

Usecase Metaverse

Currently, the use of the metaverse is still limited and rather the future of the Internet: The first projects were based on purely playful elements that resembled a computer game. The special feature here was that objects and means of transport are stored as NFTs on the blockchain, so that, unlike in conventional games, the owner of these is entered, it represents a unique value and can also be traded with it.

In the working world, the META group, formerly Facebook, is the pioneer, providing virtual workplaces and corresponding facilities with Horizon Workrooms, in which one can work using in-house VR glasses.

Founder Mark Zuckerberg speaks of the "embodied Internet" where you don't just look at a screen, but find yourself on the Internet.

For example, it is possible to use virtual monitors and flipcharts, invite other avatars into the office and view customer projects together, or play videos that appear as holograms.

You can also change your own environment and view and use real cities as inspiration, so that you can put your desk on the 39th floor of a New York penthouse, for example.

The corporations are working on other technologies that are intended to improve the user experience through more realistic-looking facial expressions and gestures and thus communication between the avatars.

Large companies such as Walmart, Adidas, Nike, H&M and other companies want to sell products in the Metaverse - of course as non-fungible tokens - i.e. as unique digital objects on the blockchain.