**NEW ERA OF EPIC GAME METAVERSE**

* **WEST COAST FIRM**

Epic games are investing in California-based Spire Animation Studios. They are investing both money and access to its Unreal game and technology development engine in a move that is “building out worlds and experiences for the metaverse”. Spire said Epic's three-dimensional creation tool Unreal Engine will integrate with the company's feature animation pipeline to build into metaverse experiences, allowing it to move its existing character assets and worlds to the metaverse

**And the process is already in progress…**

“By creating movies in Unreal Engine, Spire will be able to seamlessly port story assets — worlds and characters — into the metaverse. The first project benefiting from this is Spire’s animated feature, Trouble, in collaboration with Danny McBride’s Rough House Pictures,” informed by the studio.

Epic, the developer of the global biggest hit game Fortnite which in many ways gives the best opportunities to an interactive, life-like virtual universe, joined high-profile investors such as Creative Artists Agency and New Enterprise Associates. Those two firms formed Connect Ventures, which already had invested in Spire.

The investment is the latest in a series of deals through which Epic is banking on a metaverse future.

* **TRADEMARK FOR EPIC GAMES METAVERSE:**

Metaverse is a virtual online world. Where people exist in shared virtual spaces through what are known as avatars and it is a 3-D virtual space where they can interact, play, and also can do their work.

Almost 30 years later, the concept of a metaverse has gained more traction, especially within the gaming and technology industries. One person who saw a huge potential in a so-called metaverse and has been its biggest advocate for years was Epic Games’ CEO, Tim Sweeney.

In the previous April month, they announced the total funding crosses $1 Billion. Surprisingly Sony has invested over $200 Million for the Metaverse plans.

Metaverse is the latest buzzword in the technology space, with companies shifting focus and deals picking up pace in the segment as tech giants foresee it to be a major innovation and revenue generator.

* **ACQUIRE ACTIVISION:**

On Jan 18 - Microsoft Corp [(MSFT.O)](https://www.reuters.com/companies/MSFT.O) announced that they are buying "Call of Duty" maker Activision Blizzard [(ATVI.O)](https://www.reuters.com/companies/ATVI.O) for $68.7 billion in the biggest gaming industry deal in history as global technology giants stake their claims to a virtual future.

The deal announced by Microsoft on Tuesday, its biggest-ever and set to be the largest all-cash acquisition on record, will bolster its firepower in the booming video gaming market where it takes on leaders Tencent [(0700. HK)](https://www.reuters.com/companies/0700.HK) and Sony [(6758.T)](https://www.reuters.com/companies/6758.T).

"Gaming is the most dynamic and exciting category in entertainment across all platforms today and will play a key role in the development of metaverse platforms," Microsoft Chief Executive Satya Nadella said.

**CONCLUSION:** Epic Game Multiverse is an **American Gaming company**. The metaverse can be defined as **a unified and interoperable VR space where users can interact with each other and the digital world around them through advanced** human-computer interaction (HCI) hardware and software. This takes VR gaming to incredible new heights.

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