**Lenovo Metaverse Ecosystem –**

Lenovo is building Enterprise level Ecosystem when it comes to Metaverse with its –

1. **ThinkReality** is a solutions-based approach comprised of both software and hardware for businesses to adopt, implement, and manage commercial Augmented Reality (AR) and Virtual Reality (VR) solutions. ([Explore](https://smartsupport.lenovo.com/in/en/solutions/ht509739-thinkreality-support-center)). The above can be further classified as below -
   1. **ThinkReality Cloud Portal** - The ThinkReality Cloud Portal is a central platform designed to manage AR/VR solutions offered by Lenovo. With the portal. ([Explore](https://smartsupport.lenovo.com/in/en/solutions/ht513518))
   2. **Lenovo Think Reality XR Software Platform** - The ThinkReality SDK for Developers is the central site where developers can create, and administer AR and VR solutions provided by Lenovo
   3. **Lenovo Think Reality AR/ VR Hardware** - Ultraportable and comfortable, augmented reality (AR) glasses to create a customized, expanded personal workspace anywhere, from a virtual monitor at home, to guided schematics on the factory floor.( [Explore](https://techtoday.lenovo.com/us/en/solutions/augmented-reality-virtual-reality-thinkreality))
   4. **ThinkReality Certified Solutions** **-** certified AR and VR solutions such as “Holo One”, “Snapdragon Spaces by Qualcomm”, “Uptale”. ([Explore](https://smartsupport.lenovo.com/in/en/solutions/ht513673))
2. **Smart Collaboration** -Lenovo Smart Collaboration gives business the tools to thrive in a modern working environment, whether it is creating hybrid workspaces or enabling more employee flexibility.([Explore](https://techtoday.lenovo.com/us/en/solutions/large-enterprise/smart-collaboration))
   1. **Personal Solutions -** Flexibility is a key consideration for the modern workforce. Now that more employees than ever are working remotely, businesses need purpose-built hardware, software and services that enable more effective collaboration for individual workers with devices such as ThinkSmart View, ThinkSmart Cam and ThinkSmart Bar.
   2. **Shared Solutions -** Smart devices and room kits seamlessly connect flexible workers and teams together, enhancing productivity, wherever work is happening with devices like ThinkSmart Hub and ThinkSmart Edition Tiny.
3. **Think Edge Series of Edge PCs** -ThinkEdge devices are Edge PCs built for the data needs of tomorrow with faster processing power, better security, scalability, and ability to work in a wide range of environmental conditions. By collecting the right data and keeping it on hand and secure for when it is needed, businesses can become more efficient, more insightful, and more competitive.([Explore](https://techtoday.lenovo.com/us/en/solutions/smb/thinkedge))
4. **Partnering with UPTALE for Enterprise Training Solutions –**Virtual Reality software, hardware & expertise to upskill Frontline workers from where they should be - **On the Field, facing real-life situations** [Explore](https://www.uptale.io/en/)
5. **Partnering with Logitech for Hybrid Work Solutions** –Flexible solutions for a range of use cases, with choices for Unified Communications platform, room size, peripherals, and accessories. Some of the solutions provided are “ThinkSmart Edition + Tiny Logitech”, “Lenovo ThinkSmart View + Logitech Zone Wireless Headset” etc. [Explore](https://techtoday.lenovo.com/us/en/thinksmart-and-logitech)

In summary Lenovo is working on building Hybrid Work and Enterprise level Ecosystems when it comes to Metaverse. This will help it build solutions in the fields such as Architecture, Engineering and Construction Design, Oil, Gas and Mining, Content Production, Education, and Industrial Training. The logical next step would be to scale it down to SMB segment and provide solutions to markets such as retail, ecommerce etc... [Read Article from Lenovo here…](https://news.lenovo.com/thinkreality-powers-the-business-metaverse/)

**Other References -**

[FAQs about ThinkReality](https://smartsupport.lenovo.com/in/en/products/smart/arvr/thinkreality-a6/solutions/ht509739-thinkreality-support-center)

**Interview with Vishal**

As Lenovo’s GM of XR and Metaverse, Vishal Shah leads the ThinkReality solutions team. Vishal leads Lenovo’s XR and Metaverse practices and is responsible for building and managing strong cross-functional teams for holistic product management, operations, and sales.

Some of the highlights of the interview are –

* ThinkReality is Lenovo’s portfolio of solutions for commercial AR/VR making it easier for enterprise customers to scale into the enterprise Metaverse.
* ThinkReality is among the first truly device and cloud agnostic AR/VR software platforms to enable commercial customers to build, deploy, and manage applications and content on a global scale, with global support.
* The three most common use cases for AR are –
  + **Remote Expert** — Have an expert viewing what a worker sees through the glasses and assists in guiding tasks.
  + **Workflow** - Automated guidance on tasks appearing in the wearer’s field of view.
  + **Visualization** - Users can view and work with 3D models or ‘digital twins’
* 3 Exciting Things about the VR, AR and MR industries –
  + The convergence of technologies and the vision of the Metaverse
  + 5G technologies
  + impact XR solutions will have on the enterprise market
* 3 Concerns about the VR, AR and MR industries –
  + Awareness and Understanding
  + Interoperability
  + Privacy and Data Security
* Customers are looking for technology partners that can help them build and scale into the Metaverse with an end-to-end solution
* [Read the entire article here](https://medium.com/authority-magazine/makers-of-the-metaverse-vishal-shah-of-lenovo-on-the-future-of-the-vr-ar-mixed-reality-293d5fa7d1cd)

[Lenovo Hiring for Metaverse](https://www.business-standard.com/article/international/lenovo-to-hire-12k-r-d-professionals-in-next-3-years-122040500376_1.html)

[Lenovo to Invest around $15 Billion for Metaverse](https://asia.nikkei.com/Business/China-tech/Lenovo-to-spend-over-15bn-on-R-D-for-metaverse-other-tech)