metamandrill

metaverse information

Metaverse Guide
The Internet's Evolution

by Metamandrill.com

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The Internet's Evolution

About Metamandrill.com

Metamandrill.com aims to provide explanatory and practical information about the metaverse and related topics.

The metaverse is coming, and many technologies are involved, making it seem complex. We continuously explore, experience, and discuss the metaverse, underlying technologies, and related subjects. Then we aim to turn that knowledge into clear articles so that others can join us on our journey to the future where the online and physical world merge.

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The Metaverse Guide - The Internet's Evolution

The metaverse is an undeniably exciting frontier. It's an entirely new universe you can explore just by donning some gear and starting up an app. But the metaverse can also seem intimidatingly complex. By reading through this metaverse guide, you'll learn the metaverse, which players are involved, which devices are used for entering the metaverse, examples of apps, and more.

The Metaverse Explained

But just what is the metaverse? Indeed, the metaverse is essentially a whole other universe you can interact with. But what makes it unique is that you can interact with the metaverse differently. Virtual reality (VR) gear lets you essentially replace your view of the analog world with an idea of the metaverse. At the same time, augmented reality (AR) layers the metaverse on top of the standard offline world.

There are other means of working with the metaverse. Everything from phone apps to computers and game consoles can access it. The constant overlap between the two universes makes the metaverse a fully immersive experience. This metaverse aspect removes the physical world's boundaries and creates a new limitless reality. It's also a reality that encompasses your social life. You don't have to step into the metaverse alone. Friends and family can come alone, and there are always new people to meet there.

The metaverse has a remarkable history. The future of the metaverse is inspiring. It's constantly growing and changing. The exponential growth of the metaverse means that nobody knows exactly how it'll evolve.

The Early Version and Days of the Metaverse

One crucial part of a metaverse guide is the more extensive subject history. The metaverse as it's understood today, is relatively new. But earlier versions have existed since the naughties. Second Life, which had 900,000 active users in 2007, is the best representation of a proto-metaverse.

Some of what's now considered a vital part of the metaverse, like Roblox or Fortnite, began as something distinct from it. These proto-metaverses grew into part of today's larger metaverse. It's not uncommon for games to develop into metaverse components. But even social networks like Facebook, now meta, are moving in that direction.

Image attribution: Second Life

The Characteristics of the Metaverse

Defining the metaverse is a little like defining the standard offline world. It's more a question of what parts of either someone focuses on. The metaverse is so large that it's difficult to define it strictly. But some characteristics will always be a part of the metaverse.

It's a Limitless Environment

The metaverse is a limitless 3D environment. You can essentially explore it forever without ever reaching an end. Different implementations might have boundaries within their system. But all of those limits are arbitrary. Those are undeveloped areas rather than borders arising from a genuine absence of usable space.

There's no centralization

No single entity or organization owns the metaverse. People can hold individual elements within the metaverse, such as land or NFTs. But the metaverse itself is decentralized. No single point anyone can own to gain control of the metaverse's totality. It's essentially a decentralized, user-controlled system.

The metaverse is always on

The fact that there's no central point within the metaverse to control also means that there's no main point that can turn it off. It's similar in many respects to the offline world. Not every area of your town is constantly accessible at all times. But it's never really "*off*".

It has a working economy

Metaversal implementations usually mirror the offline world. The real world's economy is vital for most people's day-to-day lives. As such, it's little wonder that metaverse cultures also have an economy. The blockchain typically backs a metaverse economy. This enables the use of cryptocurrency and the creation of unique items.

The metaverse is an immersive world

The metaverse is an inherently immersive environment. When you enter the metaverse, you feel like you're part of it. This is thanks to a combination of powerful extended reality tools and software which can properly leverage it. The final result is a metaverse that you genuinely live within.

Metaverse environments are social and fun

Most people would rank socialization as one of the essential parts of their life. Metaversal activities have the potential to be just as social. Metaverse geography usually operates similarly to standard geography. Anyone can explore or enter into the metaverse. And this openness leads to socialization and group activities.

The 7 Layers of the Metaverse Serve as its Foundation

You've seen the characteristics of the metaverse. Jon Radoff has also initiated seven key points that have been accepted as the layers of the metaverse. These are similar to the earth's crust, mantle, outer core, and inner core.

Users might not always notice the 7 layers. But they're essentially the digital ground you stand on when you log in. You can find a detailed examination of these seven layers in *"The Metaverse Value-Chain"* from Jon Radoff. But you can get a solid understanding with the following summaries.

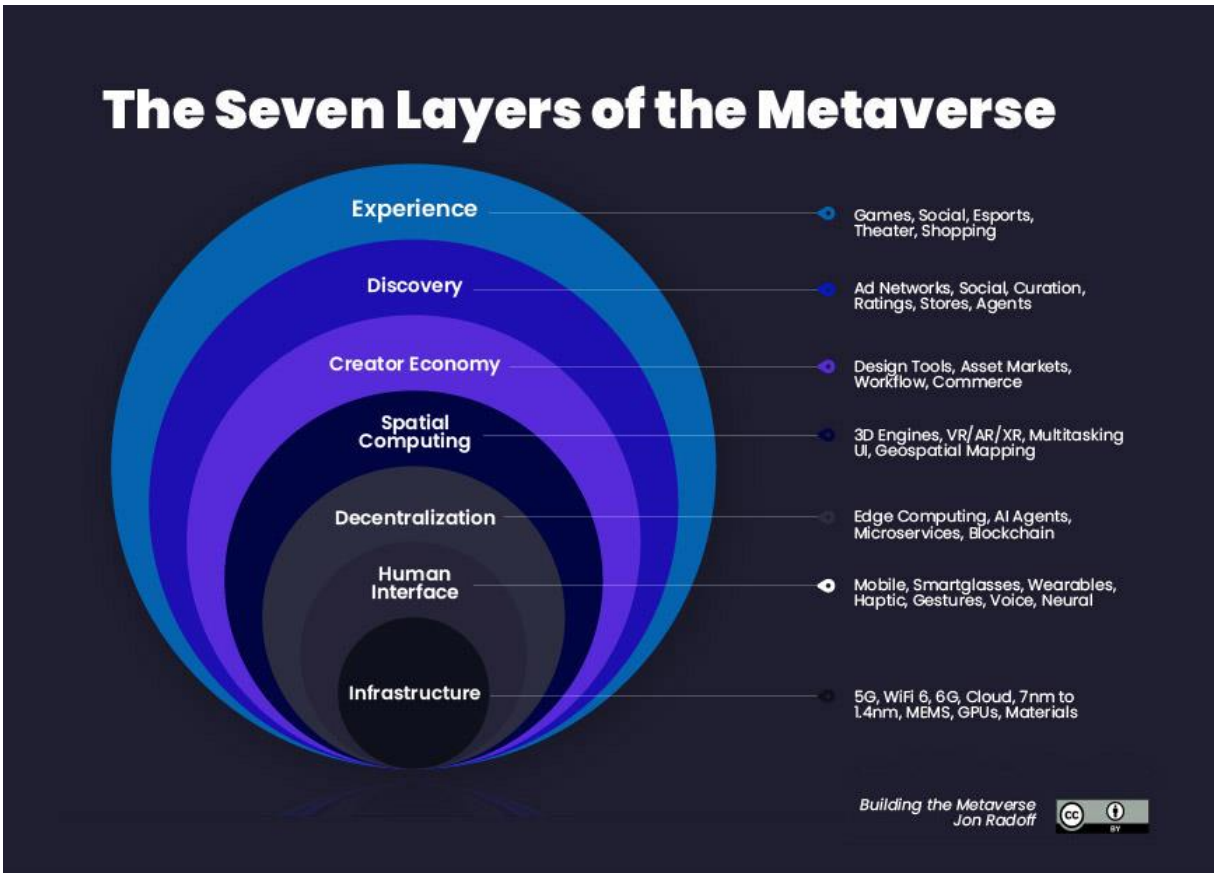


Image attribution: "The 7 Layers of The Metaverse", by Jon Radoff, licensed under CC BY 2.0

1. The Experience of Dismaterialization

The metaverse isn't just about seeing a 3D expanse in front of you. The true nature of the metaverse is dematerialized. It takes everything you know about the real world and turns it into raw data without needing material surfaces. For example, a book can be digitized as text strings. And material reality into

spatial representations. Any of this can appear as simulated materials within the metaverse. But they're all essentially dematerialized items.

2. The Excitement of Discovery and Exploration

Discovery is something that brings value to both individuals and businesses alike. Discovery in the metaverse can come from exploring 3D environments. But it also describes the exploration of content as a whole. This includes community and business-created goods or services. This discovery can be outbound, where various marketers broadcast information to users. Or it can be inbound, where an individual is actively searching for information related to the goods and services.

3. An Economic Foundation Centered Around the Creator Economy

The creator economy layer consists of the latest content creation systems for the metaverse. Creation for digital spaces used to require expertise in coding and design. But the creator economy in this layer describes a method by which people can easily make and monetize content for the metaverse. This is often aided by metaverse implementations which provide special in-system tools. All of this means that people can easily create and sell metaverse goods.

4. Spatial Computing Removes Boundaries

Spatial computing describes how the metaverse coexists with the offline world. Elements of the offline world might be brought online. Or online systems might integrate into aspects of the offline world. The internet of things is one of the most easily seen examples of this merger. It brings everyday objects in our life online and into a network. Augmented reality provides another example. AR works with locational data to visually blend metaverse and offline worlds.

5. Decentralization Ensures a Digital World With No One Owner

The decentralization layer emphasizes that any single entity doesn't own the metaverse. It can be better seen as a larger collective of individual components. Some of the components might have corporate ownership.

Private individuals own others. And blockchains make collective ownership and decision-making even easier thanks to computer assistance. Nobody owns the metaverse as a whole. The lack of singular ownership also means that nobody can turn the metaverse off.

6. Humanity as the Ultimate Computer Interface Device

This layer describes how humanity is becoming a computer interface device of sorts. This is largely thanks to wearable technology and ultraportable items like smartphones. Technology is getting smaller, sensors are improving, and even voice interfaces have become ubiquitous. VR goggles are even becoming lighter and untethered from external hardware. Humanity can communicate with computers in a more natural way than ever before. And this phenomenon becomes more advanced every day.

7. A Powerful Infrastructure Makes Everything Possible

The infrastructure layer refers to the technology which forms and powers the metaverse networks. One of the most critical aspects of this is the growing efficiency of cellular data networks. 5G is already making high-speed portable Internet connections a reality. And 6G networks will eventually decrease latency while increasing speed even further. On top of this, new engineering techniques make portable electronics even more efficient. Even the batteries powering mobile devices are constantly improving.

Examples of How People Are Using the Metaverse

A metaverse guide needs to illustrate both theory and practice. You've seen the characteristics and layers that make up the modern metaverse. But how are these ideas taking form? The following examples highlight some of the most important uses of the metaverse.

Gaming

Gaming is the metaverse's past, present, and future in many ways. Many older online games evolved into true metaverse experiences. Roblox, Sandbox, and Fortnite are some of the best examples.

The flexibility of the metaverse lends itself to games. Users who have complete control of their environment often create games from scratch. Roblox is one of the best examples of this phenomenon. But platforms like Second Life and Horizon show that people will make games where there's scripting and an open world. Gaming elements also help metaverse implementations grow as players jump online to play with friends.

Image attribution: Roblox

For more in-depth information about metaverse games, read the article "Popular Metaverse Games To Explore Right Now".

Virtual Worlds & Social

Virtual worlds are expansive 3D computer-simulated environments. Virtual worlds are essentially a recreation of the offline world in a digital form. This tends to be what people think about when they first hear about the metaverse.

Virtual worlds let you explore expansive environments. You can change your appearance by altering the avatar that represents you. And you can even engage in the same type of socialization found in the real world. Horizon Worlds is one of the best examples. It's created by Meta, formally Facebook, as a fully virtual world. It's so complete that people even make games within it.

Image attribution: Sandbox

For more in-depth information about virtual worlds, read the article “Metaverse Virtual Worlds; The Best Way To Experience the Metaverse”.

Corporate

More and more companies are moving online. COVID-19 forced many companies to try out virtual meetings and workspaces for the first time. And the result was both leadership and employees discovered that they vastly prefer the virtual model. Meta is one of the leaders in this recent phenomenon with its Horizon Workrooms system.

Microsoft has been an industry leader in productivity and teleconferencing systems for decades. So it's little surprise that they've entered into the corporate metaverse with Mesh for Microsoft Teams. Mesh is especially impressive for its ability to leverage an existing infrastructure into the metaverse space.

Image attribution: Microsoft Mesh

Events

The social element of the metaverse even extends to parties and big events. Sensorium Galaxy is a metaverse implementation created to lean heavily into these projects. So it's little wonder that artists like David Guetta, Armin van Buuren, and Steve Aoki have taken part in Sensorium Galaxy events.

Fortnite is also especially notable for its extensive social events. Ariana Grande and Travis Scott are just a few big names that have worked with Fortnite. And even movie and TV franchises, such as Star Wars, have worked with Fortnite to build up hype for their upcoming releases.

Image attribution: Travis Scott

Real Estate

The scope of metaverse real estate deals might be surprising. The expansive 3D worlds found within the metaverse are brimming with potential. And a virtual real estate market has grown up around it. For example, a plot of virtual land in Decentraland recently sold for an equivalent of USD 2.4 million. But the fact that real estate deals exist in the metaverse is almost a given.

Even pro-metaverses like Second Life had a lot of major real estate deals. Modern digital real estate deals are made even more accessible due to cryptocurrency and the metaverse on blockchains.

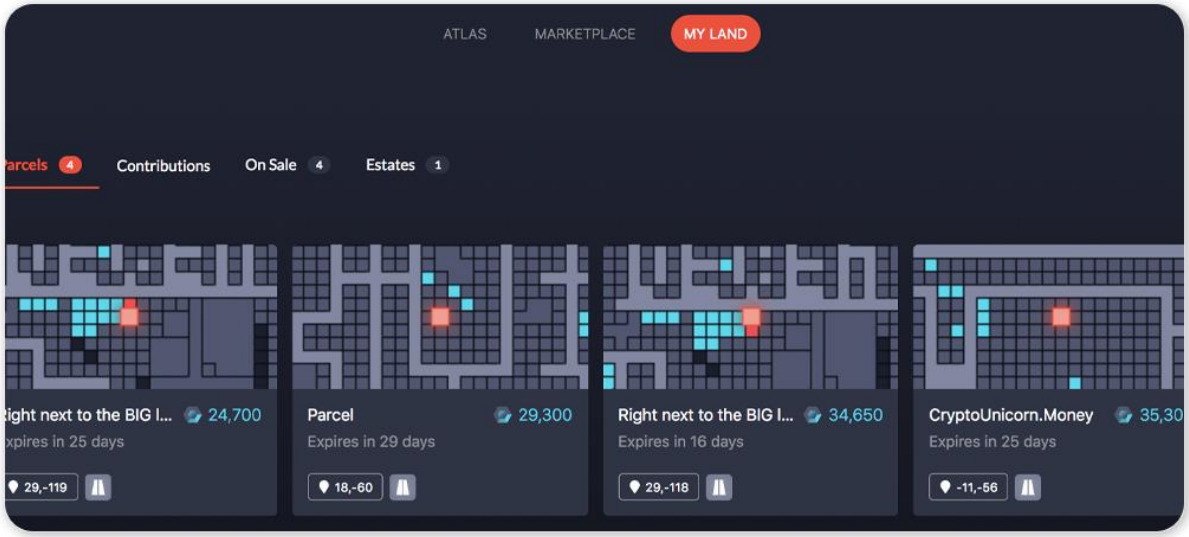


Image attribution: Decentraland

Examples of Companies Developing Foundational Elements of the Metaverse

The metaverse is often framed in the context of the people using it. The system's creator-based economy means that the users are often the primary content creators. But several companies are also helping to move the metaverse forward. These are some of the essential metaverse-related companies.

Meta (Previously Facebook)

Facebook has a long history of connecting people through technology. The company is sure that the metaverse is the next step to officially rebranded as Meta. Meta is working on VR hardware by developing the Oculus and the more experimental Project Cambria.

Meta is also developing metaverse-based systems with Horizon. The Horizon system is continually growing and adding new features. This includes a marketplace and even games.

For more extensive information about Facebook’s Metaverse, read the article “Facebook Metaverse; Explained, Examples, Devices, Vision & Critics”.

Microsoft

Microsoft puts a strong focus on the business side of the metaverse. Microsoft has already been an industry standard for productivity software for decades. But it received a massive public opinion vote on the metaverse during the work-from-home trend in the early days of covid-19.

The market for new solutions was readily apparent, and Microsoft rolled out Mesh for Teams as a way to supplement their current offerings with a metaverse-based model. Mesh for Teams gives users an avatar to explore virtual areas and workplaces. It essentially creates a perfect office environment that's accessible anywhere.

Roblox

Roblox is both a company and the name of its most popular product. Roblox began as a gaming company. But over time, the platform evolved into a far more social and economically rich world than the creators ever imagined. This exponential growth resulted in a fully 3D world where users can create visually distinct avatars, clothing, and complete games which can be shared with others. Roblox is constantly adding new features.

One of the biggest additions is a spatial voice chat that mimics how conversations work in the offline world. In addition, it's working on various new clothing options.

Niantic

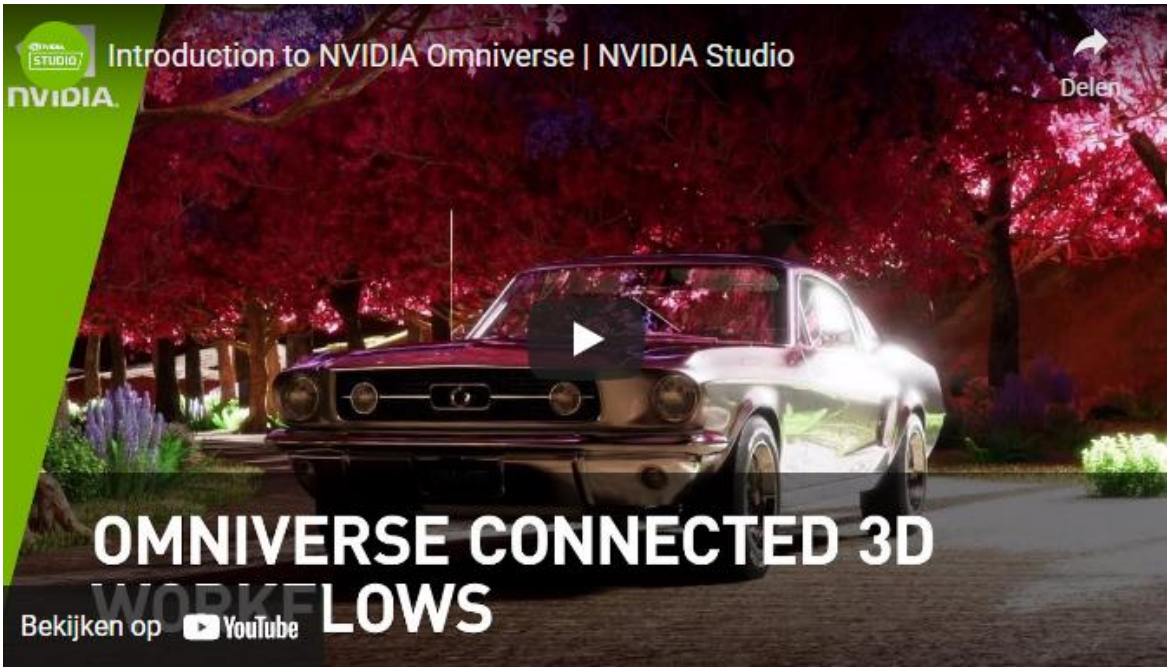
Niantic is one of the biggest names in augmented reality. They brought this side of the metaverse to people's attention with Pokémon GO. This augmented reality game blended the metaverse and the offline world in a novel way that got people off their couches and explored both the virtual and material worlds simultaneously.

Today Niantic has raised $300 million to build a *"real-world metaverse"*. Niantic CEO John Hanke describes it as *"reality made better"*. He adds that their addition to the metaverse will be a real-world metaverse that's infused with data and interactive creations.

Nvidia

Nvidia's hardware is one of the essential elements of the metaverse. The company researches and creates a wide variety of equipment to render or work with 3D graphics. However, they're also pushing into the software side of the metaverse. The company recently pledged to give digital artists a free version of their Omniverse software.

This software has a $9,000 per year license for corporate clients. But individual artists will use it to experiment with the metaverse at no cost. This offer creates a valuable entry point for digital artists who want to learn about the metaverse.



Other Companies Working on the Metaverse

The metaverse's sheer potential means there's a lot of corporate interest. The metaverse is essentially infinite, and borderless means there's no limit to the number of companies working with it. Big names like Google set up new research divisions to work with it. And industry experts are keeping a careful watch on companies like Apple, who've hinted at plans.

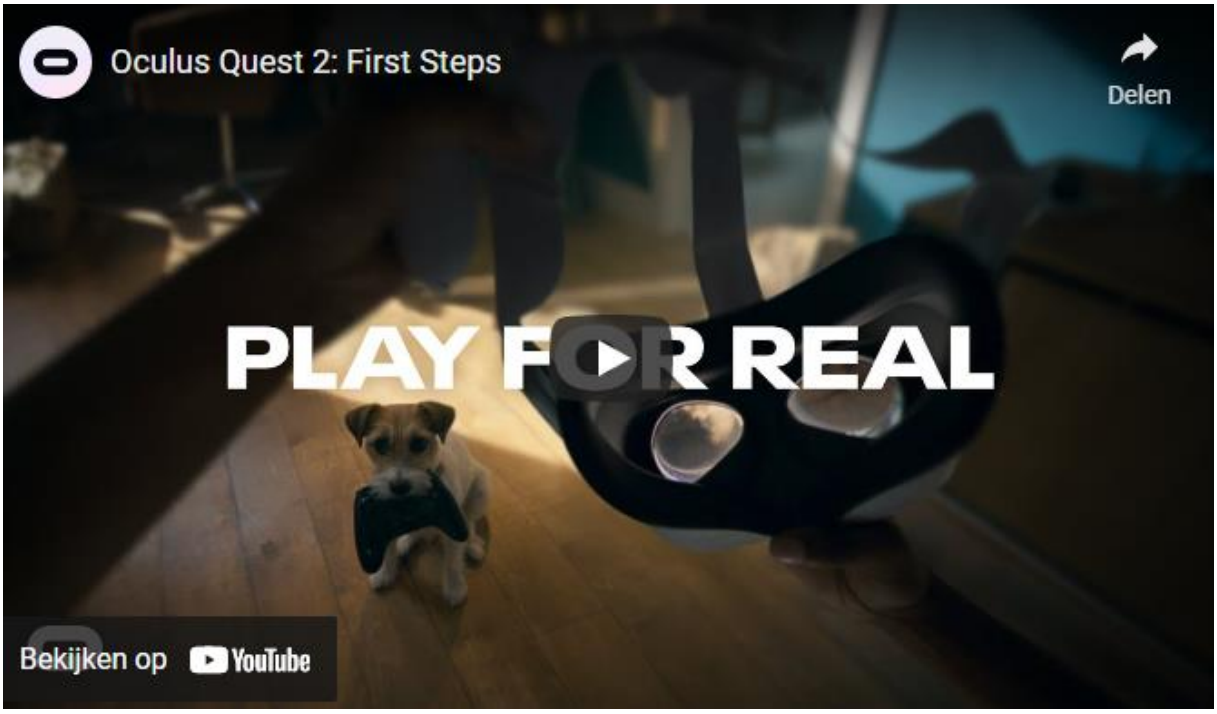
The number of metaverse companies is constantly growing. You can learn even more about the wide variety of companies developing the metaverse in the article "Metaverse Companies Building The Future: An Overview".

The Devices Giving Form to the Metaverse

This metaverse guide has looked into aspects of what you can find in the metaverse. But what about the actual devices used to access it? You can access the metaverse in several different ways. But most metaverse technologies fall into one of the following categories.

Virtual Reality Headset (VR)

Virtual reality headsets are the most easily recognized forms of metaverse hardware. Large headsets cover the user's eyes entirely with a digital display. The headset tracks the user's line of sight and continually updates it within the metaverse software. The quality of a metaverse experience in VR usually goes along with its display's resolution and screen quality. The better the display is given to each eye, the more immersive it is.



For more information about VR headsets, read the article “Your Complete Guide to the Top Virtual Reality Gear”.

Augmented Reality (AR) Gear

Augmented reality typically lets you see select elements placed in the metaverse, like AI entities or items. Augmented reality gear overlays the metaverse on top of the offline world. It generally uses a wearable but lightweight headset or smart glasses. And some augmented reality devices interface with smartphones to provide GPS data and processing power. But in some circumstances, even mobile devices can be considered augmented reality gear when paired with the right app.

Gaming Console

Many instances of the metaverse started as video games. As such, it's not surprising that gaming consoles can act as an entry point to the metaverse. Sony, in particular, is primarily well known for its virtual reality support. Playstations have solid VR headsets available for users. And Sony has tested the waters of entirely social virtual environments. Even the Xbox, which lacks VR accessories, does have some metaverse options. For example, users can access Roblox.

Computers

Computers have long been at the forefront of the metaverse. A PC will almost always support most other metaverse hardware. For example, you can use most VR hardware with a PC. It's generally a matter of upgrading your computer to provide the proper level of support. For example, VR support typically calls for a higher-powered graphics processing unit (GPU). Thankfully adding new hardware is relatively easy these days. And the same goes for software.

Mobile

The metaverse support on mobile devices typically lags behind PC and game consoles. But over time, the improvements to cellular data and GPUs have made smartphones more attractive for accessing the metaverse. Many VR headsets provide options to pair with smartphones. And platforms like Google Cardboard make it easy to create low-cost VR. Mobile platforms also excel with AR games like Pokémon GO. But even leading metaverses like Roblox support mobile.

Virtual Reality & Augmented Reality Metaverse Devices

The best metaverse devices must provide something special that uniquely fits people's expectations. The following ten options are generally considered the best among metaverse gear.

Virtual Reality Metaverse Devices

Virtual reality (VR) metaverse devices fully immerse you in the metaverse. This type of metaverse gear removes your senses from the physical world and presents a new universe in front of your eyes.

1. Oculus

The Oculus line of virtual reality headsets started in 2012 with a Kickstarter campaign and is now owned by Meta (previously Facebook). The first Oculus release came from the Oculus Rift in 2016. This was in turn supplanted by the

Oculus Rift S in 2019. Today the Oculus Rift line has been discontinued. But it's remembered as one of the essential innovations in metaverse gear.

The Oculus line continued apart from Rift with Oculus Quest in 2019. This model boasted impressive features like six degrees of freedom and using cameras rather than external sensors. It was initially used with Android devices. But a later software upgrade provided compatibility with PC hardware to allow users to enjoy Oculus Rift-compatible software.

The initial take on the Oculus Quest series was fairly lukewarm. But the addition of Rift/PC compatibility led to reappraisal with a more positive take.

2. Valve Index

The Valve Index is considered a second-generation headset. It was created by Valve after Oculus Rift had already paved the way for home VR. Valve released the Index in 2019, which produced something parallel to the Oculus Quest. The Quest was moving toward a wireless free-roaming experience but lost some processing power. Valve went in the other direction and tied the Valve Index into a powerful PC interface.

The Valve Index is a fully wired, head-mounted display. Users are further rooted in place by using external sensors like Base Stations. These are placed throughout a room to provide precise tracking.

Valve was aiming for a different public segment. The Valve Index sacrificed some usability and user-friendliness by necessitating a wired PC interface and external tracking stations. But Valve Index provided fantastic graphical fidelity.

Image attribution: Valve Software

3. Sony PlayStation VR2

The VR2 combines Sony's next-gen VR technology with the power of their new PlayStation 5. The result is virtual reality that can work seamlessly with console gaming. In terms of usage scenarios, the Sony PlayStation VR2 walks the lines between the extremes offered by Oculus and Valve. The VR2 does use a cable connection. However, it only has one single cord that connects with the PS5. The precise location tracking for the VR2 is handled through integrated cameras rather than external sensors.

The VR2 uses eye-tracking to invoke a high level of immersion and responsiveness. This is aided by 3D audio and a sensory function that amplifies sensations triggered by in-game action. For example, imagine how you feel when objects fly by your head or you're driving at high speeds. The VR2 helps to emulate those sensations. This is further aided by the immersion offered by the 3D audio.

4. HTC Vive Series

The HTC Vive metaverse devices are a VR-oriented platform from HTC. Like the Valve Index, it specifically targets people who want a more graphically intense experience. HTC partnered with Valve for the initial launch of Vive. This provided a full implementation of SteamVR for the HTC Vive.

HTC upgraded its system even further in 2018 with the Vive Pro. This was followed by the Vive Cosmos, which provides motion tracking without needing base stations. It also has advanced displays with a 1080x1200 per eye display and a 110-degree field view.

The Vive Cosmos does require a link to PCs through a *"link box"*. This contains power connectors, an HDMI port, and a USB 3.0 port, but HTC also has a lower-powered Vive Flow option. The Vive Flow metaverse gear pairs with smartphones to provide lighter entertainment and a more relaxation-focused user experience.

5. HP Reverb G2

The HP Reverb G2 is one of the metaverse devices in the Windows Mixed Reality (WMR) family. This is the banner term under which Microsoft has placed the entirety of its hopes for holographic computing. The HoloLens line is also part of the WMR family.

The Reverb G2 connects to a PC and typically requires relatively powerful hardware. However, the G2 has a unique *"half resolution"* mode to lower the hardware requirements. But when the G2 runs at full power, it can provide an impressive experience. It has some of the best-looking graphics and a high refresh rate for a smooth user experience.

Despite the device's options and high-powered system, it also comes in surprisingly low weight. The G2 is on the higher end for graphical displays. But it's quite a bit lighter than the Index or Vive Cosmos. This can enhance the user's overall immersion.

Image attribution: hp

Augmented Reality Metaverse Devices

Most people think of virtual reality when the topic of the metaverse comes up. But augmented reality is also an essential part of the metaverse. Metaverse devices focused on augmented reality will overlay aspects of the metaverse on top of the real world. This type of metaverse gear can offer a different take on the concept.

6. Microsoft HoloLens

Microsoft has coined the term *"mixed reality"* for its augmented reality ventures. And the HoloLens is easily their most significant leap into mixed reality. One of the device's most impressive elements comes from many sensors. It uses many optical sensors, cameras, microphones, light sensors, and a proprietary *"Holographic Processing Unit"* that Microsoft labels as more potent than the average laptop. The device can ideally detect a room's walls, objects, and layout to inject metaverse elements. In short, it's one of the best metaverse devices for augmented reality.

Microsoft offers both development and commercial version of the HoloLens. And the total cost can range from $3,000 to $5,000. It's still an early project and some aspects, like hand motion detection, aren't quite there yet. But even

with those caveats and a high price tag, it's clear that the HoloLens is a giant leap forward in augmented reality.

7. Epson Moverio

The Epson Moverio is a line of augmented reality smart glasses which use a Si-OLDED display for exceptional clarity of vision with a wide 34° field of view. The display is all fully HD with 1080p resolution and high contrast.

The high-end model, BT-40S, takes the specs even higher. It has a resolution equivalent to a 120" screen that's seen from 15 feet away. Of course, either one of the two options, the standard BT-40, and BT-40S, also sport a unique and appealing visual aesthetic. The glasses even come in multiple form factors and designs.

Epson is particularly noteworthy because they target multiple usage scenarios with the Moverio. The glasses are a fantastic match for the consumer space. There's a wide variety of activities that can be enhanced with them. But Moverio is also making a solid effort to offer professional and industrial workplace applications.

8. MagicLeap

MagicLeap is one of the more established augmented reality brands. It was founded in 2010 to create wearable technologies. Their augmented reality device, the Magic Leap 1, emphasizes a combination of light form factor and high-performance computing.

The Magic Leap 1 offers a low-latency multi-modal input to process user interactions. This means that when users interact with virtual objects, they can feel elements of them. This works with a 6DoF controller that allows for precise manipulation and haptic feedback. On top of this, the Magic Leap 1 also has eye-tracking, hand-tracking, and voice input to streamline AR interaction further.

Despite only weighing 316 grams, the Magic Leap 1 also has impressive processing capabilities. It's one of the real surprises among metaverse devices when considering that this light device can handle heavy-duty 3D visualization and collaborative co-presence alongside web apps.

9. Vuzix

Vuzix offers several different metaverse devices, including various options to work with AR. The M400 is a powerful device with waveguides focused at about 1.5 meters. This provides a model for sight better integrated with human vision than many competing technologies. It may even work with impaired vision. They also offer a variant called the M400C that has a lighter design. However, this is achieved by removing most of its processing capabilities. The M400C will instead need to be plugged into a separate computing system.

The Vuzix Blade is another product line that combines waveguide optics and a self-contained AR system. The Vuzix Blade is primarily marketed for commercial use. For example, it can be used for inventory, training, collaboration, etc. But the potential for the glasses is essentially endless. They're as versatile and easy to use as smartphones.

10. Google Glass Edition 2

The original Google Glass was one of the first forms of AR on the market. But it faded in 2013 due to public concerns over its video recording capabilities. Today the Glass Enterprise Edition 2 is taking that original idea in a new direction and is one of the metaverse devices that shows AR's true versatility.

Google's new Glass has an XR1 processor, which offers efficient processing and advanced AI capabilities. The inventive design provides strong performance and enhanced optics-related processing thanks to its AI.

This metaverse gear provides full support for 720 p video with an 80-degree field of vision for the camera. It also has onboard GPS and dual-band WiFi. If someone needs an even better camera, the Glass can be upgraded to 8 MP for HD video. And the Google Glass Edition 2 is easy to use thanks to voice-command support.


Introducing Vuzix M4000 Smart Glasses at CES2020
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VUZIX M4000
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A Guide to Metaverse Brands With Some Important Examples

Hardware and software companies are the most apparent corporate element of the metaverse. But they're essentially just a first step toward a larger goal. Eventually, the metaverse will be home to as many, or even more, business opportunities as the offline world. The following brands have lept from the offline world and into the metaverse.

Gucci is High Fashion in Multiple Realms

Gucci is synonymous with high fashion. It's been synonymous with creative and high-quality designs for over 100 years. And the company celebrated that anniversary in the metaverse. They created an impressive virtual garden exhibition within Roblox.

Gucci used the opportunity to offer several unique virtual goods for sale within the metaverse. The items were only available for a limited period. And their unique status as uncommon digital goods meant they quickly rose in value. Interestingly enough, there have been instances where the digital version of Gucci's items has sold for more than the offline goods they were based on.

Image attribution: Roblox

Nike Offers a Metaverse-Based Take On Athletics

Nike is one of the world's best-known athletic brands. But the company is also working hard to become one of the best-known brands within the metaverse. One of Nike's most recent endeavors involves a partnership with Roblox that emphasizes active lifestyles. The project, Nikeland, gives users a chance to buy Nike-branded digital goods.

Users can enjoy a wide variety of sports activities within Nikeland. This includes running tracks, obstacle courses, and even parks. But Nikeland also gives people the chance to be active while wearing it. It provides the experience of Nike's lifestyle.

Vans Skates Into the Metaverse

Vans is one of the world's most influential action sports brands. And like Nike, they're taking that spirit into Roblox. The company is working to give people a chance to buy Vans products online to use similar to what they'd experience in the offline world.

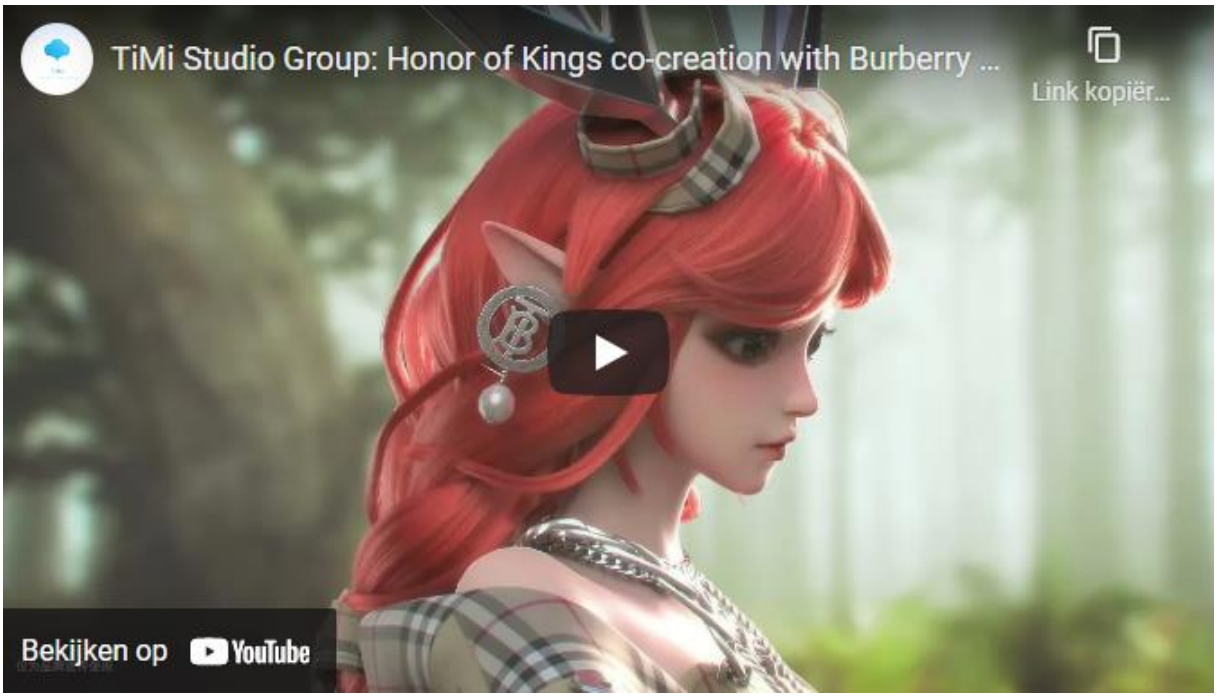
For example, consider the case of someone who's a serious skater. He might use Vans in his offline practice. And he'd want to do the same online too. Vans

made this possible by offering many of its products within Roblox. And they even created virtual skateparks to practice moves in the metaverse.

Burberry Focuses on Metaversal Honor

Burberry is a world-famous fashion brand. But they're developing a solid reputation in the metaverse as well. This is largely thanks to a collaboration with the Honor of Kings game designers. Burberry brought some of its fashion lines into Honor of Kings. This ranges from single items like coats to full outfits.

One interesting twist on this marketing strategy is that items are available both in the metaverse and the offline world. Someone who finds a great look from Burberry in the metaverse can also replicate it through their offerings in the offline world.



Stella Artois Gives People a More Active Role in Horse Racing

Stella Artois is part of the world's largest beer brewery - AB InBev. It's also a well-known sponsor of horse racing. It's safe to say they probably like racing if someone likes Stella Artois. Stella Artois decided to work with that shared interest by teaming up with Virtually Human Studio.

The two companies created a racing platform in the metaverse called Zed Run. Zed Run events allow people to breed and purchase virtual horses in the races. Users also can try out Stella Artois branded horse breeds and skins.

Image attribution: OpenSea

More Examples of Metaverse Brands

These examples show just how much popular brands can accomplish in the metaverse. The digital realm offers companies a chance to leverage their user's interests in ways that'd be impossible in the offline world. But this is still only the beginning.

Everything from game companies like Atari to fashion icons like Ralph Lauren is leaping the metaverse. Each brand makes the metaverse economy a more enticing prospect for users and investors.

You can learn about the most exciting branding examples within the metaverse in the article "Metaverse Brands Selling Their Products Digitally .

Specliazled Examples of the Top 5 Metaverse Blogs

The metaverse is developing at a rapid pace. This metaverse guide has provided countless examples of regularly improving and innovating technologies. Following specialized blogs makes it easier to stay on top of the latest metaverse developments. And the following are among the best of the best.

Metamandrill.com

Of course our own blog :) Metamandrill.com is a relatively new metaverse resource that provides practical and explanatory information. It's notable for giving clear explanations with examples that illustrate the subject.

This is important since the metaverse is entirely in development and still experimental. And the metaverse also merges the online and offline world in constantly changing ways. It often seems complex. But Metamandrill makes the world of the metaverse clear.

Click here to go to the blog of Metamandrill.com.

Building The Metaverse

Building the Metaverse is written by John Radoff. You might recall that Radoff drew up the 7 layers of the metaverse. His blog covers those 7 layers and various other metaverse topics. Radoff is adept at explaining the often complex concepts related to the metaverse in easy-to-understand terms. But he never sacrifices the depth and scope these subjects deserve.

Click here to go to the blog Building the Metaverse.

MatthewBall.vc

MatthewBall.vc is run by Matthew Ball. He's one of the big names in the business side of the metaverse. He's one of the few people who can understand the industry's business side and talk with the people involved. This business-oriented perspective often shows in the subjects covered in Ball's

blog. This has even extended to figures as influential as Facebook's Mark Zuckerberg.

Click here to go to the blog of MatthewBall.vc.

Ryan Schultz

Ryan Schultz has been fascinated by the metaverse since its earliest days. He first fell in love with the open-world side of the metaverse within Second Life. This initial interest is mirrored on his blog. Schultz offers breaking news on all types of virtual worlds, social VR, and the metaverse. His long history further enhances the scope of his writing.

Click here to go to the blog of Ryan Schultz.

Bernard Marr

Bernard Marr is a writer and futurist who has written several Amazon No 1 bestsellers on many different subjects. He's also won numerous awards relating to his works. This literary mindset gives his blog a special tone not seen anywhere else. Marr is passionate about the metaverse. And he brings a unique perspective to the subject thanks to the broad scope of his writing.

Click here to go to the blog of Bernard Marr.

More Metaverse Blogs to Follow

Reading about the metaverse has never been easier. Many of the best minds in the tech industry are fascinated by the metaverse. These are some of the best metaverse blogs. But they're far from the only high-quality options. And each brings their own expertise and specialized interests to the table.

You can find an extensive look into more of the best metaverse blogs in the article "Quality Metaverse Blogs to Follow The Latest Information".

Metaverse vs. Web 3.0

At this point, you might be wondering where Web 3.0 fits into the metaverse. Web 3.0 can be thought of as a metaverse unto itself. But it's a metaverse that uses the Internet as a substrate to build upon. Web 3.0 is a metaverse without the common abstractions like 3D spaces or worlds that mimic offline reality.

For example, NFTs are heavily tied to the metaverse through blockchains. But the standard 3D metaverse isn't the only way to access either of these elements. You can also use Web 3.0 technologies to access NFT information, sales, or create tools. And there's a wide variety of ways to interact with the blockchain apart from 3D environments.

Web 3.0 also makes heavy use of machine learning. These elements permeate the more traditional 3D implementations of the metaverse. Essentially, Web 3.0 emphasizes the metaverse's dematerialization layer.

What Is The Difference Between Web 1.0, 2.0 and 3.0?

If Web 3.0 is metaverse, then what about Web 2.0 and 1.0? Web 1.0 was essentially just plain text with a few scripting tags. This version was a technological marvel at the time. But it wasn't even up to the task of recreating magazine layouts.

Web 2.0 brought the innovations people think of when talking about the Internet. Web 2.0 introduced dynamic page manipulation and a social web. Better scripting allowed for an elegant page design that could even surpass magazines. Adding discussions to a website became relatively trivial with Web 2.0.

Web 3.0 moved technology into a more multidimensional state. Cloud computing and virtualization moved systems away from hardware restrictions. And this also helped open the path for AI and similar improvements.

The article "Web 1.0 2.0 3.0; What is The Difference & Examples" discusses the history and nature of each Web iteration.

Tying the Metaverse Guide Together

This metaverse guide has covered most of the metaverse's fundamentals, but there's one more point to remember. You can explore any of these subjects right now if you have the proper gear. The metaverse is online and waiting for you.

metamandrill

metaverse information

Metamandrill.com aims to provide explanatory and practical information about the metaverse and related topics.

www.metamandrill.com