items for purchase.

Fact check: Email requiring employees to use masks on Zoom calls originated as satire

Our rating: False

Based on our research, we rate FALSE the claim that a video shows what shopping at Walmart will look like in the metaverse. The concept was created in 2017 by a digital marketing agency and presented at a tech festival in Austin. Walmart says the video does not reflect its current research and plans.

Our fact-check sources:

Associated Press, Jan. 7, Video shows 2017 Walmart virtual reality demonstration

Robyn Babbitt, Jan. 11, Email exchange with USA TODAY

Mutual Mobile, accessed Jan. 12, Reimagining Retail With Virtual Reality

Mutual Mobile, Jan. 6, Tweet

Walmart, May 13, 2021, Walmart Announces Plans To Acquire Zeekit, a Leading Virtual Fitting Room Platform, To Enable Enhanced and Social Shopping Experience for Customer

Walmart, June 27, 2018, Walmart.com to Introduce New Home Shopping Features: 3D Virtual Shopping Tour and "Buy The Room"

USA TODAY, June 28, 2018, Walmart offers a 3D tour to get shoppers to look, click and buy

Thank you for supporting our journalism. You can subscribe to our print edition, ad-free app, or electronic newspaper replica here.

Our fact-check work is supported in part by a grant from Facebook.

This article originally appeared on USA TODAY: Fact check: Video claiming to show Walmart shopping experience in the metaverse is from 2017

Document USATONL020220119ei1i000bb



CE Noticias Financieras English

American giant Walmart also has plans for the metaverse

311 words

18 January 2022

CE NoticiasFinancieras

NFINCE

English

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Gradually, companies are giving their cards away in what is the most anticipated digital world. The metaverse has been gaining fans and the latest is Walmart, which plans to join with a digital currency and NFT.

As advanced by the American network CNBC, the retail giant, Walmart, intends to make its presence felt in the metaverse, having filed patent applications for digital currencies, virtual goods and NFT. This move follows the example of some others that intend to integrate the metaverse proposed by Meta.

As of December 30, 2021, Walmart filed a total of seven trademark applications with the United States Patent and Trademark Office. Notable among them are patents for digital currencies and NFT, as well as token, digital asset and blockchain management software.

In the metaverse, Walmart will not only sell apparel, books and games. In addition, it will include home appliances, musical instruments, dedicated pet and personal care products, indoor and outdoor furniture, art supplies, party supplies and vacation items.

For Walmart, this will be an experiment "to explore emerging technologies." After all, this attempt to integrate the metaverse has already been spearheaded by other companies, such as Nike and Ralph Lauren, which have filed patent applications for their online stores.

In addition to these companies, others such as Adidas and Gap have also cleared the way for this new virtual world, as they have launched their own NFTs, some of which were sold out within hours of their launch.

About Walmart, it remains to be seen how it will enter this virtual universe powered by Meta. Although several companies are betting on the metaverse and creating conditions to integrate it, Intel recently warned that this virtual universe is not as close as it may seem and that companies still have a long way to go.

Document NFINCE0020220118ei1i005cx

Daily

Walmart Plans to Enter the Metaverse With Crypto and NFTs

By Jack Denton

308 words

17 January 2022

17:34

Barron's Online

BON

English

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[Another filing details](#) the possibility of a virtual reality game or online retail service featuring a marketplace of digital goods authenticated by NFTs. These goods could range from home appliances to sporting goods, beauty products, patio furniture, and musical instruments—all listed in the trademark application.

"Walmart is continuously exploring how emerging technologies may shape future shopping experiences," a spokesperson for the company told Barron's. "We don't have anything further to share today, but it's worth noting we routinely file trademark applications as part of the innovation process."

Walmart (ticker: WMT) stock [wasn't trading Monday](#) due to the Martin Luther King, Jr. Day Holiday. The shares have climbed 0.3% so far in 2022, compared with a 2.8% decline for the S&P 500 index.

Write to Jack Denton at jack.denton@dowjones.com

[Walmart Plans to Enter the Metaverse With Crypto and NFTs](#)

Document BON0000020220117ei1h000m9

Metaverse

Walmart: Planning To Launch Cryptocurrency, NFTs & Metaverse

Nicholas Say

679 words

17 January 2022

Blockonomi

BLOKN

English

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The Metaverse is predicted to be the talking point of this year after a successful year of non-fungible tokens – the key to access the metaverse.

By the end of 2021, tech and game giants including Facebook, Epic Games / Fortnite, Roblox, Snap, NVIDIA and Unity, took big steps in joining the metaverse.

Walmart is the [next name that previously showed interest in entering the digital universe](#).

Will Walmart Jump On The Bandwagon?

Walmart Inc., a multinational retail giant, is optimistic about the Metaverse's future, having filed patent applications for cryptocurrency and blockchain-based NFT collection.

As previously reported, Walmart submitted several patent applications with the U.S. Patent and Trademark Office by the end of last month. But it wasn't until January 16 that CNBC disclosed more details about Walmart's strategy, which amazed the public.

There are three significant applications among these patent filings that demonstrate linkages to cryptocurrency and the Metaverse under its existing media entity "Walmart Connect."

Walmart's efforts, according to trademark-specific lawyer Josh Gerben, have clearly demonstrated that the firm intends to make and sell virtual items.

There are numerous crypto-specific terms in the company's application, implying that Walmart is planning a number of behind-the-scenes preparations for how it will engage in crypto, the metaverse, and NFTs.

The lineup products will consist of electronics, home decor, toys, sports gear, and personal care products.

"Digital currency" and "digital token," are also in the list. Walmart is setting a vision for selling and buying NFTs. It appears that Walmart is envisioning a future of a new NFT retail marketplace.

If we take a careful consideration of Walmart's digital currency ambitions, we'll notice that the company has been dropping signals since 2021.

According to Walmart's recruitment in August last year, the company was looking for a "digital currency and crypto product lead." The job posting was taken off but there were no further details of whether they have made a hiring choice or whether they had enough competent individuals.

The retail giant teamed up with Coinstar, an American ATM firm that offers crypto-cash exchange services.

The key focus of the partnership is to set up 200 Bitcoin ATMs in Walmart's stores across the United States. Customers can purchase Bitcoin at the ATMs. The installation is part of Walmart's testnet before bringing these ATMs to 4,700 stores.

Since 2018, blockchain technology has been integrated into Walmart's operational system as a cutting-edge solution that improves its supply chain, management, customer markets, and smart products.

The next place will be Metaverse; the retail giant is quite committed and bullish on blockchain and all of the benefits it has brought.

Giants Rush To Metaverse

Morgan Stanley's report estimated that the Metaverse potentially provides retailers with \$8 trillion opportunities – [a lucrative number that no business can likely ignore](#).

Since Meta (formerly Facebook) was created, the clear ambition beyond the social network has motivated other major firms to rush to find out how they can fit in the metaverse.

The Metaverse is believed to give rise to a new era of retailing. Creativity will be liberated to seemingly infinite amplitudes.

Physical boundaries will not serve as a barrier. In the Metaverse, the items we use and wear will become more diversified, distinctive, and revolutionary than usual.

Nike filed a trademark application in November 2021 to register its virtual shoes and clothes. Nike also collaborated with Roblox to develop a virtual realm named Nikeland.

Adidas and Under Armour had initial success with their NFT collections, which sold out quickly. This month, the American clothing retailer Gap officially produced NFT hoodies, marking the company's first foray into the NFT market.

The retail industry is embracing new digital innovations, with the goal of improving product awareness and enhancing customer experience. Metaverse will become the hottest trend this year as NFTs expand their use cases.

The post [Walmart: Planning To Launch Cryptocurrency, NFTs & Metaverse](#) appeared first on [Blockonomi](#).

[Walmart Blockchain](#)

Document BLOKN00020220117ei1h00001



CE Noticias Financieras English

Walmart reveals interest in creating cryptocurrency and selling **virtual goods**

237 words

17 January 2022

CE NoticiasFinancieras

NFINCE

English

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The US firm Walmart, the world's largest supermarket chain, has revealed its interest in creating a cryptocurrency and selling virtual goods in several trademark applications recently submitted to the Patent Office, according to CNBC on Sunday.

Walmart delivered nearly a dozen petitions to the regulator in late December in which it hints at its intention to launch a virtual currency and a collection of NFT (non-fungible token) assets, in addition to producing and selling virtual goods such as home appliances, clothing, toys or personal care products.

Walmart would thus join a growing list of companies that are preparing to operate in the metaverse - an immersive virtual reality - including Facebook, which has changed its name to Meta for that reason; fashion retailers such as Nike or GAP, or entertainment giant Disney.

The supermarket chain avoided pronouncing on that possibility in a statement to the media, in which it said it is always "exploring how emerging technologies can shape future shopping experiences" and stressed that it "routinely" makes brand requests to continue its "innovation".

Walmart is the largest private sector employer in the U.S. and since the onset of the Covid-19 pandemic has seen its e-commerce business grow strongly, which according to its latest quarterly results - last November - has increased its sales in the country by 87% compared to two years ago.

Document NFINCE0020220117ei1h0043p



The Next **Metaverse** Stock Could Be...**Walmart**?

Chris Katje

559 words

17 January 2022

01:09

Benzinga.com

BNZNGA

English

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A new report indicates one of the world's largest retailers is pushing into the metaverse, which would likely support a future [multitrillion dollar opportunity](#) for the emerging sector.

What Happened: Walmart Inc (NYSE: [WMT](#)) has filed trademarks with the U.S. Patent and Trademark Office for a future presence in the metaverse, according to a report from CNBC.

A total of seven applications were submitted including a filing to make and sell virtual goods across the categories of electronics, home decorations, toys, sporting goods and personal care products.

A trademark attorney told CNBC the filings were super intense and signal a real desire to get into the metaverse.

"There's a lot of language in these, which shows that there's a lot of planning going on behind the scenes about how they're going to address the metaverse and the virtual world that appears to be coming or that's already here," trademark attorney Josh Gerben said.

Gerben told CNBC there has been an increase in companies filing metaverse related trademarks ever since Facebook [rebranded](#) as Meta Platforms (NASDAQ: [FB](#)) and signaled its big push into the metaverse.

"All of a sudden, everyone is like, 'This is becoming super real and we need to make sure our IP is protected in the space.'"

Walmart also signaled its intent to launch its own digital currency and [non-fungible tokens](#) in the future.

Related Link: [New Metaverse ETF Launches From Roundhill Investments: What Investors Should Know](#)

Why It's Important: The trademark spotlight report from CNBC follows an old video made for Walmart by a marketing agency in 2017 highlighting the metaverse.

The 2017 video was tweeted by @DigitalisHomo in a post that said "how Walmart envisions shopping in the #metaverse" and viewed 11.4 million times and shared on Twitter Inc (NYSE: [TWTR](#)) over 34,000 times.

This is how Walmart envisions Shopping in the #Metaverse.

Thoughts? [#128173](#); [pic.twitter.com/5I7KhoBse7](#)

— Homo Digitalis (@DigitalisHomo) January 3, 2022

Nike Inc (NYSE: [NKE](#)) has signaled its intentions to push further into the virtual world with the [acquisition](#) of digital sneaker company RTFKT and a [collaboration](#) with Roblox Corp (NYSE: [RBLX](#)) for Nikeland.

Adidas (OTC: [ADDYY](#)) [partnered](#) with several well-known NFT projects to launch its own NFTs and plans on growing in the space.

The announcement of NFTs by Walmart come as many public and large companies are appealing to new and legacy fan bases.

PepsiCo (NYSE: [PEP](#)), Anheuser-Busch InBev (NYSE: [BUD](#)) and others have launched NFT collections. Companies like Gap Inc (NYSE: [GPS](#)) and Coach have [launched](#) NFT that also provide utility with a connection to physical items along with the digital goods.

Walmart has a huge network of customers, and its push into the metaverse could be a major validation moment for the sector. While some have brushed off the metaverse, including Tesla Inc (NASDAQ: [TSLA](#)) CEO Elon Musk calling it a "marketing buzzword," others see the opportunity as very real.

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Investors are actively seeking out ways to make money in the metaverse from NFTs, virtual land and public stocks with metaverse plans. The Roundhill Ball Metaverse ETF (ARCA:META) launched in June 2021 and has amassed over \$900 million in assets under management.

Photo: Courtesy of [JJBerson](#) Flickr

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Document BNZNGA0020220116ei1g0005p

News, World, Americas

Resurfaced Walmart virtual shopping video sparks online ridicule: 'I would rather poke my own eyeballs'

Gino Spocchia

498 words

10 January 2022

22:43

Independent Online

INDOP

English

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'Like no. Just no. Absolutely not. No'

The people behind a virtual reality (VR) shopping experience at [Walmart](#) have revealed that a video widely shared – and ridiculed – on [social media](#) in recent days is actually five years old.

Mutual Mobile, an end-to-end development company that builds “transformative digital experiences” for its clients, told social media users on Thursday that it was behind the [VR](#) version of Walmart.

“Here’s the full video of our Walmart VR store concept demo!” the company [wrote](#). “Almost 5 years later, this demo is proof of how experimental VR once was and how far it has come today!”

The nearly five-minute-long clip shows what a virtual shopping experience at Walmart could look like in future, with a digital shopping assistant aiding the trip around a virtual store.

At one point, a customer is recommended a red wine – a pinot noir – which the virtual shopper takes from the shelf and puts inside a digital cart. At another, the shopper is told that a service charge has been added to their basket for car refuelling.

On Monday, dozens of social media users mocked the virtual reality Walmart for being both a waste of time and “not realistic”, and more than 10 million people watched the video on Twitter alone.

“Nobody, not a single human being on this earth has ever said, ‘Y’know what I really want to do in VR? I want to go shopping at Walmart,’” one person [wrote](#).

Not realistic pic.twitter.com/9bx2QK1vi0

— Techno (@Techno18_) [January 6, 2022](#)

“It’s like shopping on their website, but you get charged for damages if your objects clip through the floor.”

“I mean this is pretty cool conceptually but, If I still have to go out to do this, why not just go in the store?”, another person [argued](#). “This would be needlessly complicated. I rather see what I’m buying anyway.”

Others made references to [Facebook](#) founder Mark Zuckerberg’s “[metaverse](#)” world in which people are able to interact with one another in a digital environment that looks similar to the real world.

One person however [said](#): “I would rather poke my own eyeballs with a rusty fork than spend even a single second of my life in a ‘metaverse’ VR walmart. Like no. Just no. Absolutely not. No”.

The Walmart clip created by Mutual Mobile was first shown at the South by Southwest (SXSW) festival in 2017 and according to reports, afterwards shown to Walmart shareholders.

[Read More](#)

[Trump aides say Twitter ban has helped former president clean up his image](#)

[Djokovic's Serb fans on edge as Australia visa hearing looms](#)

[Sudanese take to the streets in new anti-coup protests](#)

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[Explosion at Baltimore coal terminal; no reported injuries](#)

[US delays intelligence center targeting foreign influence](#)

Document INDOP00020220110ei1a009sv

News

COVID chaos roils schools, businesses and airports: Flightmare continues with 1,500 more canceled flights, Chicago schools to shut doors and return to virtual learning, Walmart closes 60 locations for deep cleanings and short-staffed hotels turn to robots

Adam MannoKeith GriffithHarriet Alexander For Dailymail.comWires

1,354 words

5 January 2022

17:42

Mail Online

DAMONL

English

Copyright 2022

* The Omicron variant has brought much of regular life to a standstill in the US

* The US is smashing records for daily cases, reaching more than 1 million Monday

* By Tuesday afternoon, 1,500 US flights were cancelled and over 4,000 were delayed - a daily trend that began before Christmas Eve

* Hotels are turning to robots and schools remain closed due to fears of Omicron

* Evidence is mounting that the variant may be less deadly than previous ones, with experts hoping the represents a turning point toward mass immunity

The contagious Omicron variant continued to wreak havoc across the country, cancelling flights for the third consecutive week, forcing schools and businesses to shut their doors, and even pushing one hotel to use robots to fill in for overstretched staff.

On Tuesday, 1,500 flights were cancelled and more than 4,000 were delayed across the country as airlines cited a shortage of pilots during the latest outbreak.

Schools closed to prevent staff and students from getting sick, with more than 3,500 public schools across the country shuttered in the first week back since the Christmas break.

Big chain stores like Walmart and CVS shut dozens of branches to clean and sanitize as the US smashed records for new daily COVID cases, which reached 1,082,549 on Monday.

And in a sign of desperation across multiple industries, a hotel in Silicon Valley has begun using robots to deliver room service to customers.

The Radisson Sunnyvale is now deploying a small robot designed by manufacturer Savioke.

'They're in this kind of crunch mode where the higher paid staff are filling in for things that frankly robots can do,' Savioke CEO Steve Cousins told [KGO-TV](#).

The robot has reportedly reduced room service delivery time from 30 to five minutes and quelled the COVID anxiety of some guests.

'There are guests that like the fact that they can have items delivered and not have that contact with a human being,' Radisson Sunnyvale general manager Alex Martinez told the TV station.

'It's more of an enhanced experience than it is replacing someone.'

The moves come as COVID infections soar but hospitalizations and deaths remain relatively low. On a rolling-average basis, daily COVID-19 cases are at 494,732 over the past seven days, up more than 110 percent from a week ago, according to a DailyMail.com analysis of Johns Hopkins University data.

There were 1,688 deaths recorded across the country on Monday, and the seven-day rolling average of deaths stood at 1,340, marking a 12 percent decline from week-ago levels.

Hospitalizations have risen by about a third in the past week, at around 100,000, but remain nearly 30 percent below the peak levels recorded last January, when case numbers were much lower than they stand today.

'We're now in a totally different phase,' Monica Gandhi, an immunologist at the University of California, San Francisco, told [Bloomberg](#).

'The virus is always going to be with us, but my hope is this variant causes so much immunity that it will quell the pandemic.'

Though evidence is mounting that Omicron is a milder strain with less risk of severe illness, businesses are still struggling as workers call out sick .

Flight disruptions that began before Christmas Eve are still piling up by the thousands.

By Tuesday afternoon, 1,442 flights within the US were canceled and more than 3,600 were delayed. On Monday, more than 3,200 flights were cancelled and nearly 9,000 flights were delayed, according to flight tracker [FlightAware](#).

The cancellations have resulted in missed holiday reunions and intense frustration for many travelers, who have taken to Twitter to express their woes.

One user tweeted on Tuesday: '@delta cancelled my flight without emailing me this morning, and had the audacity to be cordial about the first available flight being over a week from today.'

'I don't want a response, I just want to yell into the void about a corporation that faces no consequences.'

Another user wrote: 'Land in Dallas, turn on phone, text message saying my final flight home is cancelled till tomorrow. I swear I am not going on a vacation anytime soon after this.'

Some airlines have cited the Omicron variant and a lack of available pilots as reasons for the cancellations.

Schools are delaying reopening after the holidays, or remaining closed altogether, as a result of the Omicron variant.

For the week starting January 2, 3,556 schools across the country were closed, according to a tracker on aggregator [Burbio.com](#). That's more than triple the amount of the 1,029 schools closed the week of December 19.

Most school disruptions between December 13 and January 13 were concentrated in the Northeast, according to a map on the website.

But in an unusual alignment, the new mayor of New York City, Eric Adams, and Florida Governor Ron DeSantis vowed to keep schools in their districts open.

'It's chaos,' said Keri Rodrigues, president of the National Parents Union, which has polled families throughout the pandemic.

'The No. 1 thing that parents and families are crying out for is stability.'

In Chicago, students returned to school on Monday, but the school district has said it will cancel classes on Wednesday if the teacher's union votes to switch to remote learning on Tuesday, according to [WLS-TV](#).

'Unfortunately, our union is again being backed into a corner of being the leader in the city that the mayor refuses to be,' said Chicago Teacher's Union Vice President Stacy Davis Gates in an interview with the station.

Walmart shut nearly 60 stores in states like Texas and New Jersey for two days in December 'to present a safe and clean in-store environment for our associates and customers,' a company spokesperson told Reuters, according to a [CNBC report](#).

The retailer has 4,700 locations across the country.

Pharmacy and retailer CVS, on the other hand, said it temporarily closed 'fewer than 10 locations' for 'enhanced cleaning' last month.

The variant has affected the availability of staff at health care facilities, which are crucial as hospitalizations rise.

In Rhode Island, the state Department of Health recently updated its guidelines to allow COVID-positive health staff to return to work in 'crisis' situations. At least two hospitals have allowed COVID-infected staff to work with patients.

In South Florida, a hospital temporarily closed its maternity ward due to staff shortages related to recent outbreaks of COVID-19.

Mothers-to-be who had planned on giving birth at Holy Cross Health in Fort Lauderdale will have to find another option.

Holy Cross spokeswoman Christine Walker says in a statement: 'In the best interest of patient safety, the Labor and Delivery unit is on diversion until further notice.' She says the Neonatal Intensive Care Unit and Post-Partum units at the hospital remain open.

Nearby hospitals including Memorial Healthcare System and Broward Health are taking on patients from Holy Cross in the meantime.

In his address to the nation on Tuesday afternoon, President Joe Biden said that cases will continue to rise, but there are enough booster shots for the 'whole nation'.

About 73 percent of the US population has at least one dose of a COVID-19 vaccine. Only 62 percent are fully vaccinated and just 34.7 percent have a booster shot.

'Omicron is very transmissible, transmissible variant, but much different than anything we've seen before. But you can protect yourself. And you should protect yourself, quite frankly. Get vaccinated. Get boosted. There's plenty of booster shots. Wear a mask while you're in public,' Biden said.

He added that this continues to be the pandemic of the unvaccinated, and that there was no excuse for people not to be vaccinated by this point.

Document DAMONL0020220104ei1400a1c

VERIFY

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

Emery Winter; Kelly Jones

446 words

5 January 2022

ABC - 16 WNEP

WNEPTV

English

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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

The VERIFY team works to separate fact from fiction so that you can understand what is true and false. Please consider subscribing to our daily newsletter, text alerts and our YouTube channel. You can also follow us on Snapchat, Twitter, Instagram, Facebook and TikTok. [Learn More »](#)

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Document WNEPTV0020220106ei150000a

Facebook, Walmart and How Companies Shouldn't Set Up in the Metaverse

David Morris

1,227 words

5 January 2022

CoinDesk.com

COINDSK

English

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A clip has been tearing its way around Twitter this week, showing a Walmart-branded demonstration of shopping in “the metaverse.”

This article is excerpted from The Node, CoinDesk's daily roundup of the most pivotal stories in blockchain and crypto news. You can subscribe to get the full [newsletter here](#).

This is how Walmart envisions Shopping in the [#Metaverse](#).

Thoughts? pic.twitter.com/5l7KhoBse7

— Homo Digitalis (@DigitalisHomo) [January 3, 2022](#)

Reactions from Twitter users have been, in a word, brutal. The demo was “worse than current online shopping in literally every way,” one said. At the most basic level, it would destroy the main benefit of shopping online: not having to navigate store aisles and shelves.

worse than current online shopping in literally every way. I cannot understand people who pretend this is the future.

— Tray Of Games (@games_tray) [January 5, 2022](#)

You can't tell shareholders that you've already made eCommerce as good as it's going to get - you have to pretend that there's new possibilities for growth out there on the metaverse crypto blockchain. Think of how twitter introduces new features nobody wants every year.

— waterboard apes (@garethlwatkins) [January 5, 2022](#)

ive often felt like shopping would be more enjoyable if i was accompanied by the floating ghost of a retail worker whose pronouncements are periodically drowned out by the hellish sounds of clanking machinery as the landscape spontaneously and bewilderingly changes around me

— H O T G U T S (@Real_hotguts) [January 5, 2022](#)

To be clear, this isn't a new clip: It was produced [for SXSW in 2017](#). Nonetheless, the video does capture the default approach as corporate America works frantically to show that it's ready for “the metaverse.”

On the surface, the entire premise of this sort of nonsense is that people will enjoy and use inferior metaverse applications just because ... 3D is cool, I guess? Certainly, there's no attention paid to what users actually want or need out of an online shopping experience. On the most basic level, why would you go to the trouble of designing a virtual Walmart that looks ... exactly like a physical Walmart? Shopping in a real Walmart is fairly awful. If you're in a 3D virtual world, maybe take advantage of the literally limitless possibilities to redesign the experience.

Don't expect anything better as various moribund and existentially terrified organizations trot out their “metaverse applications.” They're mostly going to be awful, in part out of a pure lack of imagination: Remember, for instance, when newspapers “got on the web” by posting what were essentially PDFs of their print pages?

More importantly, these efforts aren't really for users in the first place – they're meant to dazzle investors, especially those in their fifties and above looking for public market opportunities to extract profit from young people. That, of course, was the real point of Facebook's own rebranding as “Meta,” so we can't expect any better from the drooling dinosaurs who will inevitably fall into step behind Mark Zuckerberg's Pied Piper routine.

And it's likely to end with them all cheerfully shambling off a (virtual?) cliff. That's exactly what happened with Facebook's embarrassing, [disastrous “pivot to video”](#) circa 2015-2016. The site started telling news

organizations to prioritize video, leading companies like Vice, Vocativ and [Upworthy](#) to fire print journalists and hire videographers in their place.

Oh yeah, remember Upworthy? Vocativ? If not, maybe it's because the pivot to video helped nudge them and other outlets further into bankruptcy and collapse by [tanking page views](#). In fact, Facebook's video push cost hundreds of journalists their jobs (eventually including those newly hired videographers) and badly wounded dozens of news organizations. Partly that was because Facebook didn't understand its own audience and was wrong about the initial pivot. Partly it was because Facebook then allegedly [lied to content creators and advertisers](#) about the views videos were receiving.

And that was just a first draft. By pulling the rest of the tech world along on its farcical effort to sell VR headsets, Facebook is going to trick hundreds of potential competitors into wasting effort and capital on a fundamentally flawed idea.

Divergent visions of the metaverse

The metaverse-shopping clip also highlights confusion and controversy over what exactly the "metaverse" is. As many pointed out around Facebook's announcement, the term was coined in '90s cyberpunk fiction as essentially a synonym for "virtual reality." But starting around 2017, when no one else was really using the term, devs and theorists around Ethereum started using "metaverse" to refer to a world built on [owned digital assets](#), such as NFTs, usable across a variety of interfaces. Sotheby's was drawing on this discourse when it launched a "[Sotheby's Metaverse](#)" brand for NFTs, for instance, before Facebook announced its own name change.

See also: [The Metaverse We Didn't Ask For](#) | Opinion

VR wasn't really part of that blockchain-centric discussion at all, but the discourse did help Facebook co-opt some blockchain clout with its VR rebrand. Facebook already tried this once, with the utter faceplant formerly known as Libra, a would-be "cryptocurrency" (whatever that might have actually meant coming from Zuckerberg) that was so stupidly conceived and poorly thought through that leader David Marcus seemed not just unprepared, but [genuinely surprised](#) when members of Congress pressed him on some really obvious problems with the idea.

This is why blockchain and crypto insiders see control of the "metaverse" narrative as a competition between Facebook's centralized corporate VRscape and a more radical decentralized, [open version](#) backed by systems like Decentraland or Ethereum itself.

So basically it's Ethereum vs. Facebook in a race to create a compelling Metaverse.

Open vs. Closed.

Transparent vs. Opaque.

Permissionless vs. Permissioned.

Community Owned vs. Zuck Owned.

My bets are placed. Let's build a better future together.

— Brendan from Dharma (@brendan_dharma) [October 28, 2021](#)

If Facebook wins that conflict, we'll have a repeat of exactly the same problem we see with Web 2.0 – if one company controls the backend infrastructure, particularly data-gathering, they face no competitive pressure to improve or innovate on the front-end experience. And have you visited [Facebook.com](#) lately? It's at least as noisy, distracting, unpleasant and inconvenient as your average brick-and-mortar Walmart.

Facebook's inept and allegedly deceptive handling of both social video and the Libra project should also be a deafening warning klaxon for companies currently pouring millions of dollars into "metaverse" projects. Facebook's "Meta" rebrand is entirely self-interested, oriented towards selling a few headsets and bamboozling credulous investors. They certainly don't give a damn about their users, and they don't care much more about companies dependent on their platforms.

Companies that trot along obediently behind the newest declared buzzword will get exactly what they're signing up for – a total lack of control, complete subservience to a more powerful entity and no guarantee that any of it will work. When Zuck rugs you, you'll have no one to blame but yourself: Like Lucy with the football or the [scorpion begging a ride from a frog](#), it's just in his nature.

Document COINDSK020220105ei150015q



Money

PS5 restock alert: Walmart has a gaming consoles release Wednesday with Xbox Series X, PlayStation 5

Kelly Tyko

335 words

8 December 2021

USA Today Online

USATONL

English

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UPDATE: Walmart quickly sold out of PS5 and Xbox Series X consoles during Wednesday's release for Walmart+ members.

Walmart+ members will have another chance to vie for the most popular video game consoles Wednesday.

The world's largest retailer posted on its website that it has a "Gaming consoles special release – exclusively for Walmart+ members!" starting at noon ET/9 a.m. PT Wednesday.

Three different consoles are listed on Walmart's early access page: PlayStation 5, PlayStation 5 Digital and Xbox Series X.

Walmart has quickly sold out of the consoles online during its Cyber Monday sale as well as its third Black Friday sale that started Nov. 22. The consoles sold out during the two early access events for subscription members.

Free food and more: McDonald's Mariah Menu to feature free food and a chance to get exclusive Mariah Carey merchandise

Oreo wine?: Barefoot teams up with cookie brand for red wine with hints of chocolate

During the earlier sales, shoppers who didn't get one of the consoles took to social media to complain. Several said they signed up for the membership program for better odds of getting a PS5.

Walmart+ costs \$98 a year, or \$12.95 a month, and includes free delivery and shipping with no order minimum. Those on free trials of the membership program do not get exclusive access to the consoles.

Target holiday hours: Target extends store hours for holiday shopping ahead of Christmas; most stores open until midnight

The top video games of 2021: Halo Infinite, Forza Horizon 5, NHL 22, Super Mario 3D World

Follow USA TODAY reporter Kelly Tyko on Twitter: @KellyTyko. For shopping news, tips and deals, join us on our Shopping Ninjas Facebook group.

This article originally appeared on USA TODAY: PS5 restock alert: Walmart has a gaming consoles release Wednesday with Xbox Series X, PlayStation 5

Document USATONL020211208ehc8000md

Hurry – this MSI gaming laptop at Walmart is less than \$500 right now

John Loeffler

381 words

22 November 2021

TechRadar

TECHR

English

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The MSI GF63 gaming laptop is now just \$499 over at Walmart during its Black Friday preview.

This MSI GF63 [gaming laptop](#) was already a pretty decent budget option at its \$824 retail price, but now Walmart has slashed the price [down to just \\$499](#) for Walmart+ members. This makes it one of the best [Black Friday gaming laptop deals](#) right now.

With [Black Friday deals](#) rolling out right now, we really don't think we're going to see the MSI GF63 drop much lower than this since \$500 is pretty much as low as a gaming laptop can really go, so don't be afraid to jump on this one if you are in the market for a one of the [best budget gaming laptops](#) going.

(Not in the US? Scroll down for deals in your region).

Today's best MSI GF63 Black Friday deal

[toCheeeek](#)

MSI GF63 Thin, Intel i5-10300H, Nvidia GTX 1650 Max-Q, 8GB RAM, 256GB SSD | [\\$824 \\$499 at Walmart](#)

Save \$325 - Getting a solid gaming laptop for less than \$500 is almost unheard of, but it's not impossible thanks to this Black Friday Walmart deal on the MSI GF63 Thin gaming laptop. This one is likely to go fast, so grab it while you can.

The MSI GF63 is definitely a budget gaming laptop, but its hardware is still pretty powerful, especially for its discounted price. It comes with an Intel Core i5-10300H processor, Nvidia GTX 1650 Max-Q graphics, 8GB RAM, and a 256GB SSD.

These specs might not be able to play the latest AAA games on ultra settings, but with some tweaks here and there, you can get some great framerates out of even the latest titles on the go.

More MSI GF63 deals

No matter where you live, you'll find all the lowest prices for the MSI GF63 from around the web right here, with offers available in your region.

More Black Friday deals

* Check out more [Black Friday gaming laptop deals](#) if you're looking for something a bit more powerful than the MSI GF63.

[An MSI gaming laptop against a red background with a TechRadar Lowest Price badge \(Future\)](#)

Document TECHR00020211122ehbm001js

Shopping

This sleek gaming monitor is just \$188 at Walmart right now

Krystin Arneson

216 words

22 November 2021

San Francisco Chronicle: Web Edition

SFCWEB

English

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Yeah, yeah, it's the skills of the player that matter—but let's be real, having some grade-A tech on your side does give you a slight advantage when it comes to playing games like racing sims, sports, and fighters. This MCI Optix G272 gaming monitor stands out for its excellent tech specs to boost your gameplay, and right now it's on sale for \$188 (normally \$259) at Walmart.

MSI Optix G272 Gaming Monitor - \$188, Walmart

What makes this narrow-bezeled, responsive monitor so good for these fast-paced games? A 144hz refresh rate and an IPS panel with a one-millisecond response time, so your screen never lags behind what's happening in the computer (and with your fellow players/opponents/enemies). Plus, it has a smart black tuner for night vision, which brings out the details in shadowy, dark gameplay surrounds. You can also customize the monitor to your preferred gaming style, so you get the best visual effects as you run, jump, fight, race, and shoot.

Shop the Black Friday deal on now at Walmart before it sells out.

Check out our Black Friday coverage to score early discounted gifts for everyone on your holiday shopping list.

Document SFCWEB0020211122ehbm000mo

Shopping

Take \$300 off this top-rated gaming laptop at Walmart right now

Krystin Arneson

220 words

22 November 2021

San Francisco Chronicle: Web Edition

SFCWEB

English

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This laptop is perfect for gamers who want to take their playing to the next level (ha), but don't want to splash out a ton of money on an expensive pro-level gaming model. Right now, it's \$300 off at Walmart, bringing the price down to just under \$500.

MSI GF63 Thin i5 GTX 1650 MaxQ 8GB/256GB Gaming Laptop - \$499, Walmart

The MSI GF63 Thin has fast processor, and a great gaming card that will keep the action on screen flowing flawlessly. If you are someone who is aesthetically minded, we also like how modern the laptop looks - as well as the fact that this isn't your standard gaming laptop appearance-wise (some are still a little awkward-looking, but you can bring this one proudly in to any cafe). At 4.1 lbs., it's light enough to take with you to a friend's for a long gaming sesh, too.

However, deals like this don't last long - snag a laptop now for you or your favorite gamer on Walmart.com before the deal ends or supplies run out.

Check out our Black Friday and Cyber Monday coverage to score great discounted gifts for everyone on your holiday shopping list.

Document SFCWEB0020211122ehbm000mw

Walmart invests in virtual classroom technology powered by Barco weConnect to upskill its workforce

Distributed by Contify.com

687 words

14 September 2021

Contify Retail News

ARTAL

English

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Kortrijk, Belgium, Sept. 14 -- Barco issued the following news release:

Barco announced today that Walmart is piloting virtual classroom technology as part of the retailer's commitment to offer impactful, high-quality training to its workforce.

Powered by the Barco virtual training and LED video wall technology, together with technology solutions provider and integrator Diversified, the virtual classroom supports Walmart in its pledge to invest in the careers of its associates, support their development and promote from within.

"Over the last year and a half, remote collaboration capabilities have proved more critical than ever," says Pat Wheelon, Diversified's Director of Strategic Accounts. "When Walmart displayed an interest in our virtual learning offerings, we immediately turned to the capabilities of Barco's weConnect solution."

Barco weConnect is a powerful software solution that enables engaging and interactive training, online and onsite. Walmart plans to pilot and test this technology as part of its Walmart Academy's immersive training program that teaches retail skills and soft skills like leadership, communication and change management. Academy training classes have traditionally taken place in physical classrooms located in stores or distribution centers, but this new technology will provide a convenient alternative.

Andy Trainor, Vice President, Walmart U.S. Learning states: "We're excited to pilot this technology as a virtual complement to the in-person training we provide our store associates. The platform offers the same interactive experience our associates are used to getting in our Academy classrooms but enables them to attend training from their home store so they can spend less time traveling and more time developing and offering stellar customer service."

Barco weConnect can bring Walmart associates from anywhere and put them all together in a front-row learning experience, entirely online or in a hybrid mode with participants both remote and on-site.

The instructor trains every person in the audience effectively, monitors responses and offers support whenever necessary. The trainees engage in real-time with both their trainer and other participants that can connect from continents away, all while enjoying the meaningful collaboration typically found in a standard physical classroom.

Additionally, Barco virtual training creates an engaging environment with features such as polls, quizzes, enhanced breakout rooms and multiple content streams.

Carmen Dominguez, Business Development Manager for Learning Experiences at Barco states: "Barco is delighted to have teamed up with Walmart and leveraged our groundbreaking technology to help achieve its vision of upskilling its workforce. We applaud organizations that prioritize the development of their employees. Through our virtual classroom, weConnect, Walmart associates and their trainers will enjoy a collaborative and interactive experience that will help prepare them for the future of retail."

About Walmart

Walmart Inc. (NYSE: WMT) helps people around the world save money and live better - anytime and anywhere - in retail stores, online, and through their mobile devices. Each week, approximately 220 million customers and members visit approximately 10,500 stores and clubs under 48 banners in 24 countries and eCommerce websites. With fiscal year 2021 revenue of \$559 billion, Walmart employs 2.2 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy and employment opportunity.

Additional information about Walmart can be found by visiting corporate.walmart.com, on Facebook at facebook.com/walmart and on Twitter at twitter.com/walmart.

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About Barco

Barco designs technology to enable bright outcomes around the world. Seeing beyond the image, we develop visualization and collaboration solutions to help you work together, share insights, and wow audiences. Our focus is on three core markets: Enterprise (from meeting, classroom and control rooms to corporate spaces), Healthcare (from the radiology department to the operating room), and Entertainment (from movie theaters to live events and attractions). In 2020, we realized sales of 770 million euro. We have a global team of 3,300 employees, whose passion for technology is captured in 430 granted patents.

For more information, visit us on www.barco.com, follow us on Twitter (@Barco), LinkedIn (Barco), YouTube (BarcoTV), or like us on Facebook (Barco).

Source: Barco

Document ATRTAL0020210915eh9e000he

A table-top gaming company handed out \$7,000 bonuses to employees after a boom in pandemic sales. That's more than Microsoft, Walmart, and Facebook.

feedback@businessinsider.com (Isobel Asher Hamilton)

416 words

28 July 2021

20:01

Business Insider

BIZINS

English

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Summary List Placement

Games Workshop, the UK retailer behind the hugely popular fantasy tabletop game "Warhammer," has given its staff a huge £5,000 (\$6,934) bonus for their work over the pandemic.

The company announced the bonuses for its 2,600 staff during its annual results call on Wednesday, as reported by [CNBC](#) and [The Guardian](#). Games Workshop CEO Kevin Rountree said the bonuses were to reward "exceptional performance in helping to increase our profitability significantly" in a statement.

On top of the special \$6,900 bonus employees got an increased profit share which, according to CNBC, translated to an extra \$1,000 per employee.

The company reported a boom in sales of its paintable figurines following COVID-19 lockdowns, leading to a 69% increase in profits from £90 million (\$125 million) last year to £151.7 million (\$210 million).

Read more: [Baked by Melissa's founder explains how to turn your passion into a hugely successful business just like she did: 'Surround yourself with people who have the skills you don't'](#)

Per CNBC and the Guardian, Rountree said Games Workshops had to cope with customer demand by bringing in permanent night shifts and additional weekend shifts at its two UK warehouses.

Senior managers at the company will also split a £1.1 million (\$1.5 million) bonus pot, up from £300,000 (\$416,000) last year.

Games Workshop's pandemic employee bonus far outstrips bonuses offered at much larger companies. Earlier this month [Microsoft told employees it would give out \\$1,500 bonuses](#), and in March 2020 [Facebook handed out \\$1,000 bonuses](#) to help staff work remotely. [Walmart offered hourly employees bonuses of \\$300](#) in March 2020, and by the end of 2020 said it had [given out a total of \\$2.8 billion](#) to its 1.5 million employees over the course of the year — translating to roughly \$1866 in bonuses for each employee.

NOW WATCH: [Why kolinsky sable paintbrushes are so expensive](#)

See Also:

* [Walmart workers can now get 100% of their college tuition and book costs covered at 10 different universities and online schools](#)

* [Meet the typical Walmart shopper, a 59-year-old white suburban woman earning \\$80,000 a year](#)

* [Crocs sues Walmart, Hobby Lobby, and 19 others, claiming they sold copycat versions of its \\$50 signature clogs](#)

Document BIZINS0020210728eh7s000ry

Shopping
PlayStation 5 gaming consoles back in stock at Walmart

Mallory Dworz; mdworts@mlive.com

192 words

26 July 2021

The Grand Rapids Press: Web Edition

GRPW

English

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For those of you on the hunt for a new PlayStation 5, look no further. This latest version of the popular gaming system is now in stock at Walmart. With consoles like PlayStation and Xbox in high demand right now, a "back in stock" notification is the sign you were waiting for to hit that order button.

Walmart offers free 2-day delivery on this item, so you hardly have to wait to start playing. Also home to a vast selection of video games, Walmart's PlayStation-compatible stock provides plenty of options for those looking to purchase a new adventure with their console.

Key features of the PlayStation 5:

All-new generation of advanced games

Stunning graphics—including realistic shadows and reflections—make for a vibrant display and more visually appealing gaming experience.

Fast load times, so you can install your games and start playing almost instantly

High-speed triggers and 3D audio allow fluid gameplay—complete with dynamic feedback and adaptive technology that mimics real-world resistance and reactions to physical impacts.

Get yours here!

Document GRPW000020210727eh7q0002u

online news

Epic Games v. Apple trial reveals emails detailing Walmart's Project Storm cloud gaming service

386 words

5 May 2021

ETMAG.com

FMETMA

English

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The Epic Games v. Apple trial keeps revealing more than some companies might have wanted. In an exchange of confidential emails between Walmart and Epic, the multinational retailer pitched the Project Storm cloud gaming service intending to bring Fortnite into the yet unreleased platform. Moreover, the emails also describe how the service works and show a glimpse on the Home menu UI.

The first rumors surrounding Walmart's cloud gaming service came from 2019, a few days after Google Stadia's announcement. Since then, Project Storm hasn't been mentioned that often, but an exhibit in the Epic Games v. Apple trial brought its name back up.

The emails exchanged between Epic Games and Walmart included a presentation with some details about the Project Storm platform. A slide titled "How we are building it" shows Walmart planned to support multiple 3rd party launchers inside the cloud gaming platform, including Uplay, Origin, Steam, Battle.net, Epic Games Store, and Bethesda Launcher. Another slide of the presentation shows a glimpse of what the Home menu would look like. The UI would include a list of 'Recently Played' games and another one for 'My Games.' Users could also choose games by genre or use the search function.

In the emails, Walmart described its platform as an "open ecosystem," allowing users to play locally after downloading a game or through streaming from the cloud. "I played Walmart's demo on an Android phone (with an Xbox controller) and the experience felt like playing on PS4 and superior to playing on Android or iOS," wrote Epic Games co-founder Mark Rein in an email from April 2019. This email also contained a photo of Rein with other members of the Epic Games executive team and a game clip that would be used to attach a controller to the phone. This clip would be available at Walmart for \$2.

The beta period of Project Storm was slated for July 2019, but the service has never undergone such a phase. Reports claim Walmart had already secured some partners, but the launch was put on hold last year when the Covid-19 pandemic started. It's still unclear if we will ever see Project Storm reaching end customers.

Document FMETMA0020210507eh550000x



Main

Walmart executive to speak on retail innovation during DeSales virtual event

By Anthony Salamone The Morning Call

267 words

13 April 2021

The Allentown Morning Call

XALL

FIRST

11

English

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What does the future of retail hold for merchants and consumers?

It's ventured far beyond online shopping, pickup and delivery, that much is sure.

You can get a glimpse of what's ahead during a free virtual presentation from a top Walmart executive.

DeSales University's Council for Retail Sales is hosting a videoconference at 3 p.m. Thursday with Scott Eckert, a Walmart senior vice president who is in charge of its Store No. 8.

Eckert is scheduled to speak on innovations at the mega-retailer that "have and will disrupt the retail industry," according to a news release.

A 2019 Reuters story said Walmart hired Eckert to run its investment arm and startup incubator store, which is aimed at expanding the retailer's e-commerce business in partnership with retail startups, venture capitalists and entrepreneurs. Eckert was formerly an executive of Bain Capital Ventures.

Store No. 8, which was started in 2017, works with startups that specialize in areas that include robotics, virtual and augmented reality, machine learning and artificial intelligence. According to its website, Store No. 8 is named in homage to the eighth Walmart store launched in Morrilton, Arkansas, where late Walmart founder Sam Walton tested new strategies and innovations.

Eckert's presentation is part of the council's Meet the Experts series.

To register, go to thecrs.org. Email councilforretailandsales@gmail.com for more information.

Morning Call reporter Anthony Salamone can be reached at 610-820-6694 or asalamone@mcall.com.

Document XALL000020210413eh4d0006k



Walmart's 'Open Call' virtual event accepting supplier submissions

352 words

23 March 2021

Drug Store News

DRSN

English

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Walmart's latest "Open Call" event has gone live. The virtual event brings entrepreneurs face to face with Walmart merchants for a chance to get their product on shelves, but the company also looks to build out private brand partnerships through the meetings.

Last year's event saw 850 companies earn a chance at a virtual meeting. This year's event — the eighth for the retailer — is [now open for submissions](#), accepting through April 30. Only companies that produce, grow or assemble products made in the United States are eligible. The event will be held June 30.

The Open Call event adds to Walmart's recent commitment to spend an additional \$350 billion on items made, grown or assembled in the United States, and the retailer said that amounts to supporting around 750,000 new jobs nationwide.

"Open Call is like watching the 'American Dream' play out in real time," said Laura Phillips, Walmart senior vice president for global sourcing and U.S. manufacturing. "You see on full display the spirit and energy of new ideas and the hope of what could be — founded on creativity, hard work and self-belief. It's inspiring. Walmart's announcement earlier this month to spend an additional \$350 billion on products made, grown or assembled in America makes Open Call even more exciting and important. We know how much this opportunity means to small businesses, and we can't wait to see the new product submissions from potential new suppliers."

Walmart said attendees invited to join Open Call could secure opportunities that include promoting products in a handful of stores locally or becoming a supplier to hundreds or thousands of Walmart or Sam's Club stores and online.

A Walmart representative told Store Brands previously that the retailer is "always looking for quality manufacturers to support our private label business" and invite suppliers to pitch to be part of a private brand line.

The event also includes educational breakout sessions for companies that join the event.

This story originally appeared on [Store Brands](#).

[Click to view image.](#)

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Search Summary

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