DRIVE IMMERSIVE, AUGMENTED EXPERIENCES ACROSS YOUR ORGANIZATION

WHAT IS THE METAVERSE?

The metaverse is a digital environment that connects virtual worlds, immersive experiences, and decentralized technology.

CONSUMERS FIND IMMERSIVE EXPERIENCES VALUABLE AND IMPACTFUL

The percentage of consumers who state the following during product/service selection and purchase is as follows:

- 61% exploring new ideas
- 57% interacting with friends and family
- 43% purchasing NFTs
- 57% experiencing virtual reality
- 55% interacting with work colleagues
- 48% interacting with work
- 67% training & education
- 3% metaverse skeptic

The metaverse is more valuable in the retail sector (61%), followed by life sciences (48%), sciences (43%), entertainment (37%), and media (28%).

POTENTIAL CHALLENGES ORGANIZATIONS MAY FACE IN USING THE METAVERSE

- 72% of consumers are worried about the metaverse not being safe
- 52% are concerned about the metaverse not being accessible to women
- 28% are concerned about the metaverse not being sensitive to children
- 24% are concerned about the metaverse not being helpful to the elderly
- 31% are concerned about the metaverse not being helpful to disabled users
- 26% are concerned about the metaverse not being inclusive
- 22% are concerned about the metaverse not being helpful to non-native speakers

The metaverse will drive immersive, augmented experiences across the organization to deliver enhanced, more connected business operations.

THE METAVERSE WILL EVOLVE AS A BUSINESS PLATFORM THAT CONNECTS VIRTUAL, MOBILE, IMMERSIVE EXPERIENCES AND DECENTRALIZED TECHNOLOGY

The metaverse will enable businesses to:

- Enhance customer experience and operations
- Leverage virtual reality, augmented reality, and mixed reality technologies
- Facilitate remote assistance and on-field support
- Offer virtual prototyping and digital prototyping
- Enable gamification (avatars, digital personas) and data
- Strengthen digital presence and end users
- Identify and select use cases based on value
- Deliver immersive experiences

Focus areas for organizations wishing to harness metaverse technologies include:

- Personalization
- Gamification
- Training & education
- Remote assistance
- On-field support
- Virtual prototyping
- Digital prototyping
- Enhancing customer experience and operations

THE INTERACTION BETWEEN REAL AND VIRTUAL WORLDS IS WHERE THE METAVERSE WILL ENABLE DIFFERENT TYPES OF METAVESSES

IMMERSIVE ENVIRONMENTS (Augmented reality, mixed reality, metaverse)

- Augmented reality
- Mixed reality
- Metaverse

DECENTRALIZED TECHNOLOGIES (Web3, blockchain)

- Blockchain
- Web3

THE METAVESSES WILL ENABLE ORGANIZATIONS TO DELIVER ENHANCED, MORE CONNECTED BUSINESS OPERATIONS

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