

Hello, Metaverse!

Metaverse 101 and an overview of the solutions
we offer for brands keen to explore the Metaverse.

What is the Metaverse?

The metaverse is an immersive, interactive online space with digitally persistent environments that people inhabit, as avatars, for synchronous interactions and experiences, accessing the shared virtual space through virtual reality, augmented reality, game consoles, mobile devices, or conventional computers.

TYPES OF META - UNIVERSES

1. Pure Experience

Use of virtual reality hardware, augmented reality, blockchain technology, NFT's, Avatar customization

2. Traditional Experience

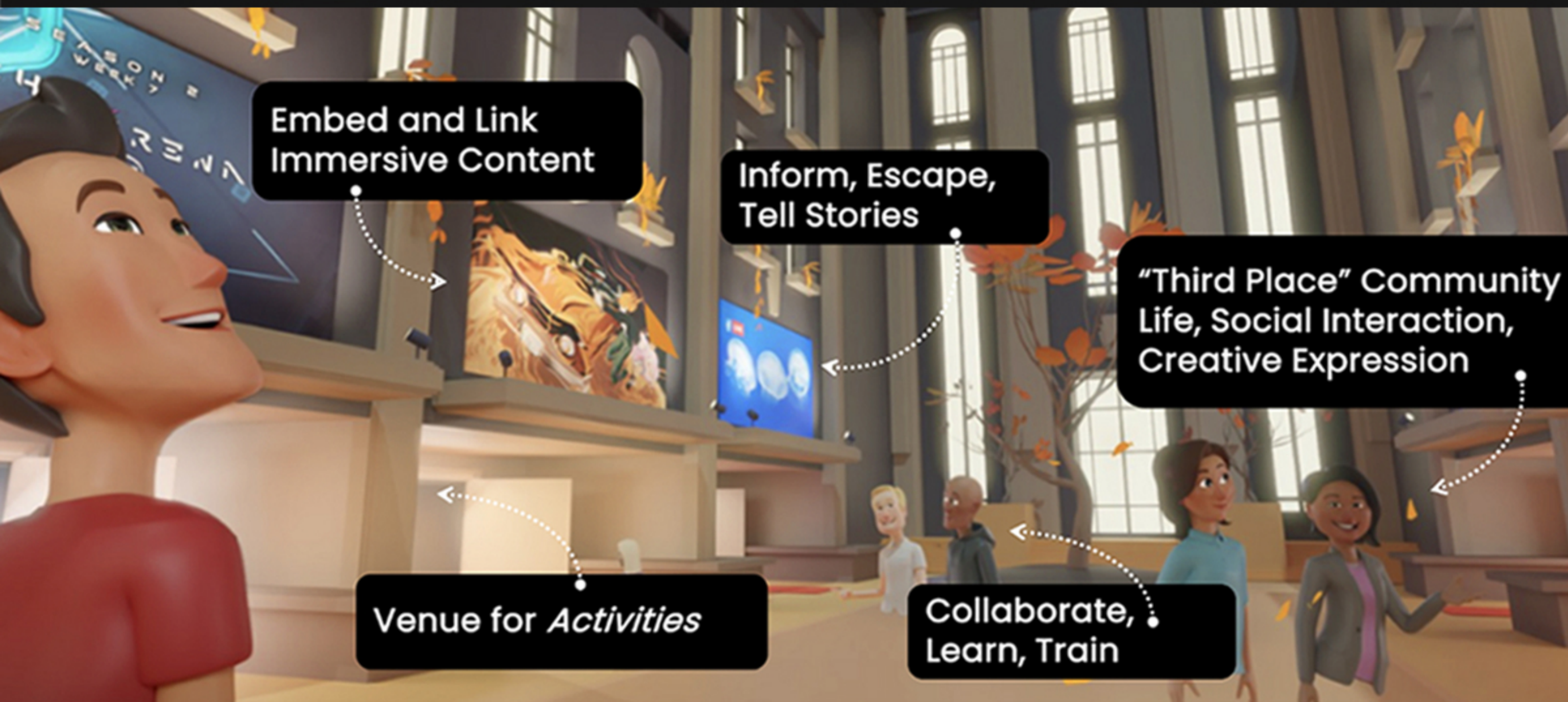
Use of computer simulated worlds that are built on the block. Does not have AR/VR capabilities. User can interact with each other.

3. Metaverse Lite

Use of computer simulated worlds that are not built on the block. Does not have AR/VR capabilities. Users cannot interact with each other. Avatar integration included

What does the metaverse do?

The metaverse is the next generation of the Internet: it enables creators to deliver connected, immersive experiences based around activities.



Many people think of the Metaverse as 3d space that will surround us. But the Metaverse is not 3d or 2d or necessarily graphical; It's about the dematerialization of physical space, distance and object.

Experience:



Games



Ecommerce



Real Estate



Architecture



Collaborations



Travel

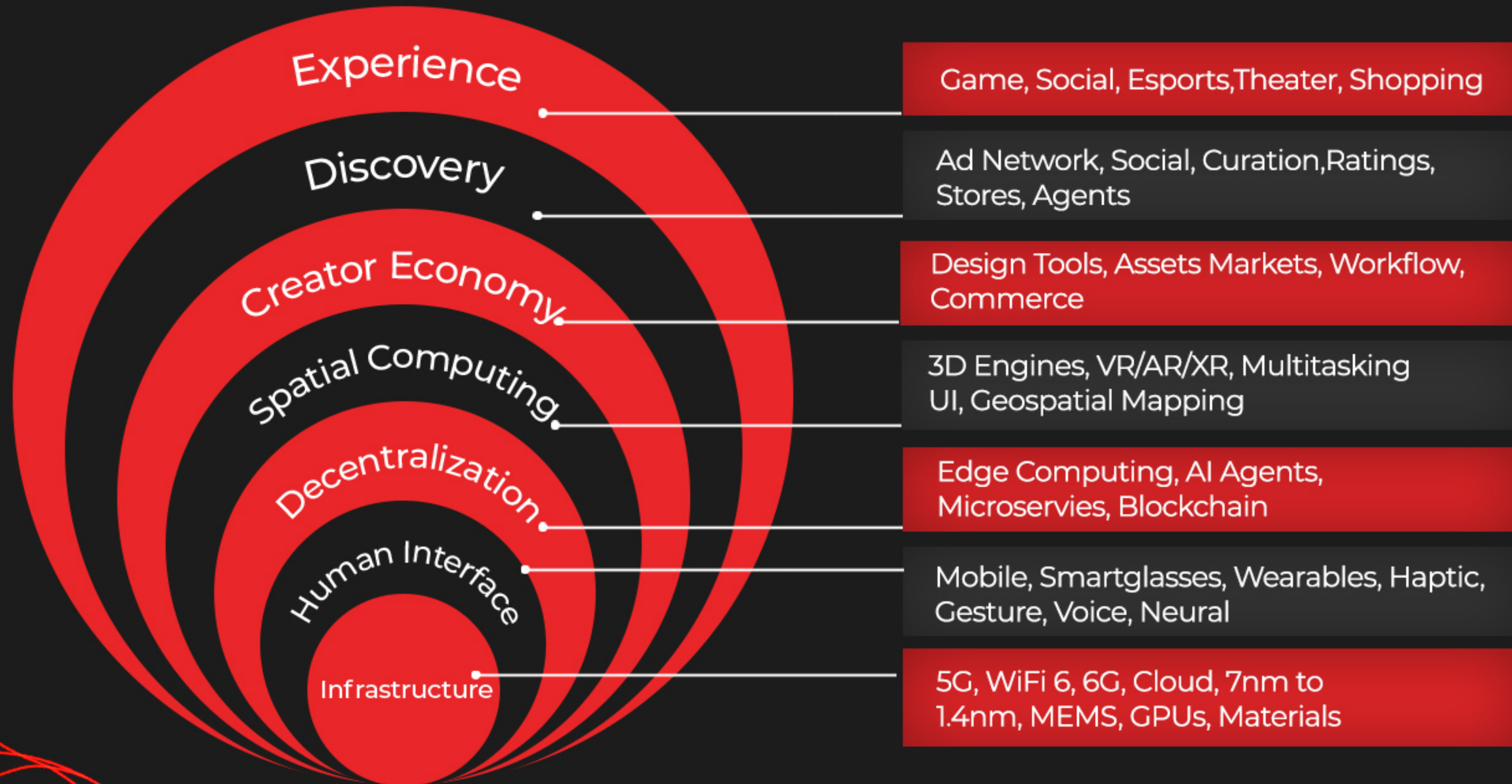


Automobile



Education and
learning

The Seven Layers of the Metaverse





- **Experience**

Experience layer refers to the dematerialization of physical space, distance, and objects in favor of abundant user-generated forms of interactive content.

- **Discovery**

layer relies on introducing people to new experiences both inside and outside of Metaverse with an emphasis on real-time presence through shared experiences.

- **Creator**

economy layer focuses on creating fertile grounds for developers who will build new Metaverse experiences and tools for other creators.

- **Spatial Computing**

layer refers to utilizing new forms of computation through manipulation of digital 3D space, geospatial mappings, and new forms of user interfaces.



- **Decentralization**

layer relies on creating a decentralized Metaverse that isn't controlled by a single entity.

- **Human interface**

layer describes various forms of interaction between users and their digital environment through innovative immersion devices and interfaces.

- **Infrastructure**

layer refers to the continuous development of a physical infrastructure that enables Metaverse: networks, servers, devices, and power.

Features & Functions

Features & Function

1. Promotable:

Targeted ads across all digital platforms

2. Compatibility:

Accesible on both mobile and desktop devices

3. Data Capture:

Form-fill, live dashboard tracking, coupon generation

4. Gamification:

Customizable 3D Avatars, Quizzes, Hyper casual games, Video integration

4. Outlink:

Integration of links to ecommerce, AR filter etc.

Example 1: Metaverse Style

Here you can use an avatar to move around 3D virtual environment. Here is a link to test a demo that we've built.

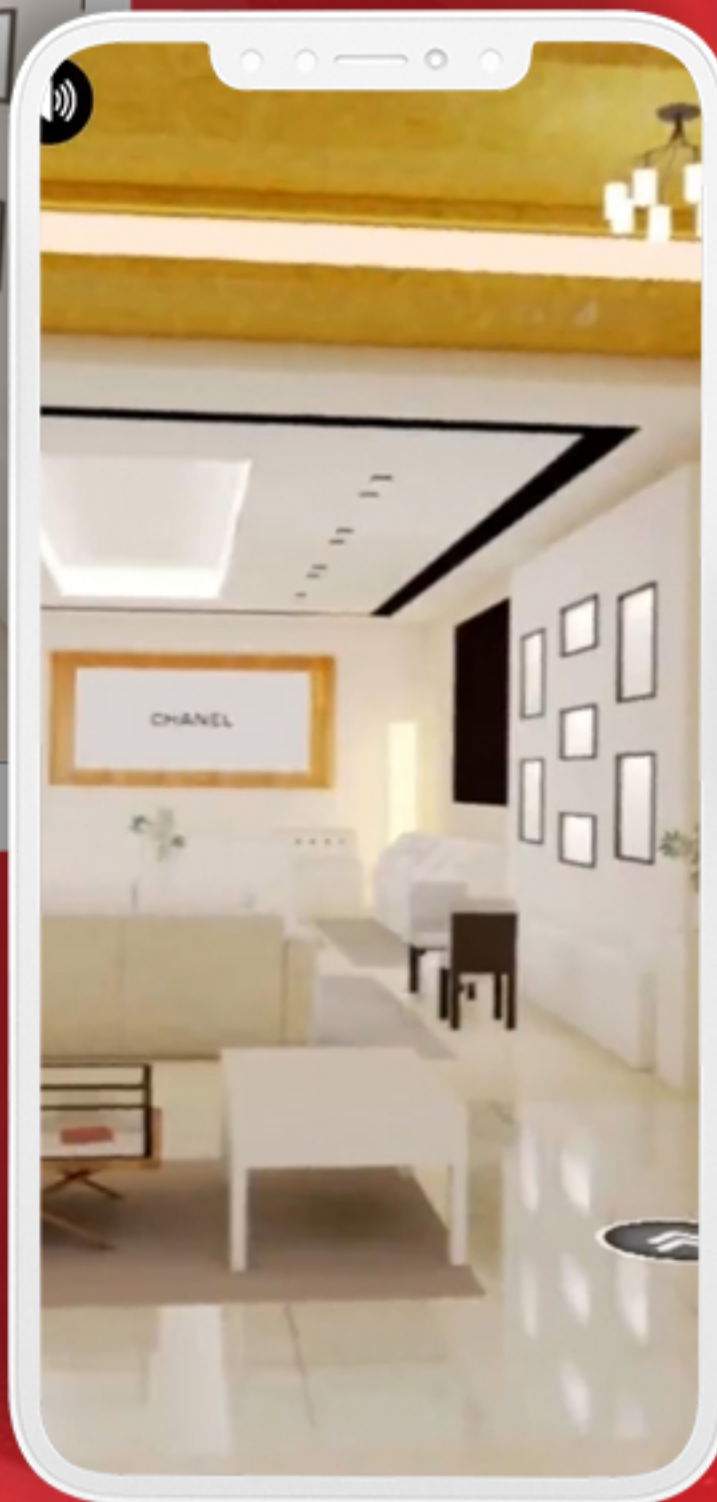
[CLICK HERE TO TRY](#)

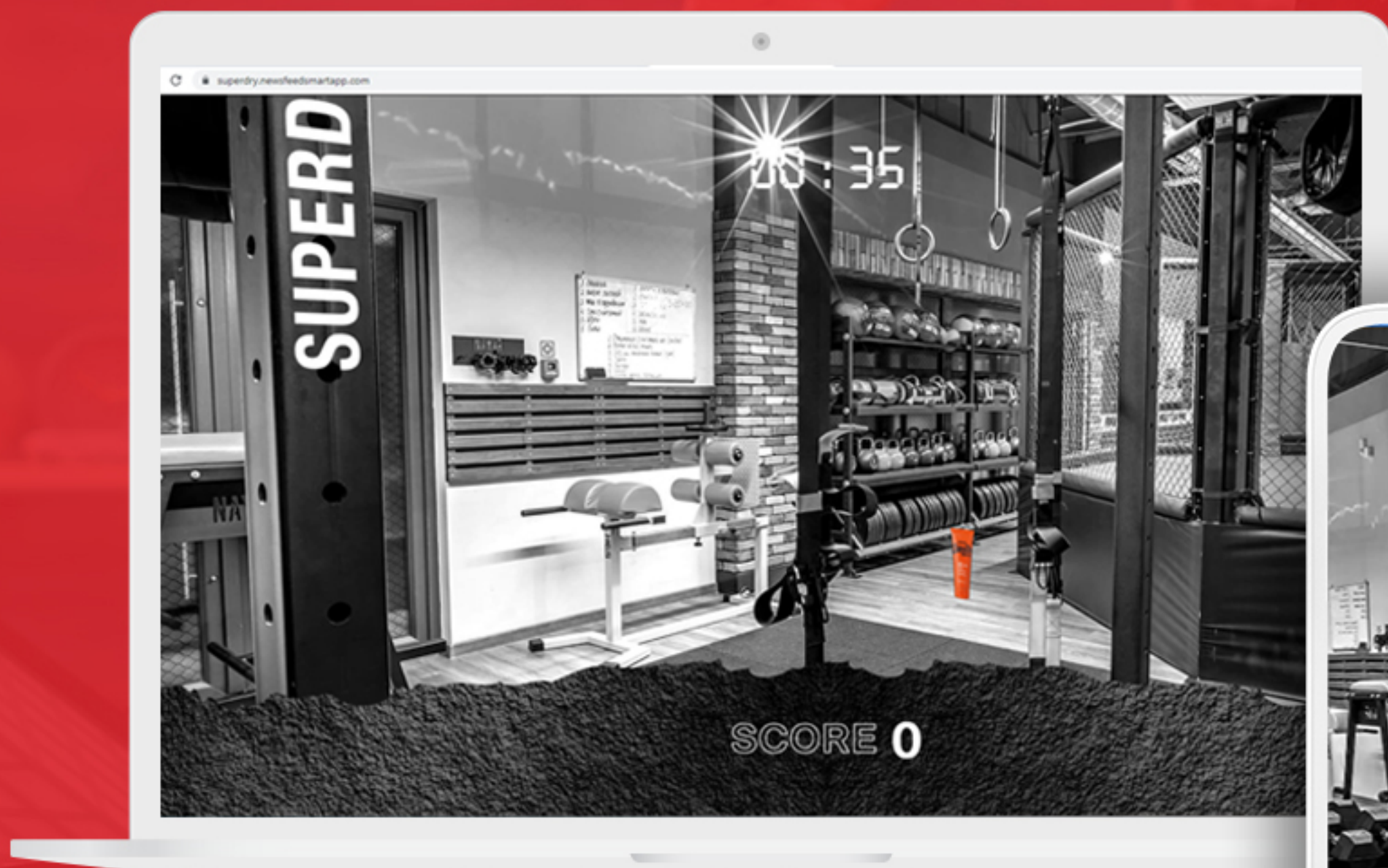


Example 2: Walk-around (no avatar)

With this style of integration, we could have the user navigate through the environment without having to move an avatar.

[CLICK HERE TO TRY](#)





Example 3: 360 degrees look around

This style is further simplified where we have single 360 image that is wrapped around the user's experience. We could have hot spots, video etc intergrated within as well.

[CLICK HERE TO TRY](#)

Immersive Augmented Reality Experiences



alivenow.in

We've built **350+ Augmented Reality experiences** for brands globally, across web AR, social AR and in-App AR. **AliveNow** is the only Indian company to **simultaneously be official AR partners** with Facebook, Instagram, Snapchat and 8th Wall (Niantic).

OFFICIAL SPARK AR PARTNER



SNAP LENS
NETWORK PARTNER

8|8thWall PREMIER
PARTNER

alivenow.in

Here are 4 campaigns where AR was at the core execution.

Scan the Qr Code to watch.



Lenovo Legion 5 Laptop Launch: Explore in true 3D, see the keyboard & screen come to life, switch colors, view the incredible display & much more.



Cadbury Fuse & 5-Star: Scan the IPL Team logo on the pack, unlock games, immersive AR & more.



Amazon Prime Video: See the hero with the cast come to life in your space, take a pic & share.



Colgate Max Fresh: Experience the cooling effect of Max Fresh in augmented reality.

alivenow.in

BRANDED HYPER-CASUAL GAMES



alivenow.in

Why do web-based hyper-casual games work for marketing campaigns?



Lean, mean engagement machine.



Users spend an average of 42-45 seconds while playing branded



Build once, deploy across media platforms.



Build first party data in a cookie-less world.

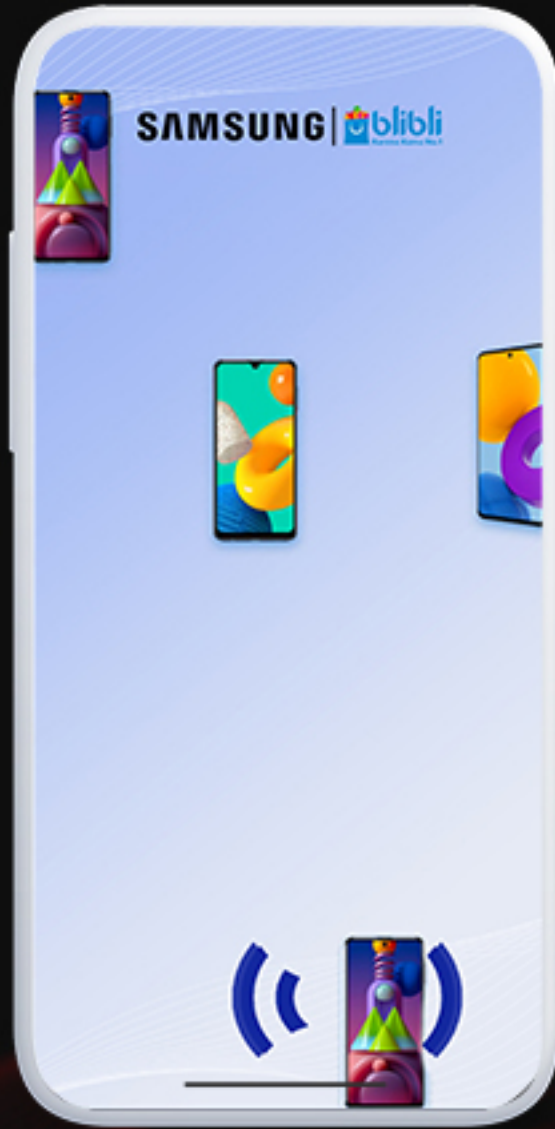


Shareability - If they're having fun, they're going to tell others!



Delightful & memorable game = Increased brand love.

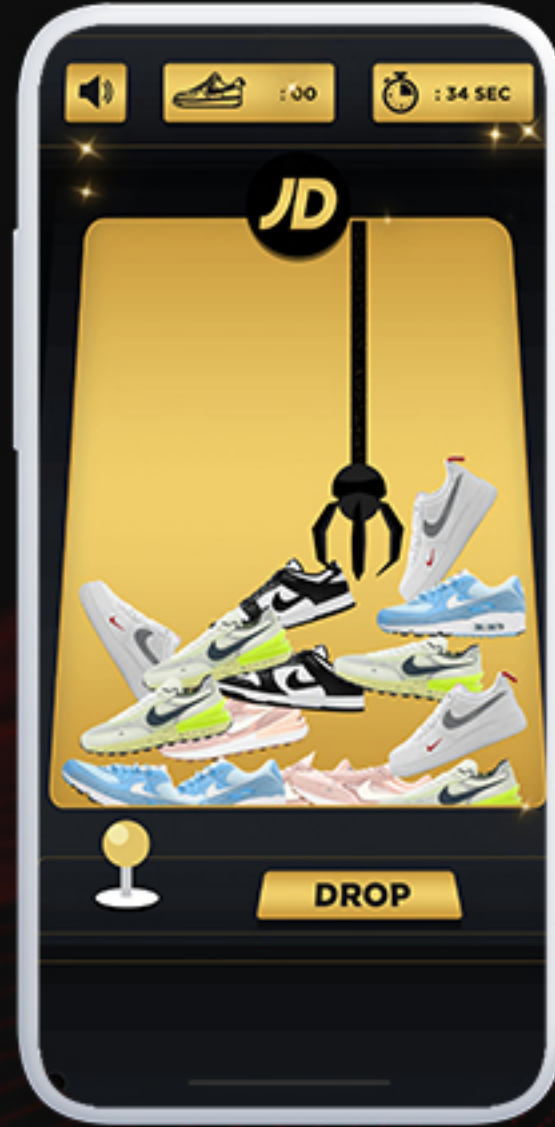
SOME ENGAGING GAMES WE'VE BUILT



Samsung 11.11

Play to earn coupons and redeem online or in-store!

SAMSUNG



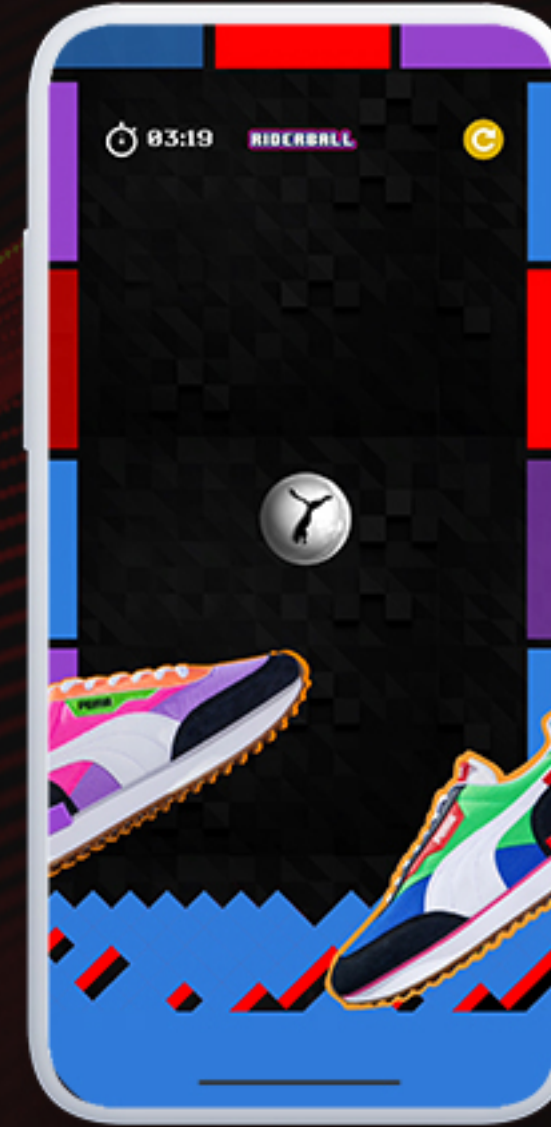
Nike Claw Machine

Use the claw machine to pick shoes & win them.



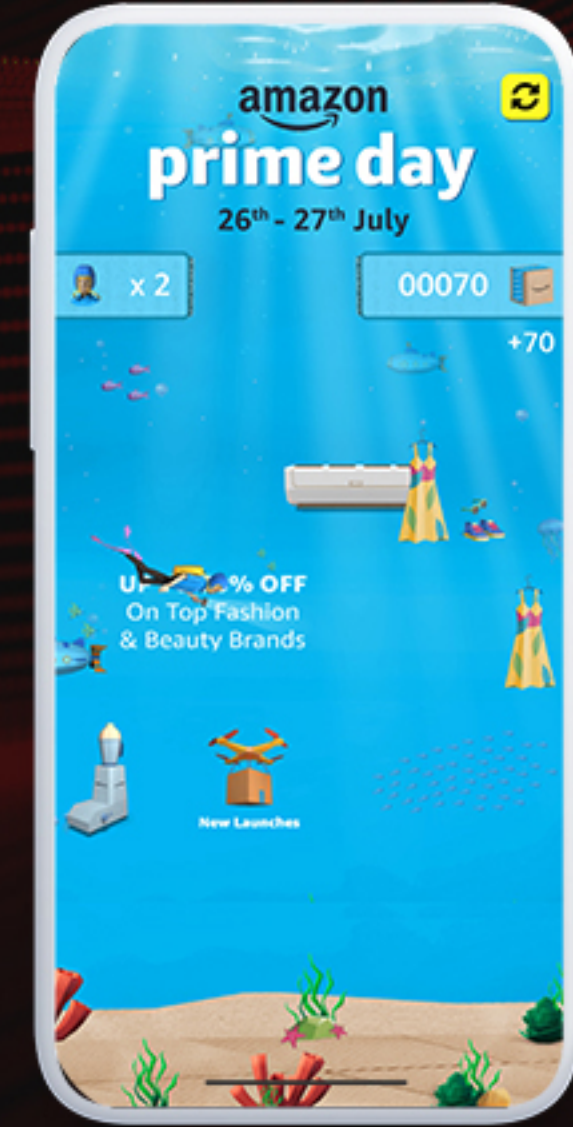
TATA Group Legendary Run

Run to discover history of TATA group



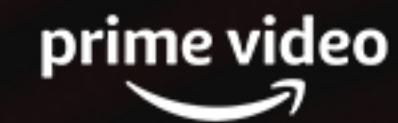
Puma Pinball Rider

Retro pinball game where shoes are the paddles!



Amazon Prime Dive Game

Dive into offers, collect and win exciting vouchers.



alivenow.in

THANK YOU!

contact@alivenow.in

Explore more work at **www.alivenow.in**

