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MEDIUM:

Municipalities Experimenting with Digital Innovation, Upskilling and the Metaverse

Training of Trainers

Andrea Liotto

IMMERSIVE TECHNOLOGIES & METAVERSE

Virtual and Augmented Reality Applications in the Enterprise

Training of Trainers

What is a Metaverse?



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<https://www.youtube.com/watch?v=jFUUVZDPrB7U>



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Good morning everyone!

Andrea Liotto
Immersive Specialist in Contrainer
Public Speaking Trainer in Upwords
Speaker Coordinator in Tedx Vicenza



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Table topics:

- Immersive Technologies: VR/AR/XR/SP
- The Metaverse: What is it? and Why are They Saying it's the Future of the Internet?"
- How immersive technologies can be incorporated into the workplace
- Application examples + workshop
- Discussions and Conclusions



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Every good training starts
with a warming up!



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Are ready to
dance? 😄



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<https://www.youtube.com/watch?v=iEikjzZ02N8>

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Why the
ABBA?



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'ABBA Voyage' Is Making \$2 Million a Week With an Avatar Band

One of the most expensive tours in music history has created a new model for aging stars.

Photo courtesy of ABBA Voyage

By Lucas Shaw

September 5° 2023

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<https://www.youtube.com/watch?v=SaLHTsAH9Dc>

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Jean-Michel Jarre
in an immersive
concert at the castle
of Versailles on
december 25th



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Digital Transformation in EU



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Exercise: what your municipality is doing in order to engage citizen with digital tools?



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Sept. 2023

- Every year, the European Commission published the “report on the state of the digital decade”, which presents a global perspective of the EU’s digital transformation based on these objectives and is an opportunity for an annual review to monitor and take stock of the progress made.
- Europe is making significant progress in its digital transformation, but there are still many challenges to face and a lot of work to do to achieve the objectives of the digital decade 2030.



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The fact is that Europe is undergoing technological transformations coming from other countries.
Who runs the game?



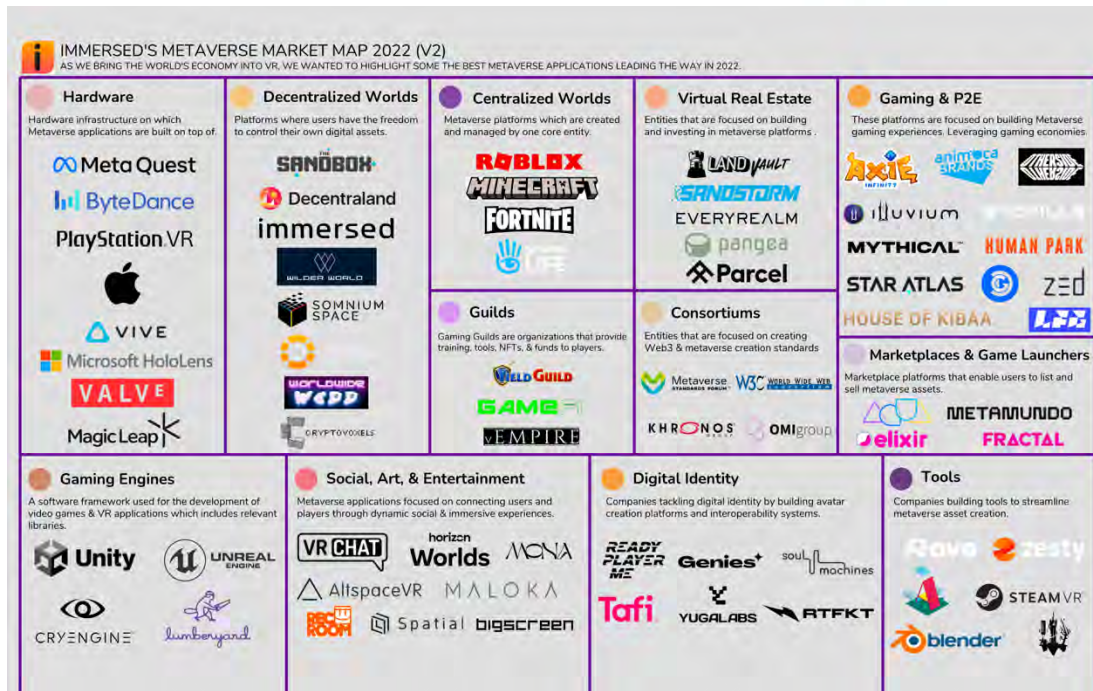
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The main players:

- Apple
- Google
- HTC
- Meta
- Microsoft
- Pico
- Samsung



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How we transform the calling in our business?

(Let's start with Microsoft and Meta)



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SCAN THE QR CODE
To enter our Metaverse!



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Microsoft Mesh

(Feb. 2024)



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Meta Quest 3

→ [Acquista ora](#)



Ray-Ban | Meta
smart glasses

→ [La prossima generazione di occhiali smart](#)



September 27 – 28 2023

 Meta



CONNECT

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”The Metaverse is the future”



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**How many of you have
ever seen Mark's
Metaverse?**



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Jarvis Johnson

900 users for 36 billion - Meta
Horizon World

*(I spent a week alone in the Metaverse - August
2023)*



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TECH · META

Mark Zuckerberg's \$46.5 billion loss on the metaverse is so huge it would be a Fortune 100 company—but his net worth is up even more than that



Meta CEO Mark Zuckerberg demos a virtual reality headset at an industry event in 2016.

DAVID PAUL MORRIS/BLOOMBERG VIA GETTY IMAGES

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Smart Glasses



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Smart Glasses

'There was no feedback from a sell-out point of view! I made false promises to be a partner and have the open code for this type of product! But, beyond curiosity, there were no sales.'



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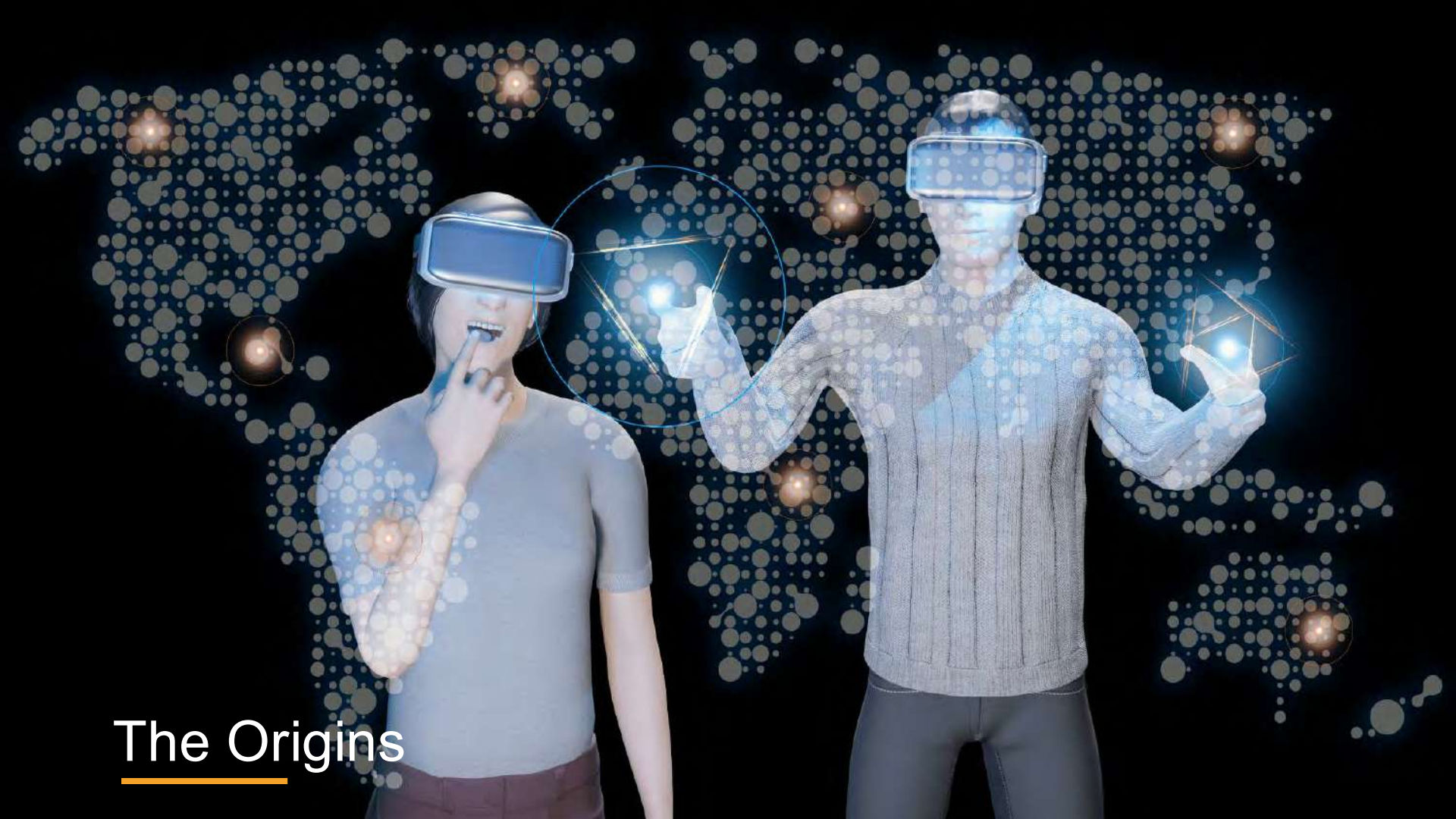
You won't forget the first time!



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The Origins

Immersive Technologies

Immersive technologies are tools that emulate or create a physical environment, tool or world by exploiting digital media and more or less immersive interactive interfaces in which one can interact. The added value is provided by the sensory stimuli that these technologies develop by bringing out certain sensations and emotions that are printed in the mind of the user.



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Immersive Technologies

A set of functional technologies to emulate a physical world or an environment and which, thanks to interactive and digital interfaces, stimulate the senses by creating more or less immersive experiences. VR – AR - MR

Metaverses

Three-dimensional spaces within which real and non-real actions can be carried out and which by definition must be economically sustainable. In general, you move, share and interact through personalized avatars.



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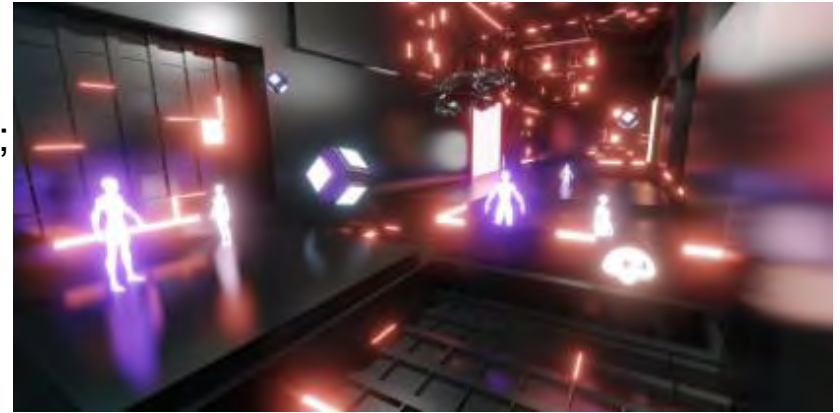
Fundamental Concepts:

- Immersiveness
- Exclusivity
- Fusion
- Interaction



Immersiveness:

- Total and absolute experience;
- The brain clicks;
- The rational brain is aware that it is safe;
- Our emotional brain sounds all possible alarms;
- The illusion is the stronger the more realistic the scene;
- Immersiveness has an important consequence: exclusivity.



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Exclusivity:

- The user enjoys the experience on their own, in a world that only they can perceive;
- One can participate together with other avatars in unique, customized spaces;
- One is able to use a device that is still unfamiliar and thus attracts the attention of the people around them.



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Fusion:

- AR is neither immersive nor exclusive;
- The better the level of fusion with the physical world the higher the potential of the solution;



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Interaction



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Immersive Technologies

VR



AR



MR



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VR

- It is a totally fictitious world, created entirely by computer
- Initially exploration was via pc, nowadays via visors
- Environments constructed through 3D modeling
- In a 3D scene the user is free to move around and explore
- The limit is imagination



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AR

- It fits in the middle between the physical reality
Do you know TOP GUN?
- Smartphone is the most widely used tool
- Digital information is added to the reality that we can see



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MR

- This is a form of AR with the difference that the digital point in MR must be located at a specific point in physical space
- The user has the ability to actually interact with it as if he or she could touch it
- Algorithms that recognize the perspective lines of the framed scene



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360 Photos and Videos



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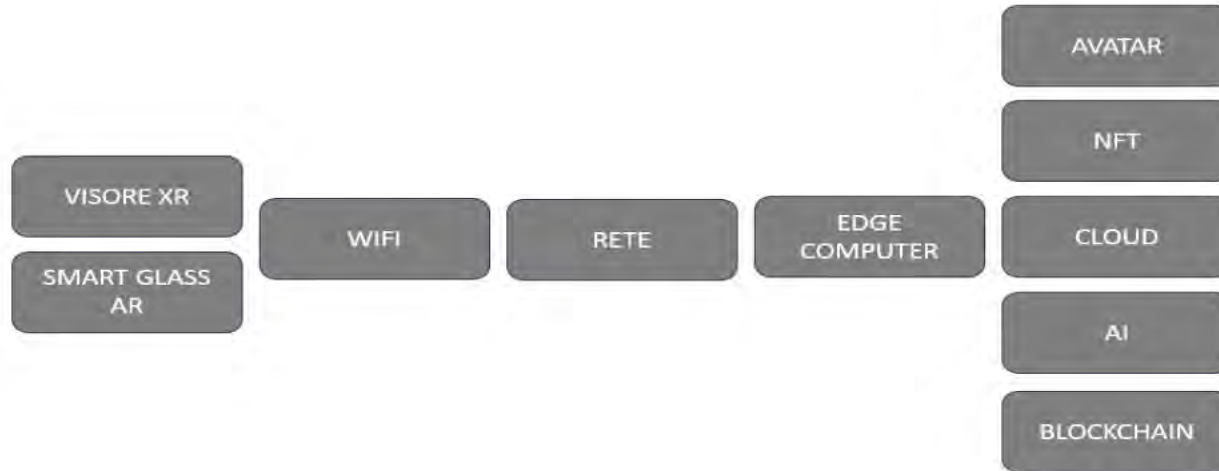
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METAVERSE

Blockchain

DIGITAL TWIN

Crypto

NFT

Web3

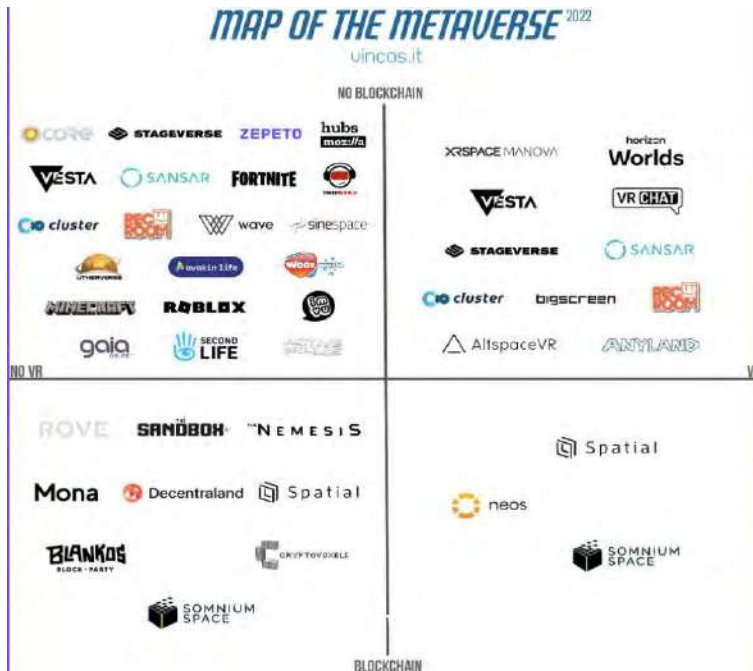
Avatar



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An evolution that began many years ago

- 1849: Scientist Charles Wheatstone: Stereoscopy
- 1962 Morton Heiling as Sensorama
- 1970 – 2000: T.I. boom in gaming, military



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Stereoscopy

1962 Morton Heiling as Sensorama



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1970 - 1990

Boom of immersive technologies:

- VR finds the perfect breeding ground in **medical field**, **flight simulators**, for military purposes, and **in gaming**
- 1977-1984 David Em, first VR artist, produces VR experiences at the U.S. NASA Jet Propulsion Laboratory
- 1978 The first virtual tour is made at MIT



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Since 1996 VR has stopped,
but..

2010 – 2020

- Palmer Luckey lunched the first OCULUS RIFT



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Video Game Museum, Granada (Spain)



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And then?

**March 2014: Facebook buys the
Oculus VR project
(\$2 billion)**



Mark declares

"With Oculus, there's the ability to create the most social platform ever, and change the way we work, play, and communicate."





BAD COMMUNICATION

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28.10.2021



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28.09.2023



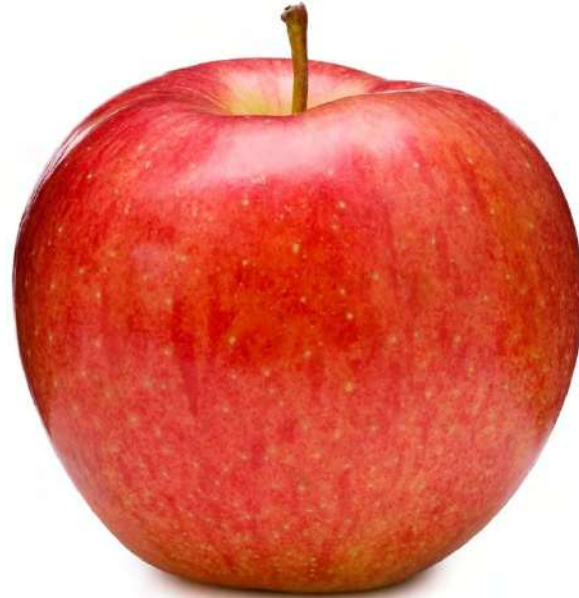
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And then?



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Apple Vision Pro



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- 1.3.5 k dollars
- 2.Pre-order sold out in 18 minutes
- 3.200k headset sold in the first 10 days



The era of Spatial Computing



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Learning and Communication



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Learning



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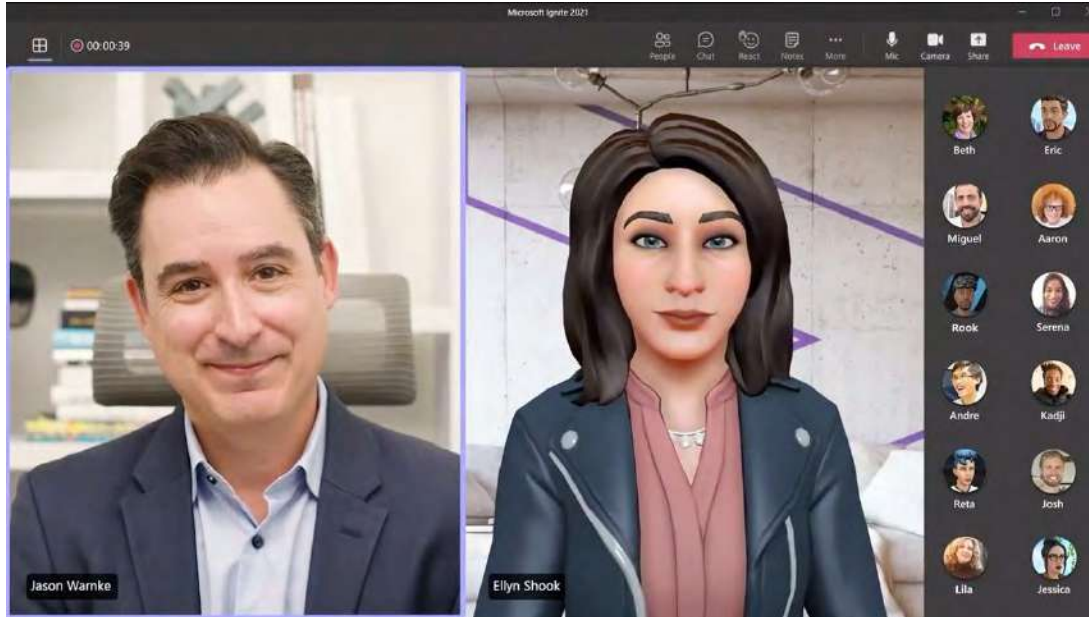
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Work and Communication



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Fun moments in Tourism and Mkt



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*'Without data we are just another person
with an opinion'*

E.W. Deming



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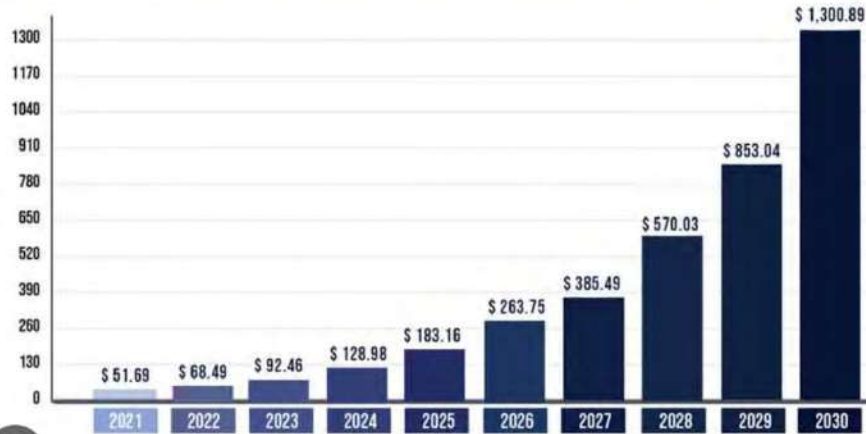
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Some data

PRECEDENCE
RESEARCH

METAVERSE MARKET SIZE, 2021 TO 2030 (USD BILLION)



Source: www.precedenceresearch.com

What they
promised us!

METAVERSE: the
past



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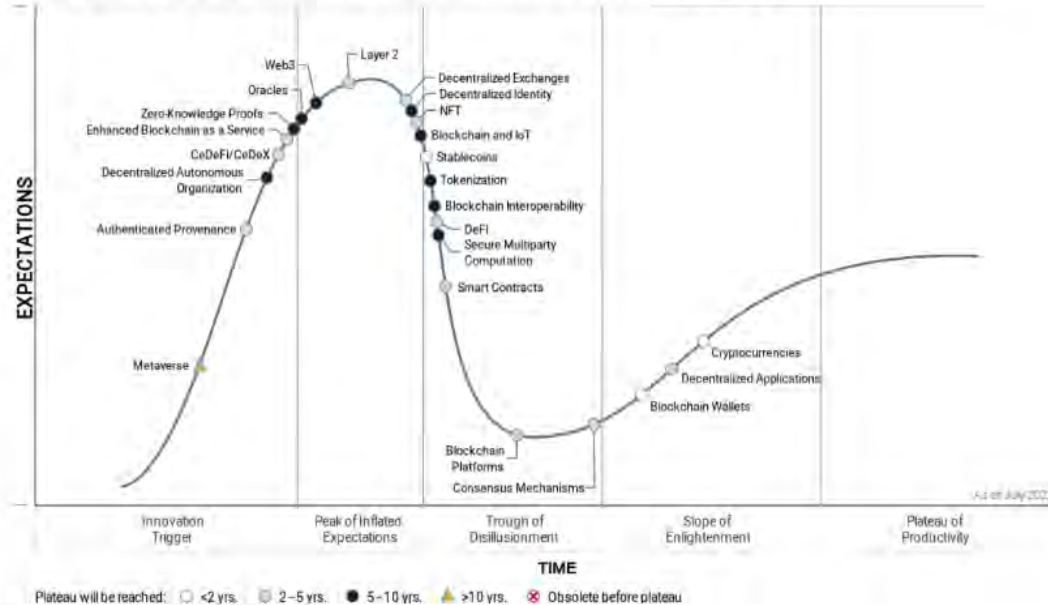
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Figure 1: Hype Cycle for Blockchain and Web3, 2022



How things are going!

METAVERSE: the present

Source: Gartner (August 2022)

The Hype Cycle

- Innovation trigger
- Peak of inflated Expectations
- Trough of Disillusionment
- Slope of Enlightenment
- Plateau of Productivity



Innovation trigger

The moment when a
technology is
invented



Peak of inflated expectations

That moment when all the media talks about the new tech and mass dissemination occurs



Trough of Disillusion

High cost and poor performance of early products can trigger disappointment. This phase during which tech seems to disappear from the radar



Slope of Enlightenment

The dissemination of the first interesting products halts the descent and gets the tech. back on the news.

2nd or 3rd generation product begin to come out



Pleateau of Productivity

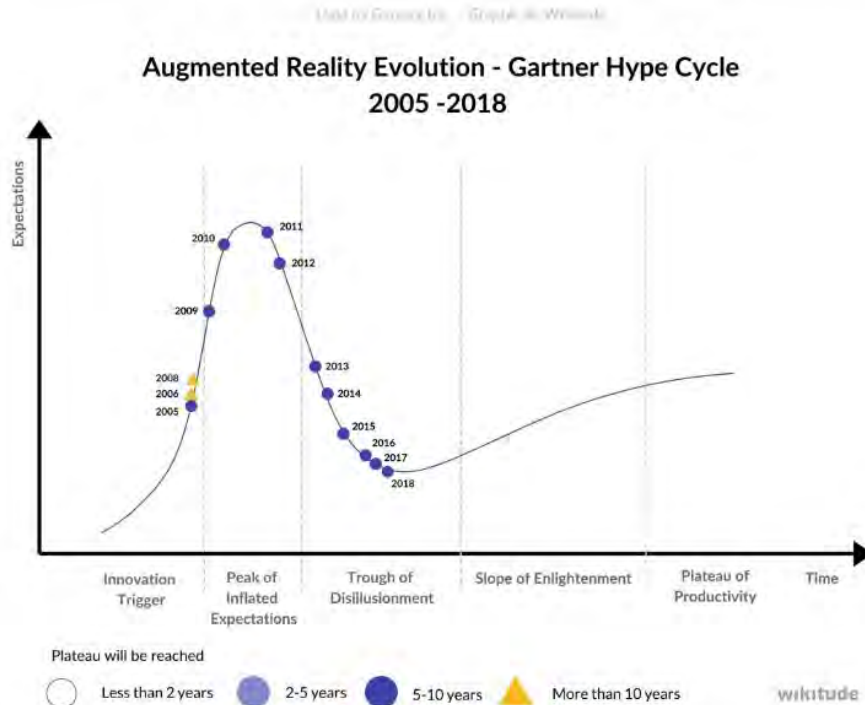
Tech ceases to be an innovation and becomes a known and established element



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Augmented reality evolution in the Gartner Hype Cycle from 2005 until 2020. Produced by Wiktudo.

In 2020 AR
disappeared From
Gartner's Hype
Cycle

Leaders can expect that technologies get removed from the Hype Cycle as soon as they are considered mature.

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Why?

What are the critical issues?



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- . Hardware
- . User
- . Purpose
- . Effort

Criticality



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Why Some of Apple's Biggest Fans Are Returning Their Vision Pros



How can we overcome these problems?

- Training
 - R&D
- Awareness



The Future of Digital Connection

Apple: Spatial Computing

Microsoft Mesh

Metaverse



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The Future of this Tech: Meta SG

THE FUTURE OF SMART-GLASSES



MARK ZUCKERBERG (CEO, META)



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Do you know Nvidia Company?

It is a software and fabless company which designs and supplies graphics processing units (GPUs), application programming interfaces (APIs) for data science and high-performance computing as well as system on a chip units (SoCs) for the mobile computing and automotive market.

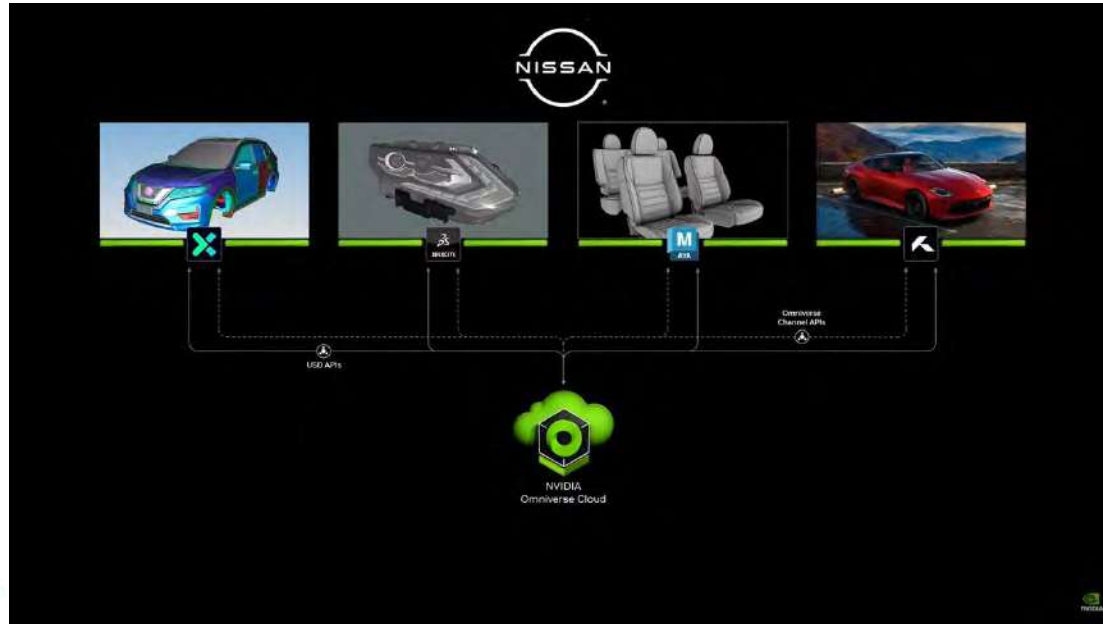


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The Future of this Tech: Nvidia - Apple



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The Emergence of Metaverse Policy: Who's Leading the Way?



Metaverse EU



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What is the EU trying to do?

The European Union is actively working to define a regulatory framework for the Metaverse, a 3D immersive virtual world where people interact through an avatar. This framework is based on two main regulations: **the Digital Service Act (DSA)** and **the Digital Markets Act (DMA)**, both of which came into effect in 2023



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The Digital Service Act

The **Digital Service Act** aims to:

- Democratically control digital platforms
- Protect consumer rights
- Speed up the removal of illegal content from digital platforms
- Offer more competitive digital services
- Promote technological innovation in the digital market
- Structure clearer and more detailed regulations



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The Digital Markets Act

The **Digital Markets Act** aims to:

- Limit market abuses by large digital platforms (e.g., Google, Meta, Amazon, Apple)
- Promote competitiveness, innovation, and competition in digital markets
- More equitably distribute the values and profits of companies operating in the digital economy



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However...

These regulations represent the **basis for the future regulation of the Metaverse. At the present, there is no specific regulation for the Metaverse.** The existing regulations are laying the groundwork for how the Metaverse will be regulated in the future.

Local, regional, or national strategy

Promoting culture & attracting investment

Public services & R&D

Skills & education

Innovation & competitiveness**

		Local, regional, or national strategy	Promoting culture & attracting investment	Public services & R&D	Skills & education	Innovation & competitiveness**
Africa	Egypt		■			■
	Madagascar		■			
Americas	Barbados			■		
	El Salvador		■			
	USA			■		
Asia	China	■				■
	Indonesia			■		■
	Japan	■				■
	Maldives			■		
	Singapore		■			
	South Korea	■			■	■
	Thailand		■			■
Europe	Denmark					■
	Estonia			■		
	Finland	■				■
	France	■				
	Latvia	■				
	Liberland		■			■
	Norway			■		
	Poland		■			
	Portugal		■			
	Sweden		■	■		
	UK	■		■		
	Vatican City		■			
	Middle East	Israel			■	
Saudi Arabia			■			
UAE (Dubai)		■	■	■	■	■
Oceania	Australia			■		
	Tuvalu		■			

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A global perspective

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So what... What will happened?



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Industrial Metaverse & Urban Metaverse



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Metaverse examples in Municipalities and Nations



Metaverse in Municipalities: which sense?

The purpose of the metaverse project is to facilitate all interactions between the public and administrations, but not only. Without having to move physically, **every citizen, thanks to their avatar** and equipped with a 3D viewer, **can move in a virtual urban space, identical to the real one**, and perform normal daily actions: walking, visiting museums, but also carrying out bureaucratic activities. The **120 Metaverse Center** is in fact the environment in which, starting with the first citizen with its virtual office, **employees and avatar officials respond to the requests of the public**; a solution, designed above all to benefit the large elderly population of Seoul



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1. Bresciaverse



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THE
NEMESIS
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100.00%



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2. City of Kochi

Plan regional revitalization with the metaverse

Kochi City, Kochi Prefecture, has begun a new initiative to utilize the Metaverse, aiming to develop markets in the areas of product sales and tourism. We have signed a comprehensive collaboration agreement with START LAND Inc., which operates a virtual space, to promote regional revitalization using digital technology.

A signing ceremony for this agreement was held at Kochi City Hall on the 7th, with city hall employees in attendance. The ceremony was also held simultaneously within the Metaverse space, with the avatars of Ryugo Kuwana, Mayor of Kochi City, and Mr. KOUSEI, CEO of START LAND Inc., in attendance, and an agreement was exchanged.



AKIRAH

参考：高知新聞

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メタバースで地方創生図る

高知県高知市は、物販や観光分野での市場開拓を目指し、メタバースを活用する新たな取り組みを始めることになった。仮想空間を運営するSTART LAND Incと、デジタル技術を駆使した地方創生を推進するための包括連携協定を結んだ。

この協定の調印式が7日、高知市役所で行われ、市役所職員が参加した。また、この式典はメタバース空間内でも同時に開催され、高知市長の桑名龍吾とSTART LAND IncのCEO、KOUSEI氏のアバターが出席し、協定書の交換が行われた。

START LAND Incは、リアルとバーチャルの世界を融合させたメタバースコミュニティ「START LAND」を運営しており、国内外で約2万人のユーザーを持つ。同社は、NFT（非代替性トークン）の発行も手掛けている。



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3. Hello Tokyo Friends

This Metaverse allows people to prepare to visit the city live and expand their circle of friends even before they leave, through sightseeing, games and AR (augmented reality) photography in the MODERN TOKYO metaverse.

MODERN TOKYO is a cityscape of Tokyo based on the city's most iconic landmarks, such as Odaiba Island, Tokyo Tower, Tokyo Metropolitan Government Building, Tokyo National Museum, Tokyo Station, Ryogoku Kokugikan, Nihonbashi and other famous tourist attractions. Users can have fun with the Treasure Hunt, an educational treasure hunt, which allows them to learn trivia about Tokyo as told by various characters and collect tourist information about the capital through bulletin boards in the metaverse, as well as mini-games such as Sushi Showdown. In addition, to celebrate the game's release, for a limited time, users who complete the game's various missions will be rewarded with virtual plush toys to attach to their avatar "hololive friends with u," depicting virtual YouTubers Sakura Miko, Mori Calliope and Gawr Gura, ambassadors of Tokyo



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4. Regione Lombardia

The screenshot shows a news article on the Regione Lombardia website. The header includes the logo for Regione Lombardia and Open Innovation, social media icons for Facebook, LinkedIn, X, and YouTube, and a search bar. The article is titled 'Metaverse, where are we? More than 140 virtual worlds but you invest in 3' and is dated 01/03/2023. The text states that an analysis by the Observatory of the Polytechnic University of Milan found that only 44% of virtual worlds are accessible to anyone. The background of the article is a wireframe model of a human head wearing a VR headset.

Regione Lombardia Open Innovation

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PLATFORM

01/03/2023

Metaverse, where are we? More than 140 virtual worlds but you invest in 3

The analysis of the Observatory of the Polytechnic University of Milan: only 44% is accessible to anyone



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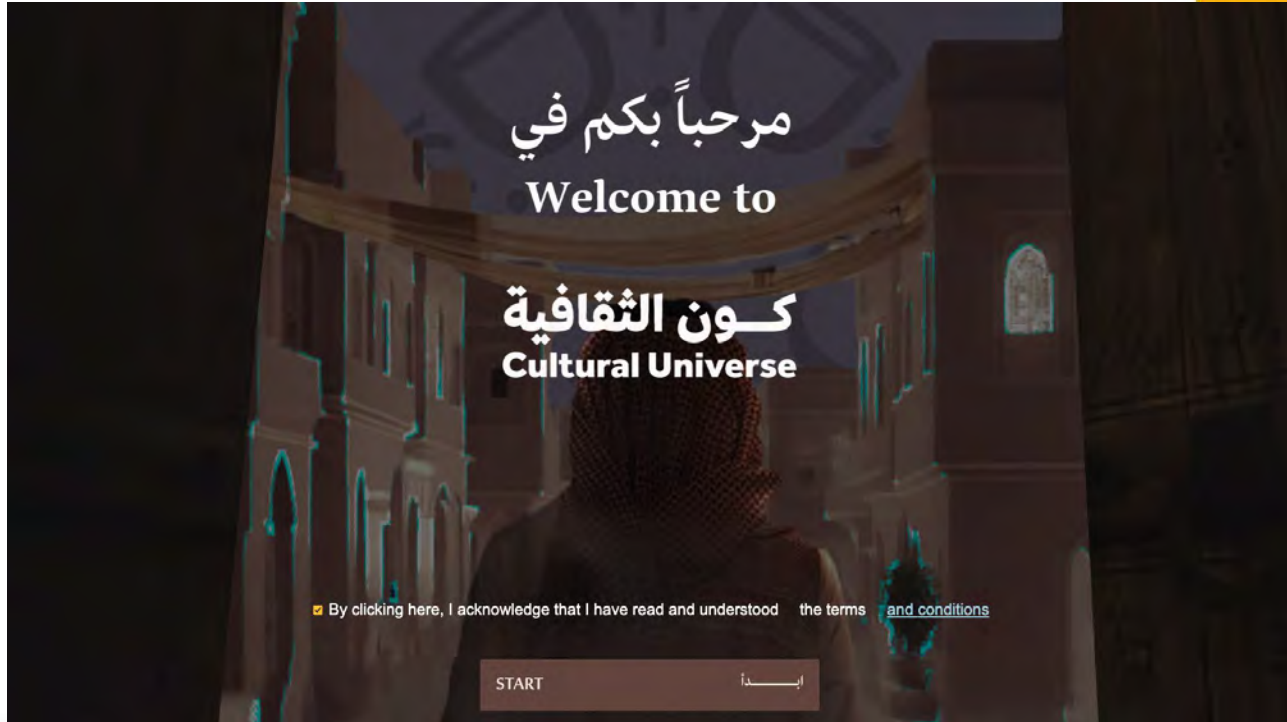
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5. Saudi Arabia



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مرحباً بكم في

Welcome to

كون الثقافية

Cultural Universe

Loading... 100%



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6. Albaredo

— SENTINELS

03 August 2023

ALBAREDO FOR SAN MARCO IS THE FIRST ITALIAN "METABORGO": RELIVING THE PAST WITH AUGMENTED REALITY

With a special visor you can walk through the streets of the town reliving the most important historical moments and the transformations that characterized this beautiful corner of the Orobie Valtellinesi.



Share

A small village in the Orobie Valtellinesi of just 287 inhabitants is making headlines all over the world. This is Albaredo for San Marco which in June became the first Italian metaborgo. With innovative technology applied to tourism promotion you can relive the past like in a beautiful time machine.

As part of the Sentinelle project, our editorial project to give voice to those who care for our territory, we interviewed the mayor of Albaredo Patrizio del Nero. As mayor and creator of the metaborgo project, Patrizio told us some curiosities about the project and its realization.



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7. MAB



The First Metaverse Architecture Biennale

Presence of the Future

Took place on September 21 - October 6.
But you still can watch the program and appreciate all of the projects on the W3rlds platform:

[Explore Projects](#) [Public Program](#)

The program will continue to evolve and new events are coming.
Subscribe so you don't miss out:

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8. Tuvalu: the first digital nation



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9. Seoul Metaverse



At the end of a three-year project and included in the grandiose five-year plan, **Seoul Vision 2030**, South Korea proudly shows **Seoul Metaverse**, the virtual twin of its capital, the world's first example of cities that interact with the public through augmented reality.

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10. Urban Metaverse: Rome



Rome is among the first cities in the world that will experience the **urban metaverse** . This was revealed by the technological intelligence company [ABI Research](#) , according to which, **by 2030, around 700 cities will have implemented some form of "metaverse infrastructure"** , often as an extension of existing platforms and as urban digital twin solutions.



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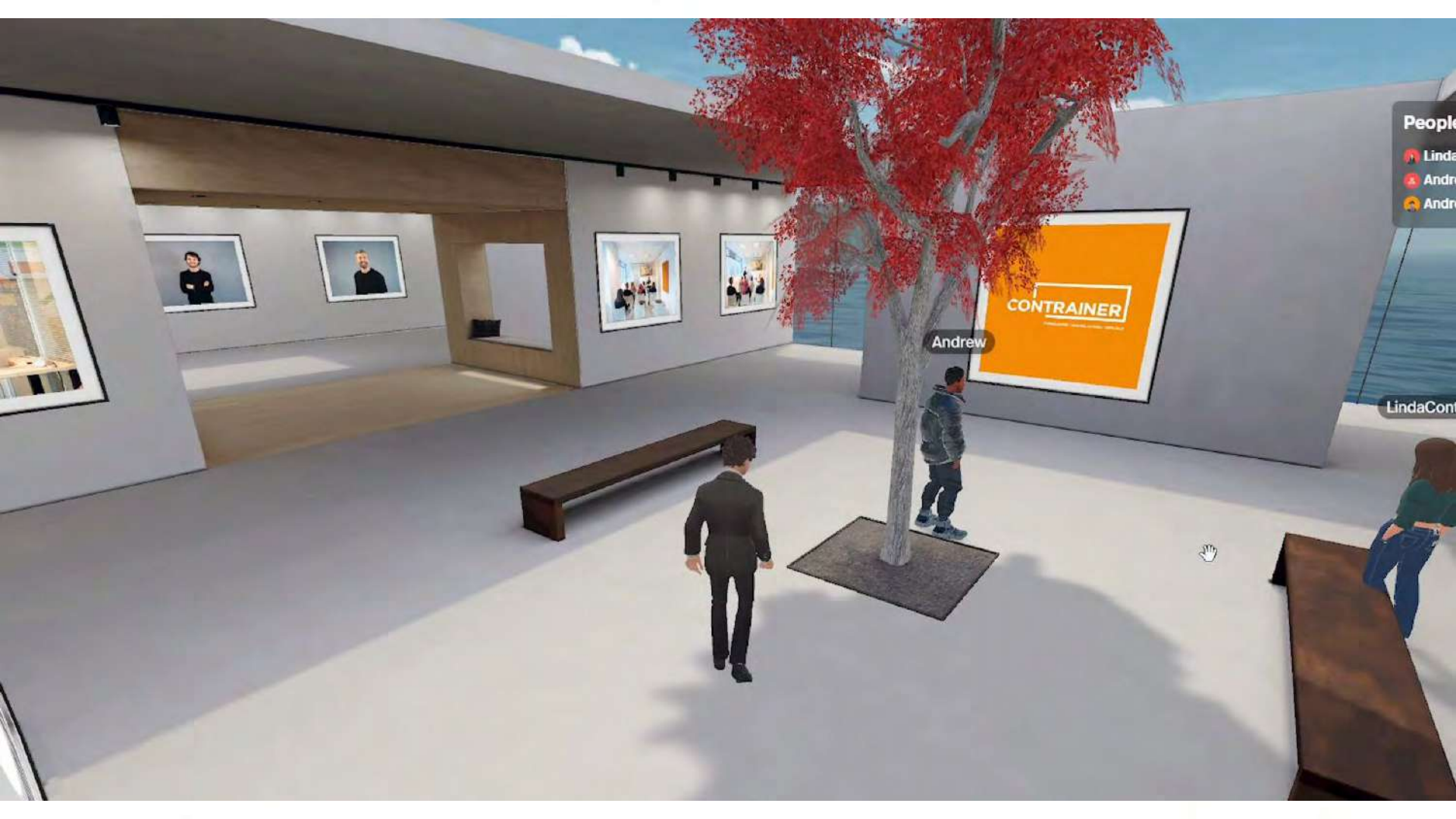
I'll show you what WE're doing



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- People
- Linda
 - Andr
 - Andr

Andrew

LindaCont





Innovative solutions for:

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Zero limits, emotional involvement that skyrockets, transparency is communicated

TRAIN

Exponentially increase learning and processes become scalable

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Never be alone again! thanks to 24-hour assistance that allows you to reduce errors and scale processes



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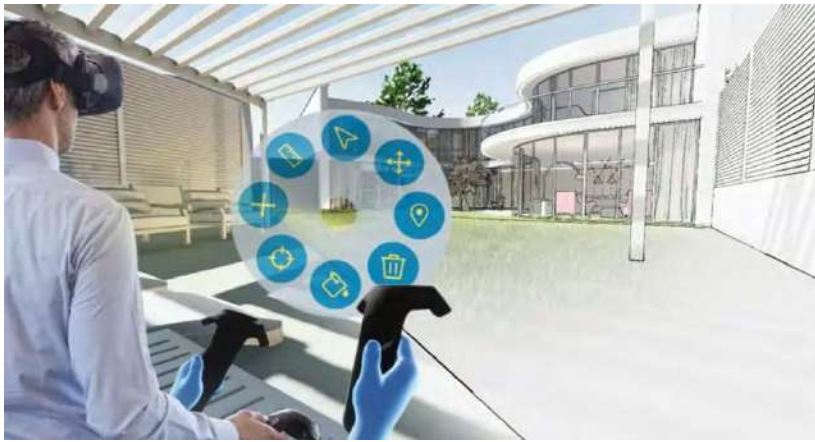
TRAINING



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ENTERTAINMENT
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TOURISM & CULTURE



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LET'S PRACTICE



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In conclusion



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Resources

1. **Foundation Metaverse Europe:**
<https://foundationmetaverse.eu/en>
2. **Matthew Ball: The Metaverse and how it will revolutionize everything**
3. **Mark Zuckerberg – Meta Inc.**



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Thank you very much!



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