1. What is metaverse by [nvidia](https://blogs.nvidia.com/blog/2021/08/10/what-is-the-metaverse/)

* Nvidia CEO Jensen Huang explained meta verse as new html, with 3D and that the opportunity of the metaverse is vast.
* USD universal scene description framework is made by pixar and is being used to connect different meta verses.
* Nvidia uses USD and physX with MDL(material definition language) to create realistic virtual world.
* I think the Idea is great but there are hurdles that definitely needs to be assessed. Computers that used to be expansive now costs very low. For this reason, HTML is used basically everywhere, in every country. Its rare to find a location that large people reside that is not able to connect to network and can be easily implemented to many places if it hasn’t been implemented.
* To compare to HMTL and USD feels like comparing a mountain to pebble, there is definitely potential in it and like it has been with HTML initially, only big cooperates used them. But that was many many years ago and there has been in the past many good ideas that never came to be as big. The usage is very great but there is always a difference between planning and production as it is impossible to predict all problems.

1. 90% of everything

* Dark pattern something I despise, and have many bad feeling about.
* Personally Dark pattern feels very desperate business strategy when the user has to go through it.
* The article/video uses amazon as a example. I have personally been on the other side of it and this is one thing I am glad California is trying to fix.
* One of the dark pattern I have seen is in the Instagram ads, where they intentionally do something that doesn’t work or is out right wrong game.
* Too many companies use Just few days ago, I reported 3 false ads to be taken down from Instagram and they were taken down
* Amazon has had to refund for quite a bit of prime usage due to not able to find the unsubscribe button(year and half to 2)
* California passed a law that prevents false or deceptive advertising but this still doesn’t fix other issues in many places.

1. Trapped in the metaverse, YouTube video

* I have a oculus and have been very involved in metaverse. I have been apart of facebook metaverse as a participant of beta for next gen meta verse that they hope I don’t talk much about. But I can say they really emphasized on presence and feeling of being with another person.
* They had used next gen headsets to show mouth movement and eye blinking/tracking. And they would go back and forth to see if I could tell a difference.
* Their movement felt very realistic and I could feel that, it was a human to human interaction.