

BOLDLY XR
a Handpicked agency



Step into Virtual Worlds

De eerste stappen naar de metaverse



Joep Kuipers

Brand & Business Manager Boldly-XR

Services



Virtual reality experiences



Interactive installations



Augmented Reality in E-commerce



VR training



Social campaigns & filters



Metaverse



360 capture

The Handpicked Family

Handpicked agencies

Sinds 1999 worden wij gevonden door de ontdekkers, de voorlopers en de omdenkers.

Laat je verwonderen door de pioniers achter de merken met een onstillbare honger naar digitale superkracht en toegepaste innovatie.

Wij zijn Handpicked, dé familie van 8 toonaangevende digitale en creatieve bureaus in Breda, Eindhoven, Rotterdam en Amstelveen.

Our Agencies

Bluebird Day.a Handpicked agency**BOLDLY**^{XR}a Handpicked agencya Handpicked agencyby Triple Double
& Handpicked**esites**a Handpicked agency**Fingerspitz.**a Handpicked agency**Twenty
seven**a Handpicked agency**WEEKEND** creative
agencya Handpicked agency

Metawhat?

Kerry Murphy, founder and CEO, The Fabricant “The metaverse is just a **digital layer of our lives**. The metaverse will exist once everything that we do digitally is completely, seamlessly connected. So, if I buy a yellow T-shirt in Fortnite, I get to wear it on Instagram, I get to wear it on Facebook, I get to have an AR wearing experience, and they’re all completely interconnected. The metaverse is just an extension of our physical lives into the digital realm.”

Grant Paterson, head of gaming and esports, Wunderman Thompson “It’s the creation of a persistent virtual world, in which **consumers are able to hop between different virtual experiences**. It will be powered by a virtual economy in which there are jobs and the same sort of financial mechanics that we see in typical economies. The idea, as venture capitalist Packy McCormick originally described, is that the metaverse would eventually be the sort of place where, as your virtual avatar, you would be able to go into a Disney store, for example, and buy an outfit for your avatar to wear, **then go to a Nike store and buy a pair of shoes to be delivered to you in the physical world**, and then pop into a Spotify or Roblox virtual concert, and then go for a run with all your friends while listening to that concert—a run in the real world, but you’re connected through the metaverse.”

Neha Singh, founder and CEO, Obsess “The way that we define the metaverse is that it’s like the virtual world; it’s going to be **our virtual existence**. Right now, we have our real lives and our social media lives—the metaverse will be one step above that, like our virtual twin, doing all kinds of activities in the virtual world. You will have a whole existence that can happen in these virtual environments.”

Metawhat?

digital layer of our lives

consumers are able to hop between different virtual experiences

and buy a pair of shoes to be delivered to you in the physical world

then go to a Nike store

our virtual existence

The future

Roadmap

Paradigma verschuiving

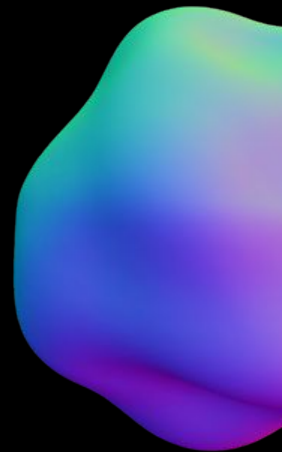
Is de MetaVerse een buzzword? Misschien wel.
Maar een aardverschuiving komt er zeker.

Van 2D -> 3D

We zijn de afgelopen 60 jaar steeds in 2D gaan doen, puur omdat platte schermen voor handen waren.
Dit is echter verre van ideaal voor onze breinen

De wetenschap toont de effectiviteit aan

The science is in... 3D is óntzettend effectief



Roadmap

Platformrace

Apple, Facebook (Meta), Microsoft

Acquisities

Technology stacks worden aan alle kanten ingericht voor de metaverse

Technologie

Oculus (Meta), Apple

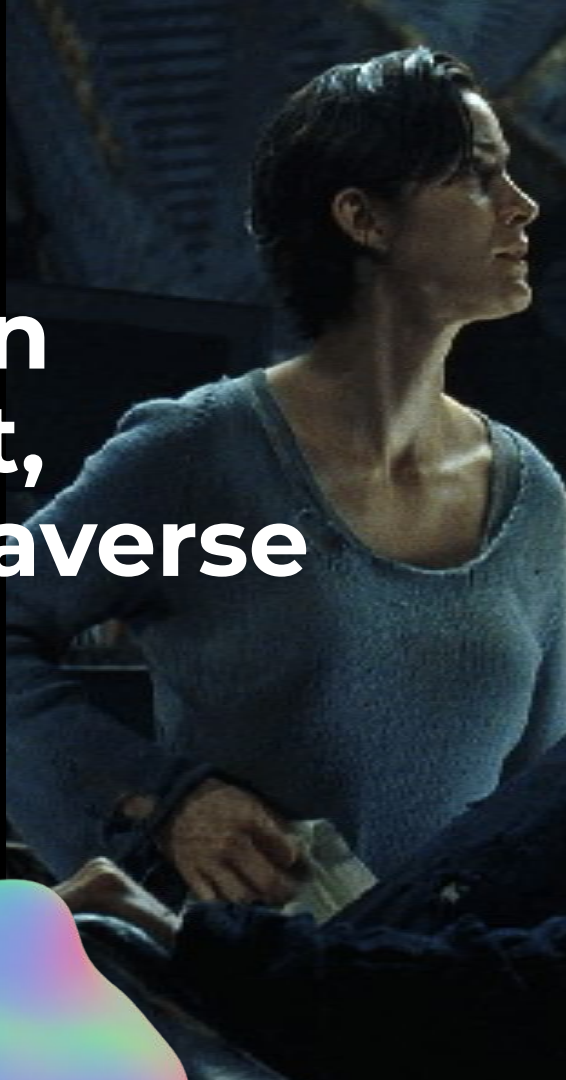


Maar wat doet de Metaverse *Beter*?

Sociale interactie
Training
Sensopathische ervaring
Emotie
Overredingskracht



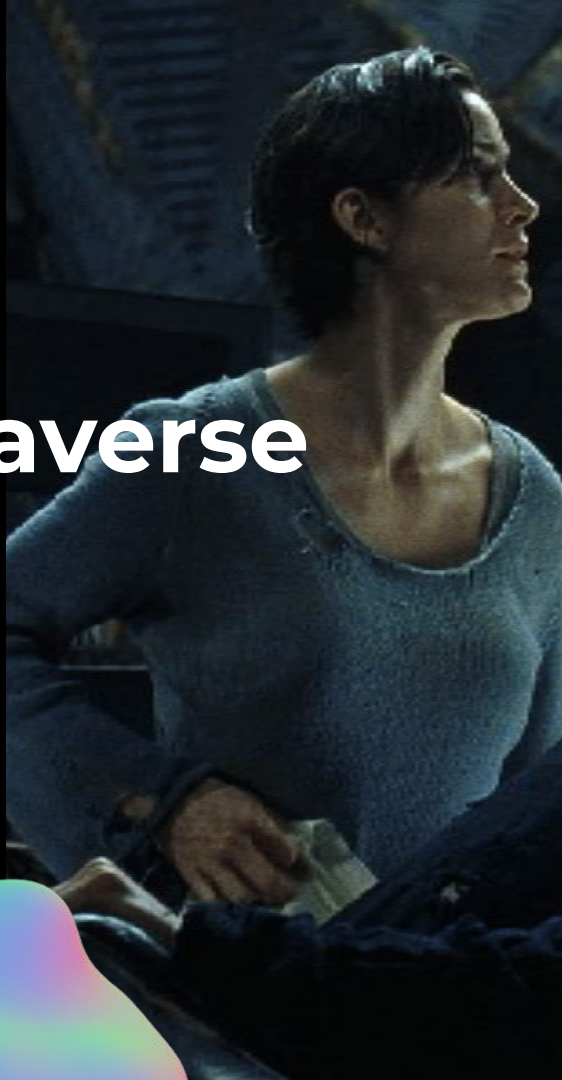
Nog even concreet, The Metaverse



The Metaverse

- Samen zijn in virtuele ruimtes op afstand
- Presenteren, brainstormen, round tables, ecommerce, games the sky is the limit
- Eigen spaces, eigen avatars, eigen interacties
- De menselijke connectie is veel sterker
- Spatial Audio

The Metaverse



The Metaverse

- is NIET alleen in VR, mensen kunnen platformafhankelijk ook joinen vanaf hun telefoon of laptop
- is laagdrempelig en toegankelijk
- Brengt verwondering bij de gebruiker

The Metaverse



The Metaverse



Introductie Techniek



Virtual Reality



Virtual Reality

- Dompel jezelf onder in een Virtuele Werkelijkheid
- Ontzettend immersief, ongelooflijk krachtig
- Show, don't tell
- 80% Toegankelijker geworden de afgelopen jaren

Virtual Reality



Metaverse Platforms

1. **Sandbox**
2. **Decentraland**
3. **Axie Infinity**
4. **Sorare**
5. **Illuvium**
6. **Metahero**
7. **Upland**
8. **My Neighbour Alice**
9. **Bloktopia**
10. **Ertha**
11. **Star Atlas**
12. **Somnium Space**
13. **Ultra**
14. **Mines of Dalarnia**
15. **Mozilla Hubs**

Oculus Meta Quest



Quest

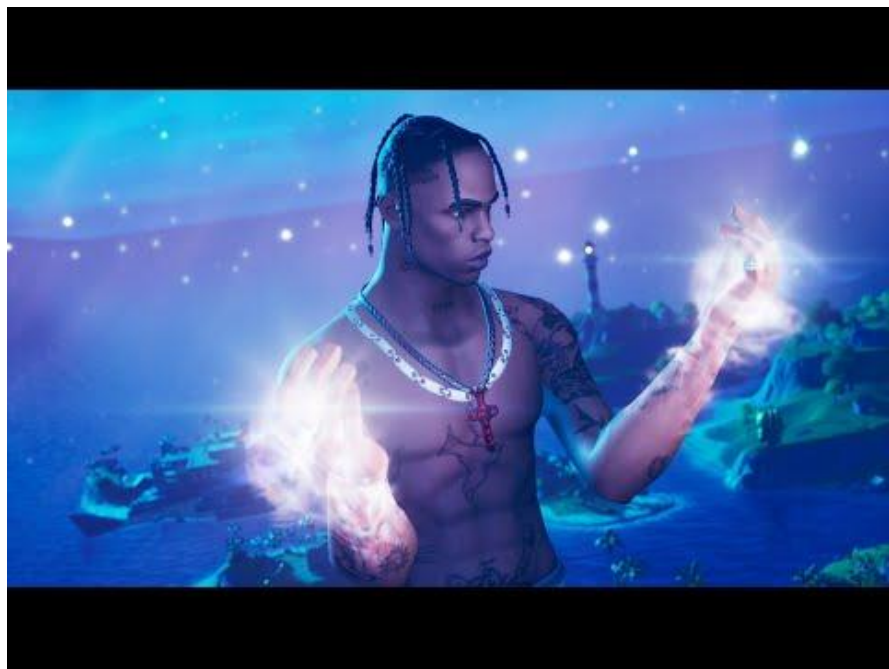
- Een toegankelijke, stand-alone headset
- Makkelijk in gebruik
- Betaalbaar
- Facebook

Maar ook gewoon



Quest

- PC's
- Smartphones
- Tablets
- andere emerging interfaces





VANS



NIKELAND

on

ROBLOX

The Australian Open Swings Into The Metaverse, Will It Be An Ace?



Leeor Shimron Contributor

Crypto & Blockchain

I write about the intersection of technology, economics, finance, politics, and crypto.

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This year, in partnership with Tennis Australia and Decentraland, the Australian Open is fully immersing itself in the world of NFTs and the metaverse. The AO is launching a generative art NFT collection and virtual recreation of Melbourne Park for fans to explore and experience the tennis action. [-] RUN IT WILD



AO Decentraland is recreating Melbourne Park and Rod Laver Arena for a fully immersive metaverse experience. [-] RUN IT WILD

AO METAVERSE

A NEW ERA. A NEW ARENA

17th - 30th Jan · POAP's - Games - Live Vision - Exclusive Content

Jan
17

Australian Open 2022 - AO Metaverse

Public, Organized by **RunItWild**

- 1 In a Grand Slam first, tennis fans across the globe can attend the AO virtually - you will be able to enter the main stadium Rod Laver Arena, explore the precincts, and of course, watch tennis matches.



Samsung launches metaverse store in Decentraland

The Samsung metaverse store is a replica of a real-world shop situated at 837 Washington Street in New York City's Meatpacking District.

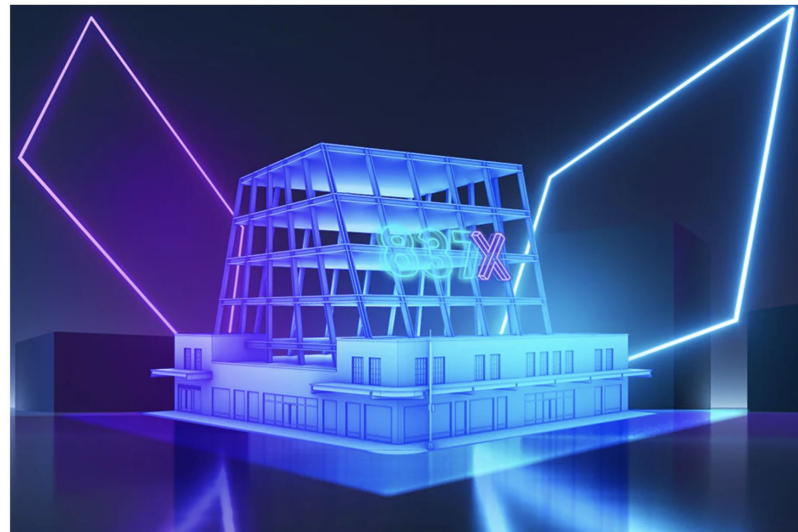
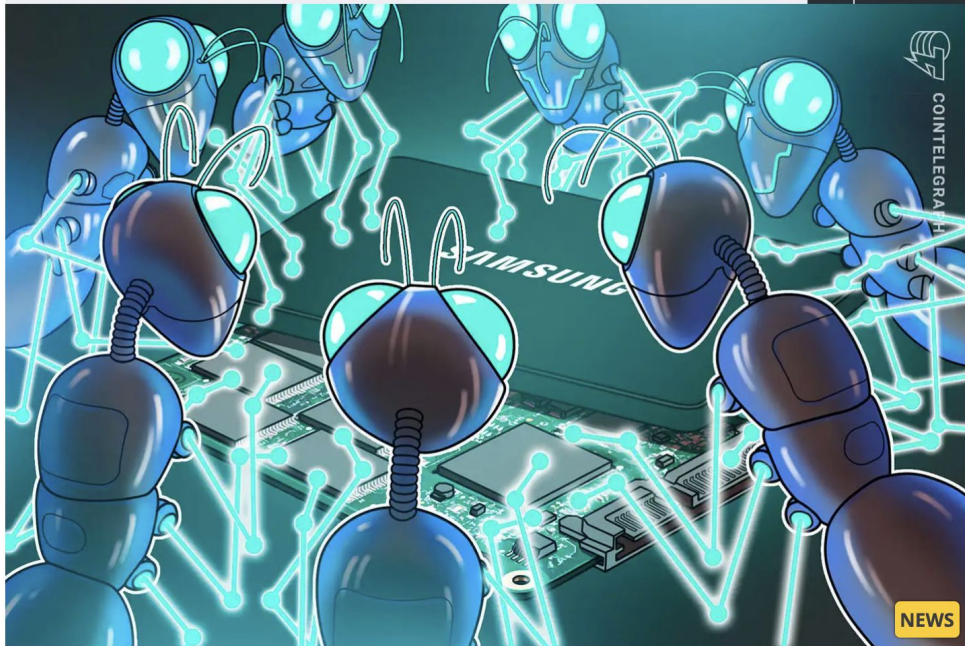
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1:34



Samsung 837X is a fully immersive experience, featuring quests and live music events. To see it for yourself, you must enter Decentraland using your desktop browser. It's a blockchain-powered virtual space, where you can buy and sell exclusive digital assets, like land and wearables.



Meta everywhere



INTRODUCING FORTNITE PARTY WORLDS

11.30.2021

By The Fortnite Team

Moederbedrijf Facebook gaat
door onder de naam 'Meta'



Mark Zuckerberg is nu de baas van 'Meta' FACEBOOK

GAMING

Roblox's metaverse is already here, and it's wildly popular

The platform says that over half of American children use the platform, and counts nearly 50 million daily users.



Roblox

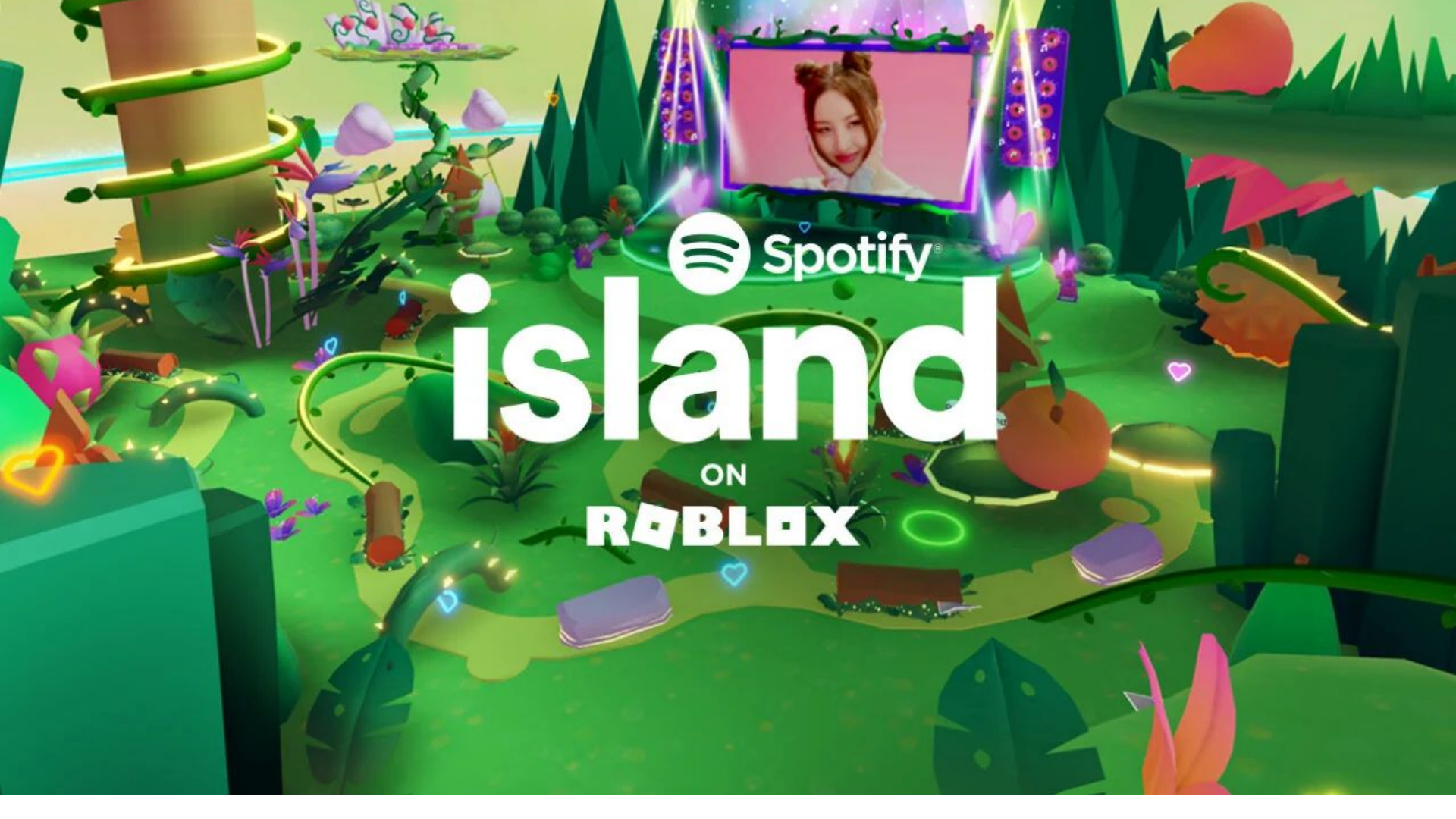


Spotify

island

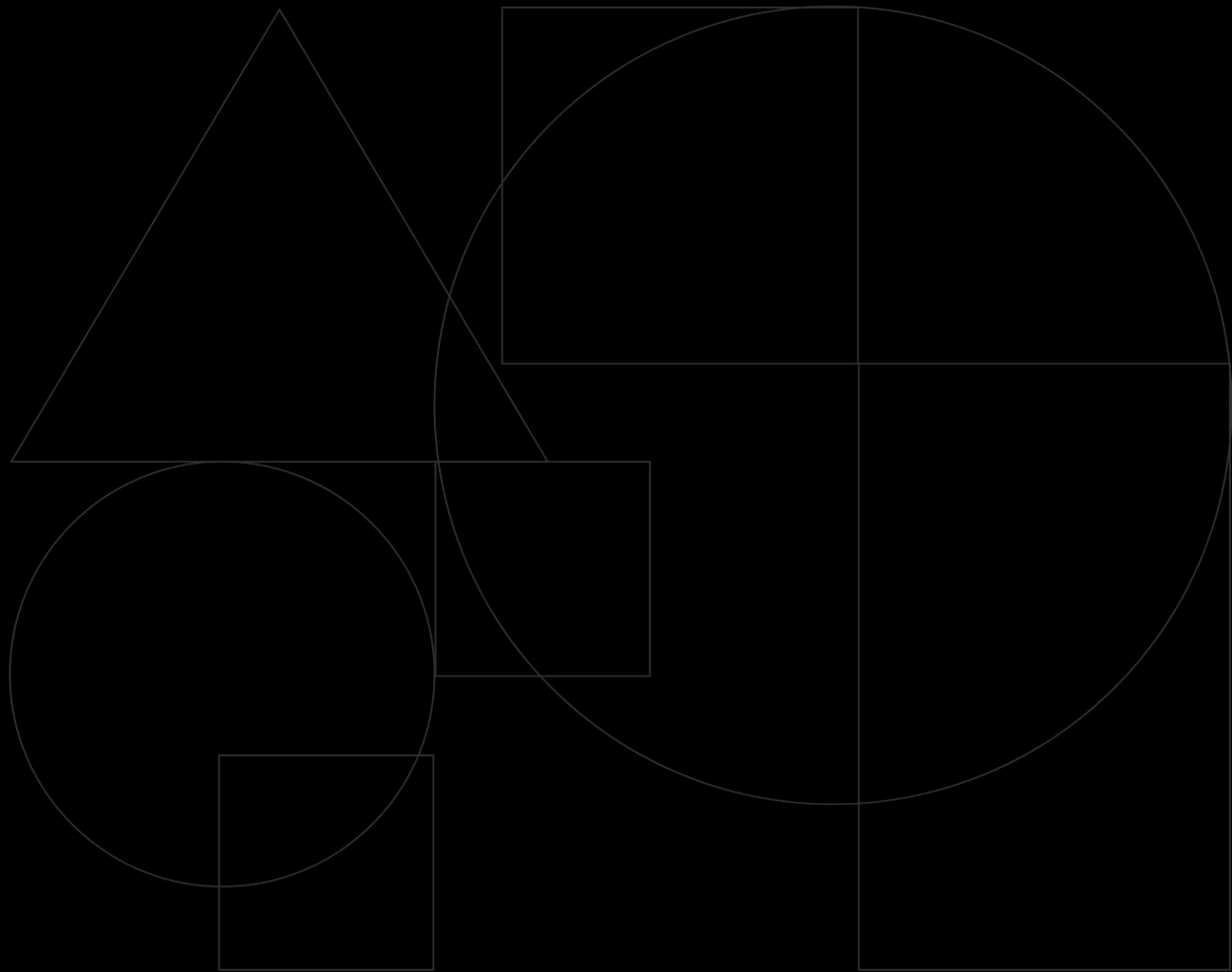
ON

ROBLOX





Case: Kohler

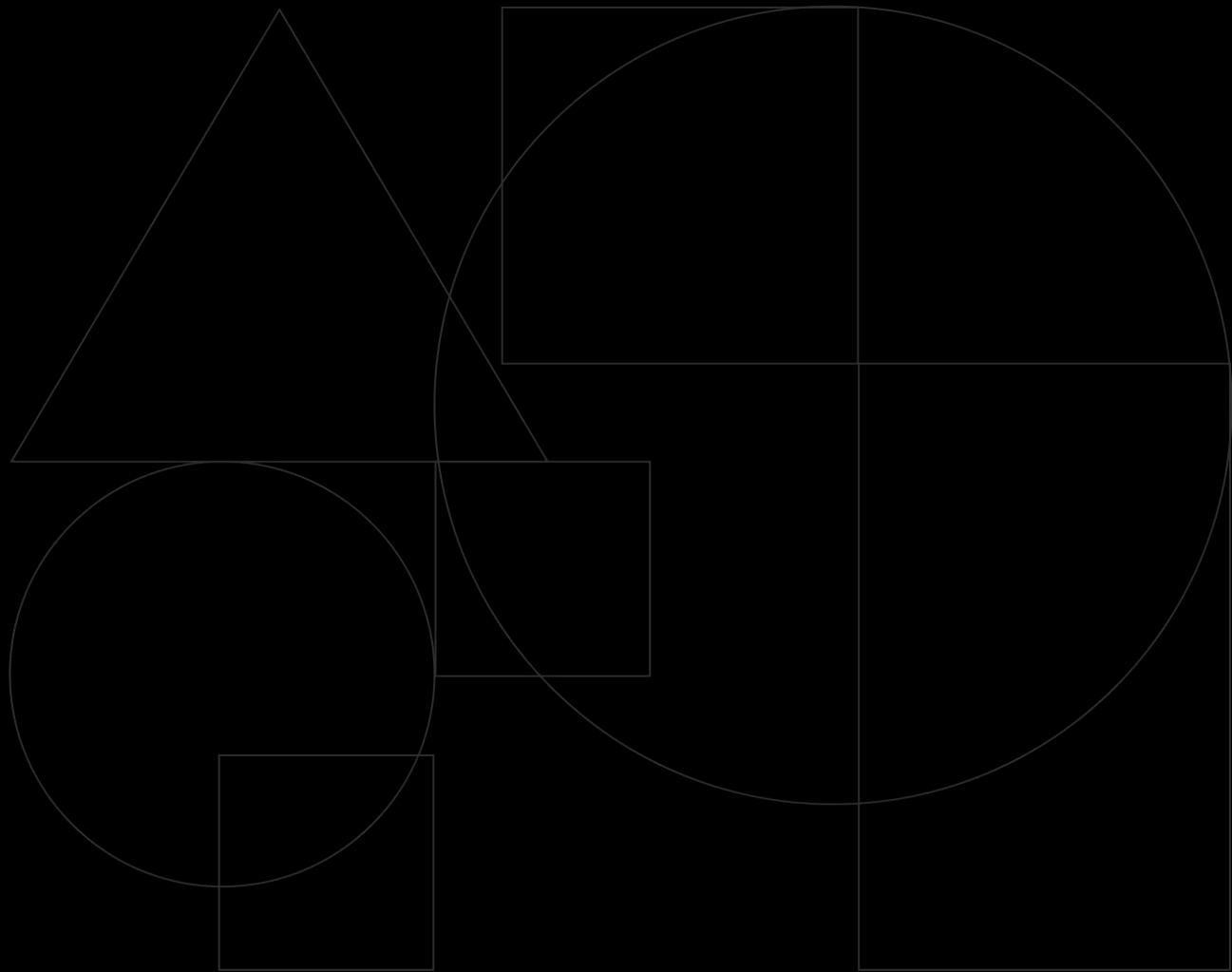




Share

***SOCIALISE &
SHARE KNOWLEDGE***

Case: Shell





Digital Twin

All elements come together

What are the challenges?

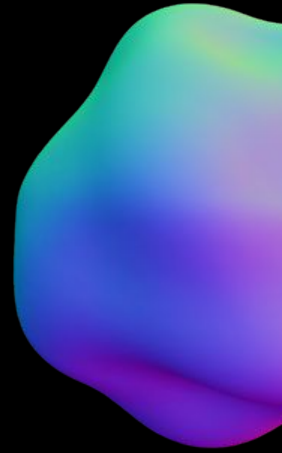
Moderatie VS Social Spaces

Platform Dominantie

User Experience

Representatie & Sociale klimaat

Metrics & Marketing



Dank jullie wel!
Zijn er nog vragen?