What is the Metaverse?

My first perception of the word 'Metaverse' is a digital 3D environment where people can meet each other as avatars/digital characters. Within this environment you (as a user) are in control of the environment.

When I searched the internet for the meaning of 'Metaverse' I found an article that contained numerous definitions of the Metaverse:

"The metaverse has been described in several different ways. The Oxford dictionary defines the word as "a virtual-reality space in which users can interact with a computer-generated environment and other users." Meta has referred to the metaverse as "a persistent, synchronous environment where we can be together." (Beaconvc, *Metaverse explained* 2022)

Find best practices of brands that are already "into the Metaverse".
The only company I'm aware of (without searching for it) that are working on the Metaverse is Facebook. They recently even changed their name to Meta and are currently busy rebranding the company by focussing on the Metaverse.

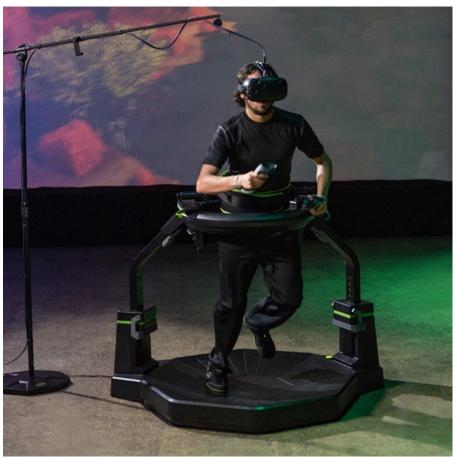Other companies I found that are into the Metaverse are:

- **NVIDIA;** NVIDIA is becoming a popular company developing Metaverse by supporting artists as well as content creators to build virtual worlds and products.
- **Epic Games;** Epic Games has announced a one million dollar investment for the Metaverse development in 2021 to pave the way for game developers to explore a plethora of opportunities in Web 3.0. It has also invested in Spire Animation Studios to port story assets such as worlds and characters into the Metaverse.
- **Microsoft;** Microsoft is a popular company for Meta focused on developing a series of Metaverse applications on the top of the Mesh platform. It is also building a new augmented reality chipset for Metaverse with Qualcomm for providing access to new features.
- **Apple;** Apple is known as a well-known company for Meta for creating a Head-Mounted System (HMD) virtual meetings apps. It will incorporate physical hand and arm movements to be present and interact in virtual meetings.
- **Decentraland;** Decentraland is one of the big companies developing Metaverse as a platform for content producers and enterprises looking for a new artistic medium or any commercial opportunity. It is helping users to create as well as monetize different apps and content while purchasing virtual pieces of land in the Metaverse Technology.
- **Unity Software;** Unity Software offers a real-time 3D software development platform with access through augmented reality or extended reality. It is focused on empowering businesses with the supply of advanced tools and technologies such as 3D, 2D, virtual reality, and augmented reality to develop Metaverse technology.
- **Amazon;** Amazon is a popular tech company developing Metaverse through the recruitment for the Metaverse technology— a senior product manager. It has shown the product manager needs to own the delivery of cloud-based Metaverse services in the gaming tech division.
- **Snapchat;** Snapchat is one of the growing Metaverse companies that announced the launch of a new avatar lens showing how a user or player will look in the Metaverse. The avatar filter leverages augmented reality that allows avatars to change clothes and faces as per the mood. This company is developing Metaverse through the launch of 3D Bimojis.

(Disha Sinha, *Top 10 companies working on Metaverse* 2022)

What is your opinion on the Metaverse? Is it a good idea or not? Why? Why not? Do you like it, Does it scare you, does it make you uncomfortable, is it progress?

I expect the Metaverse to improve experiences and daily activities of people in a flexible way to the point where the Metaverse will become part of our daily routines just like our smartphones are now. I expect this, because there are already some Metaverse concepts that show that it is capable of becoming part of your daily routine. For example, in the future you could play football with friends from your home. You just have to put on some VR glasses and hop into a system that keeps you in place while you run.

For me it does seem a bit depressing that you are physically alone (and probably inside), but that's because I'm used to going outside to play football. I'm sure future generations will adapt to this and it will become the new normal.

Source: Reddit User: The--Devil, R/virtualreality - the VR problem we have to overcome... 2019

Am I scared/worried?

People have always been scared of the 'unknown'. Plenty of inventions have scared people, one of them being computers and I don't think anyone is afraid of/doesn't trust their desktop anymore.

I believe everything will be alright as long as we keep setting clear and strict rules (laws and ethics).

Sources

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