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## **Some Things You Need to Know Behind the Metaverse**

Original:

<https://www.btcc.com/en-us/academy/research-analysis/some-things-you-need-to-know-behind-the-metaverse>

Meta platforms Inc., the owner of Facebook, told advertising companies that technology that integrates virtual and physical worlds may begin to become a reality for consumers in a few years, and provided more details about the vision of creating a Metaverse.

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### **Meta Told Advertisers That Mixed Reality May Not Appear Until a Few Years Later**

Hybrid reality (MR) technology allows people wearing MR helmets to use real-world objects to trigger the response of the virtual world, such as playing video game characters with real-world baseball bats.

It is one of three augmented reality technologies usually related to the meta world. Augmented reality technology exists, such as mobile games such as Pokemon go, but players cannot use physical objects to affect the digital world. Virtual reality helmets, such as meta's oculus, enable users to immerse themselves in a completely virtual world where they can interact with the environment.

An advertising company executive who attended the teleconference said that meta's comments were made at the zoom teleconference with advertising companies, which aims to help advertisers better understand Metaverse. This is the first round table discussion on Metaverse between meta and advertising companies.

The estimation of mixed reality in a few years has brought more details to the timetable for the construction of Yuanqi circle. Yuanqi circle is a futuristic idea, that is, a virtual world network that can be accessed from different devices. Meta said it may take ten years to build.



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## **Metaverse May Change Three Ways of Working in the Future**

The pandemic has shown us how quickly technology can change the way we work. When covid-19 swept the world, hundreds of millions of employees withdrew from their offices and entered the new world of working from home. As the working meeting moved to zoom, we learned how to plan our background and hide the fact that we didn't have a haircut in the seemingly endless blockade.

Metaverse may take the concept of virtual work to a whole new level. This article from quartz at work points out that Metaverse will be used as a virtual office space, a virtual training place and a gathering place for employees. In metaverse, the virtual workspace will be provided by the employer, so you don't have to worry about the impact of the books on the background bookshelf on your career. As for messy hair, your avatar can be made into the person you want to be, no matter what the real world truth it covers up.

## **The Proposition of Big Brands in Metaverse**

Some of the world's largest companies – such as meta and Microsoft – are leading the race to create virtual environments that will be filled with the meta universe. However, while they are laying the foundation for the future virtual world, other big brands are also positioning themselves to take advantage of the new economy that Metaverse may bring.

The Guardian reported that “McDonald's has recently submitted 10 trademark applications, including an application for a virtual restaurant”, and Wal Mart, Samsung and PwC are promoting plans to operate in the Metaverse.

Bloomberg recently predicted that the vigorous economy may represent an opportunity of \$800 billion in 2024. Manchester City and Sony are building a virtual stadium for fans in Metaverse. Football fans around the world may soon experience the excitement of the Premier League in Metaverse.

League champions Manchester City have partnered with Sony to develop a digital fan experience. Their announcement said, “the purpose of this cooperation is to create a global online fan community, where fans can interact with clubs and each other in an online 'Metaverse', which will be a virtual representation of the Etihad stadium.”