## https://virtualizationreview.com/articles/2022/07/05/metaverse-report.aspx

The global tech innovators, developers, business and policy leaders, researchers and activists were asked for their predictions about the trajectory and impact of the metaverse by 2040.
With the metaverse still taking shape, the June 30 "The Metaverse in 2040" report described it as a realm of different kinds of computer-generated, networked-extended realities: mixed reality (MR), augmented reality (AR) and virtual reality (VR), which can all be lumped together under the acronym XR (extended reality).
While the experts' predictions were all over the map in the detailed, sprawling and voluminous report, it did identify two divergent camps on the central issue of how impactful the metaverse will be by 2040:
There was some consensus among respondents, however, as the report pointed to two "meta insights" concerning the kinds of altered realities that will dominate and the potential tendency of the metaverse to amplify both positive and negative characteristics of the human condition.

## https://www.forbes.com/sites/timbajarin/2022/07/06/could-apple-help-speed-up-the-adoption-of-the-metaverse/

First, a notable share of these experts argued that the embrace of extended reality in people's daily lives by 2040 will be centered around augmented-reality and mixed-reality tools, not in the more-fully-immersive virtual reality worlds many people define today as being "the metaverse." Second, they warned that these new worlds could dramatically magnify every human trait and tendency – both the bad and the good.
The first, and the biggest, step will be to instantiate and regulate the metaverse as a public benefit/utility, so the greatest number of people can access and benefit from it.
That would be if Apple introduced consumer-friendly AR/XR glasses in the next few years and how it might speed up the adoption of at least a vital portion of a metaverse vision?
Tim Cook's vision for AR, regardless of when Apple releases AR glasses or some form of AR/XR headset, needs to be factored into any discussion about the future adoption of the metaverse.

## https://www.weforum.org/agenda/2022/07/4-things-you-need-to-know-about-the-metaverse-this-week-6-july/

Summary not available

## https://www.pewresearch.org/internet/2022/06/30/the-metaverse-in-2040/

Interest in the idea of the metaverse leaped in 2021-2022, prompted in part by Facebook’s decision to rebrand itself as “Meta.” The word was coined by sci-fi author Neal Stephenson in 1992 in his novel “Snow Crash.” In today’s terms, the metaverse is the realm of computer-generated, networked extended reality, or XR, an acronym that embraces all aspects of augmented reality, mixed reality and virtual reality (AR, MR and VR).
First, a notable share of these experts argued that the embrace of extended reality in people’s daily lives by 2040 will be centered around augmented-reality and mixed-reality tools, not in the more-fully-immersive virtual reality worlds many people define today as being “the metaverse.” Second, they warned that these new worlds could dramatically magnify every human trait and tendency – both the bad and the good.
Elizabeth Hyman, CEO for the XR Association, which was founded by Meta, Google, HTC Vive, Microsoft and Sony Interactive Entertainment to convene stakeholders for the development and adoption of XR, shared a number of vital use cases already proven as useful in the XR realm: “Virtual, augmented and mixed reality are the gateway to phenomenal applications in medicine, education, manufacturing, retail, workforce training and more, and it is the gateway to deeply social and immersive interactions – the metaverse.
Virtual worlds and immersive online spaces will continue to develop in significance, but 500 million people won’t be living in ‘the metaverse’ in any more meaningful way in 2040 than 2022.

## https://www.eastasiaforum.org/2022/07/06/metaverse-the-latest-chapter-of-the-splinternet/

Some digital technology specialists envision the metaverse as a massive and interoperable network of real-time, three-dimensional virtual worlds experienced synchronously by everyone on earth.
While some metaverse users will interact with blockchain-based start-ups that enable the exchange of cryptocurrencies and non-fungible tokens and have greater control and ownership of their data, a larger portion of consumers will experience immersive virtual worlds using smartphones and computers on today’s centralised big tech platforms.
The metaverse will face similar challenges to those already faced by the Asia Pacific internet sector.
For example, under China’s current data regulations users cannot freely explore virtual worlds hosted outside of their national borders and metaverse builders are forced to create localised versions of their product in each jurisdiction.

## https://cointelegraph.com/news/does-the-metaverse-need-blockchain-to-ensure-widespread-adoption

Stanford University professor Jeremy Bailenson recently moderated a World Economic Forum panel with some of the world’s leading thinkers of the Metaverse and blockchain.
Yonatan Raz-Fridman, founder and CEO of SuperSocial — which develops games for the Metaverse — agreed that blockchain technology is not absolutely necessary.
For the Metaverse to work, a world “needs to be persistent: it is there, even when you aren’t, and consistent: if you buy a plot of land one kilometer from Snoop Dog, it can’t move farther away based on an arbitrary remapping of the world.” Some platforms are already using blockchain technology to document these maps, he noted.
But, “if the goal is the democratization of the Internet, not to mention accessibility, transparency, composability and platform interoperability,” Evans said, “then the Metaverse must include blockchain.”

## https://cointelegraph.com/press-releases/metaverse-summit-to-accelerate-open-metaverse-and-web3-with-international-leaders

Metaverse Summit provides a venue for cooperation between companies and organizations to foster the development of an open, interoperable and inclusive metaverse and accelerate development and deployment through innovative and creative projects.
The Metaverse Summit will help individuals and businesses define their positioning and strategy in the future of technology by bridging the gap between Web2 and Web3.
Through the inclusion of women and underrepresented groups, who are often relegated to secondary places in tech, Metaverse Summit is opening the doors of diversity in the Web3 industry.
Web3 adoption is critical to the advancement of women, and Metaverse Summit is thrilled to contribute to this initiative,” said Yuan.

## https://arpost.co/2022/07/06/lowes-3d-product-library-metaverse-developers/

Lowe’s Measure Your Space and Holoroom How To use augmented and virtual reality to enhance the home improvement and shopping experience.
Now, Lowe’s is extending the same support it has given its customer builders in the real world to the metaverse developers of the virtual world.
As its first step into the metaverse, Lowe’s is granting AR and VR developers and creatives free access to its product library of 3D digital assets.
Metaverse developers, interior designers, modelers, and creatives can browse through Lowe’s product library and download digital assets from Lowe’s Open Builder.

## https://www.globenewswire.com/news-release/2022/07/06/2475087/0/en/PIXELYNX-Music-Metaverse-Platform-Announces-New-Hires.html

LONDON and LOS ANGELES, July 06, 2022 (GLOBE NEWSWIRE) -- PIXELYNX, the music metaverse™ platform founded by groundbreaking electronic musicians and technology visionaries Joel Zimmerman aka deadmau5 and Richie Hawtin aka Plastikman, announced today several new hires made up of veterans in the gaming, creative, and music industries.
“All five new PIXELYNX hires, along with Richard Sanders, bring with them crucial skills and forward-thinking approaches to technology, gaming, Web3, music and business,” says PIXELYNX Co-founder and CEO Inder Phull.
About PIXELYNX PIXELYNX is a new gaming venture by iconic musicians and technologists Joel Zimmerman aka deadmau5, Richie Hawtin aka Plastikman, and music industry visionaries Ben Turner (Graphite; IMS: International Music Summit; AFEM: Association for Electronic Music), Dean Wilson (Seven20 Entertainment / mau5trap), and Inder Phull, a music metaverse futurist.
The company, based in London and Los Angeles, is focused on building a music metaverse that will transform the way artists connect and engage with their fans through gaming experiences.

## https://www.globenewswire.com/news-release/2022/07/06/2474726/0/en/Webtel-Mobi-s-Metaverse-Platform-With-its-Potentially-Crypto-Replacing-Global-Digital-Currency-and-CBDC-Equivalents-Plans-a-Special-Purpose-Vehicle-Listing-in-the-US.html

LONDON and NEW YORK, July 06, 2022 (GLOBE NEWSWIRE) -- Global Telephony Provider Webtel.mobi (“WM”) is planning to list an SPV holding a percentage of its shares on a US Stock Exchange.
WM itself is not listing because it does not require funding to progress its Global Operations and expansion.
More information on WM is available in a redacted for public version of its most recent internal report to its private shareholders, which is attached to this article.
WM Media Contact:Nick Lambert: wm@thoburns.com

## https://www.sdbj.com/news/2022/jul/05/high-profile-panel-explores-metaverses-real-estate/

By Jeff Clemetson
“The Metaverse, How it Impacts Real Estate … and You” panelists (from left): Neel Naicker, Hugo Swart, Geoffrey Kasselman and Stath Karras.
Photo by Jeff Clemetson
Stath Karras
Executive Director
Burnham-Moores Center

## https://www.bloomberg.com/news/articles/2022-07-06/exploring-gender-fluidity-in-the-crypto-metaverse

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## https://www.wired.com/story/metaverse-standards-forum-explained/

Khronos announced a new collaborative body called the Metaverse Standards Forum (or MSF)—not a new standards organization, but a “venue for cooperation” between existing standards organizations and companies—to help develop new tools for the metaverse.
Instead, the Metaverse Standards Forum is aimed at what Trevett refers to as “connectivity and spatial computing”: essentially, the connection and interaction between real world objects and virtual worlds.
“If there's a big lag between the technology becoming available and the standard that makes it openly available,” Trevett explains, “then there's a danger that proprietary technologies are going to get baked into the infrastructure of the metaverse, and I don't think anyone really wants that.” 
Despite Khronos calling it the Metaverse Standards Forum—which, as Khronos is careful to note, it's helping to bootstrap but will not be running in the future—the MSF isn't overly concerned with defining what the metaverse means.

## https://www.analyticsinsight.net/metaverse-standards-forum-makes-data-interoperable-but-only-for-big-tech/

Summary not available

## https://cointelegraph.com/press-releases/blockchained-indias-init-metaverse-privacy-bytes-open-for-registration

With Jack Dorsey dropping the buzzword “Web5” recently and a number of companies jumping onto the Metaverse bandwagon almost every day, there’s one thing that everyone is concerned about — privacy.
Privacy Bytes is aimed at understanding privacy concerns in the Metaverse and whether “Web5” is going to be a game-changer in a privacy-first world.
The Metaverse, privacy and you: As the line between the real and virtual worlds are increasingly blurred, what are the potential privacy implications that could occur in the Metaverse?
This will be followed by the panel discussion “Come Metaverse, can privacy exist?”

## https://www.vox.com/recode/23189016/metaverse-nick-clegg-mark-zuckerberg-meta-virtual-reality

While some elements of the metaverse, like virtual reality headsets, are already in use, most of the foundational technology underpinning the would-be metaverse doesn’t fully exist today, and by Zuckerberg’s estimates some of it could take up to 15 years to build.
Maybe it’s because they’re not using a VR headset, or people poke fun at the fact that avatars in Meta’s metaverse still don’t have legs.
And if the metaverse was only accessible via headsets, of course, we’d already be constraining the potential for the technology because it would only be available to those people who can afford that hardware, whereas we want to try and make it as accessible as possible.
Why should people trust Meta to do a better job this time handling social issues in the metaverse than it did with social media 1.0? And with privacy as well, which I think is a big concern for people.

## https://news.bitcoin.com/meta-to-slow-hiring-in-2022-hints-at-layoffs-after-metaverse-pivot/

According to reports, Mark Zuckerberg, CEO of Meta, announced a change in the hiring policies of the company, lowering the number of engineers planned to be hired from 10K to 6-7K.
Meta, the social media and tech company that pivoted to metaverse tech, has announced a series of actions to help it face a market downturn in the future.
According to reports, Mark Zuckerberg, founder and CEO of the organization, stated that the current economic situation would change the hiring plans of the company for this year.
Monetization is still a work in progress for the metaverse prepared by the company, but recently, Meta launched a digital clothing boutique for its social media avatars, in order to monetize digital goods.

## https://medcitynews.com/2022/07/healthcare-leaders-are-optimistic-about-metaverse-disruption-report-says/

More than 80% of them said they believe the metaverse will have a positive effect on the healthcare industry.
Healthcare organizations could shift part of their operations to the metaverse and maintain their own internal virtual environments, Safavi said.
If healthcare companies or health systems want to jump into the metaverse, Safavi said they must ensure they have the foundational social, mobile, analytics and cloud technologies to build a complete, interactive digital healthcare ecosystem.
Safavi acknowledged the exciting healthcare metaverse applications detailed in the report are unlikely to emerge soon, and a February Rock Health report said the same.

## https://appinventiv.com/metaverse-development-service/

As a metaverse development company, our team builds applications that are a part of your ecosystem and make up your metaverse.
With a deep experience in technologies such as blockchain, AI, and AR/VR, our team develops metaverse applications that are not only user-friendly but features attributes such as automation, transparency, and privacy.
Our metaverse developers build a social media metaverse that offers better social connections through vivid virtual experiences, redefining the way users engage online.
The cost of a metaverse software development project can vary greatly from $10,000 to millions depending on various factors such as the complexity of features, number of details, and the level of realism you want to see in your metaverse.

## https://www.govtech.com/education/k-12/uk-based-avantis-education-launches-a-metaverse-for-k-12

Summary not available

## https://www.marca.com/en/technology/fan-tokens/2022/07/06/62c56c47ca4741bc798b456e.html

We're not just talking about rooms wherein you can watch the matches, but now interviews are also being conducted via the metaverse.
The Italian media outlet interviewed Steven Zhang, Inter's young owner, during an event set in the metaverse itself.
It was a brief but novel interview in which Zhang talked about how new technologies are coming to football and how they are serving to increase profits and connect with fans.
?Late on in the interview, Romelu Lukaku stepped in too, of course with his metaverse avatar.

## https://www.bloomberg.com/news/audio/2022-07-06/gender-fluidity-in-the-metaverse-podcast

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## https://www.fastcompany.com/90766687/8-ways-the-metaverse-can-change-inclusion-at-work

We are still very much in a transition phase, with technology promising to greatly impact the at-home work experience with virtual reality (VR).
So, who is driving VR work environments?
We have been exploring what the VR work environment means for inclusion.
It would give people the unique opportunity to work in their native language and be able to fully participate in all workplace processes, taking language constraints out of the equation.

## https://www.prnewswire.com/news-releases/plur-announces-tmrworld-metaverse-through-treasure-hunt-301580311.html

NEW YORK, July 5, 2022 /PRNewswire/ -- PLUR, a highly detailed 3D NFT project, has concluded a 28-hour-long treasure hunt where the community worked together to discover encrypted easter eggs in each NFT image that ultimately reveals a new metaverse project, TMR.WORLD.
The team is also looking to implement GameFi (Game + Finance) in the future where players will be able to obtain economic incentives, allowing the metaverse to become a play-to-earn game.
A Livestream was hosted on May 21, 2022, on the REVEAL of PLUR, where the team synchronized 216GB of image resources to the blockchain, averaging each NFT to be approximately 25.74MB.
About TMR.WORLDTMR.WORLD is a voxelized metaverse social game that features superb quality graphics, an open world with unlimited possibilities, the ability to create and build beautiful homes for free, and the chance to connect with players all over the world.

## https://hbr.org/2022/07/exploring-the-metaverse

Navigating the Metaverse, by Cathy Hackl, Dirk Lueth, and Tommaso Di Bartolo; The Metaverse Handbook, by QuHarrison Terry and Scott Keeney; and Step into the Metaverse, by Mark van Rijmenam, all set themselves up as Lonely Planet guides to the digital frontier.
While definitions of it vary, here are some basics about the metaverse: It’s actually many metaverses, or digital spaces, which typically are decentralized, incorporate augmented and virtual reality, store information on blockchain, and allow users to own digital goods.
Identity: People value their digital persona and want to carry it with them across the metaverse and even into the real world.
The best version of the metaverse, says van Rijmenam, will liberate users, allowing them to easily move communities and digital goods from platform to platform—to, say, take a Facebook group to Roblox, and then transfer a piece of art made there over to Fortnite.

## https://www.thecoinrepublic.com/2022/07/05/alphabets-former-ceo-bear-ish-on-metaverse/

Home » Alphabet’s Former CEO Bearish On Metaverse
Former Google CEO Eric Schmidt is not very impressed with the Metaverse concept.
Schmidt reported that he is not a big fan of the Metaverse because even after so many influential public figures and geniuses are trying to build the technology, no one knows what it is.
The defining problem is there in the Metaverse.

## https://www.mckinsey.com/about-us/new-at-mckinsey-blog/meet-the-metaverse-creating-real-value-in-a-virtual-world

Lareina: The metaverse is early and new and that means there’s a lot of creative freedom in how it evolves.
There’s a lot of excitement about the potential this technology holds, but the computing power isn’t there yet to make the metaverse of people’s imaginations feasible.
Eric: We surveyed more than 3,400 consumers around the world and found two-thirds are excited about transitioning everyday activities to the metaverse, especially when it comes to connecting with people, exploring virtual worlds, and collaborating with remote colleagues.
Lareina: There’s a lot of hope around the metaverse as an inclusive environment for creators, providers, and consumers.

## https://www.globenewswire.com/news-release/2022/07/04/2473628/0/en/Google-Accelerated-Gaming-Metaverse-Gains-Traction-on-WeFunder.html

DELAWARE, OH, July 04, 2022 (GLOBE NEWSWIRE) -- The indie gaming company Gamestacy is gaining traction on WeFunder, as it’s heading towards $250,000 raised from 154 investors, and keeps drawing attention from the investing community. 
The crown jewel of Gamestacy is Influenzer, a social game built in the metaverse that was accelerated by Google in 2021, selected between thousands of startups.
The numbers of the gaming industry and the way Gamestacy offers investors exposure to this billionaire industry are also decisive factors.
Another key ingredient that Gamestacy and its Influenzer game have to offer is the inclusiveness of the game and its approach.

## https://www.einnews.com/pr\_news/579973905/merse-advisory-launches-providing-an-independent-alternative-to-current-metaverse-advisory-landscape

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## https://www.mckinsey.com/industries/retail/our-insights/probing-reality-and-myth-in-the-metaverse

Again, we wondered what consumers think and how they act, and we found that the transition from online to immersive to metaverse is already happening.
Moreover, consumers told us that they expect the metaverse to be a significant part of their everyday lives, spending four hours a day in the metaverse within the next five years.
Along with recent fanfare and strong medium-term interest from consumers, we believe that the metaverse is the future, not a fad.
There remains low penetration of immersive devices among consumers, and there are infrastructure barriers in the way of a truly scaled, immersive metaverse future.