DAVID ROWAN | METAVERSE CONTINUUM CONFERENCE

VIDEO TRANSCRIPT

In your opinion, in your words, what is metaverse?

David Rowan: Nobody can quite agree on what the metaverse is, but we know there is a bunch of converging technologies that are going to have a big impact. You've got virtual reality, augmented reality, simulated people, computer, vision. You've got machine learning.
And collectivelly it's come together now. So we can create collectively experiences of being in a different world and that has implications in trainning and education. If you are studying science you can go inside the large hadron collider. It has industrial implications, you can monitor how that production line is working by going into the virtual version of the production line. And also consumer applications. Ecommerce is much more engaging when you can explore that Ferrari, or explore that fashion mall from your home. In leisure, if I want to come to Porto or Lisboa, I can experience the view from the hotel room. I can go to the Douro, before I go to the Douro, and choose where I'm going to stay where I'm going to eat, how I'm going to spend my days. So, it's a kind of magic, we are getting there, we are not quite there, the devices at the moment are getting better but there is still a consumer resistance. But I think, start with the needs start with the problems that are going to be solved rather than the technology. And soon, just as you are on your mobile device all day, and part of your brain is always waiting for that notification. Soon, you will be expecting to go into that virtual world to check out your kids' homework, to check out that meeting with your colleagues, to check out that place you are going to visit for the weekend.