



**DESIGN  
YOUR**





# THE RISE OF WEB3



## WEB 1

1991-2004

Browser  
Search engines  
Pc & Websites

STATIC WEB  
**INFORMATIONS**  
PASSIVE USERS



## WEB 2

2004-TODAY

Social media  
Marketplace  
Smartphone

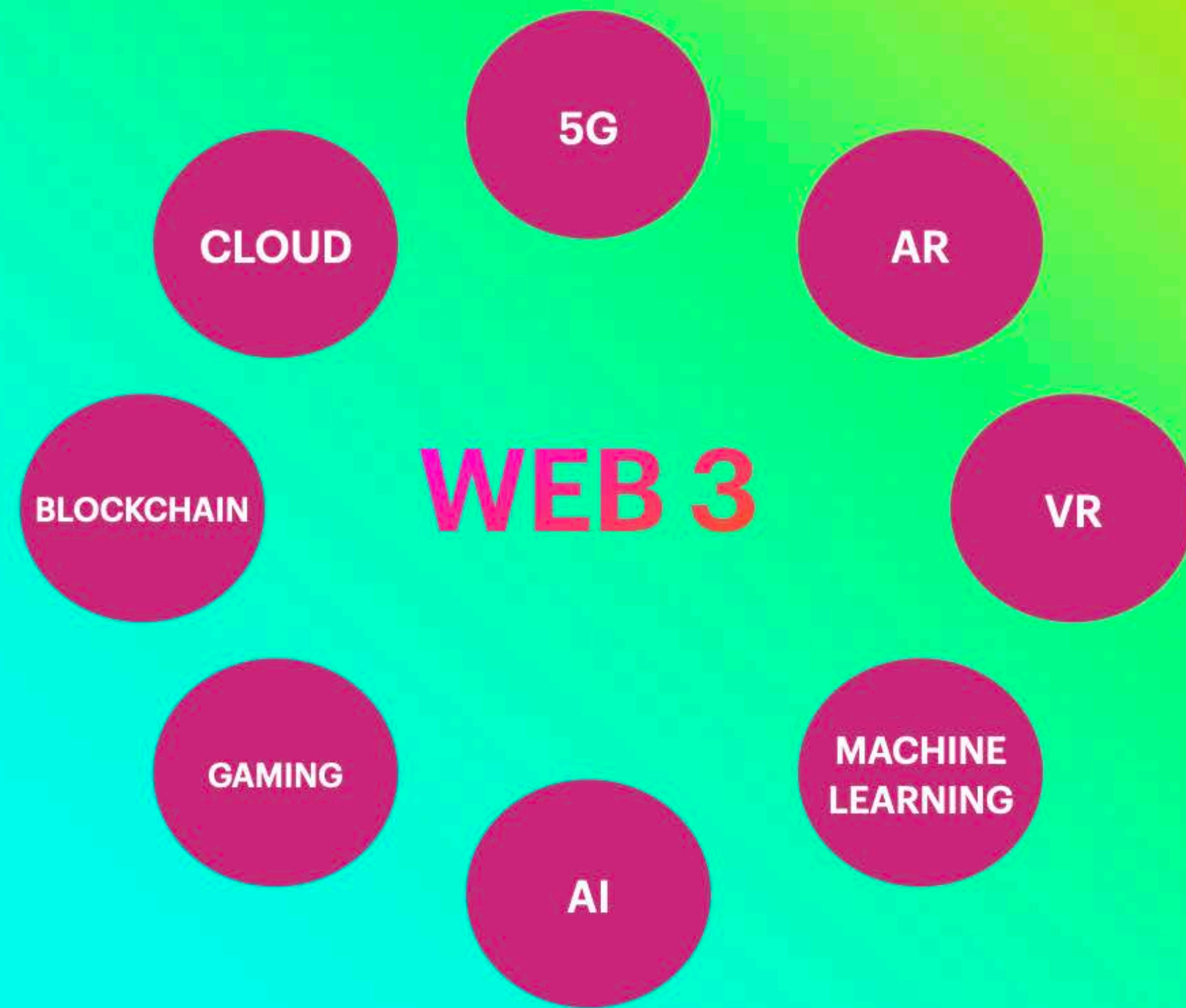
DYNAMIC WEB  
**CONNECTIONS**  
CONTENT CREATORS



## WEB 3

NEW TECHNOLOGY  
ECOSYSTEM  
NEW SOCIAL, ECONOMIC AND  
CULTURAL ECOSYSTEM

IMMERSIVE EXPERIENCE  
NOT VISIVE  
**PRESENCE**  
OWN AND PARTICIPATE







BY 2030 THE METAVERSE WILL BE A TRILLION OPPORTUNITY.

**\$ 4 TO 5 TRILLION**

Source: *Mc Kinsey*





**THE AI MARKET, IT IS EXPECTED TO REACH A  
BUSINESS VOLUME OF**

**\$ 946  
MILLION**

**BY 2030**

*Source: Statista*



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**82%**

**OF BUSINESS LEADERS BELIEVE THAT THE  
METAVERSE WILL BECOME BAU**

**BEFORE 2025.**

*Source: Gartner*



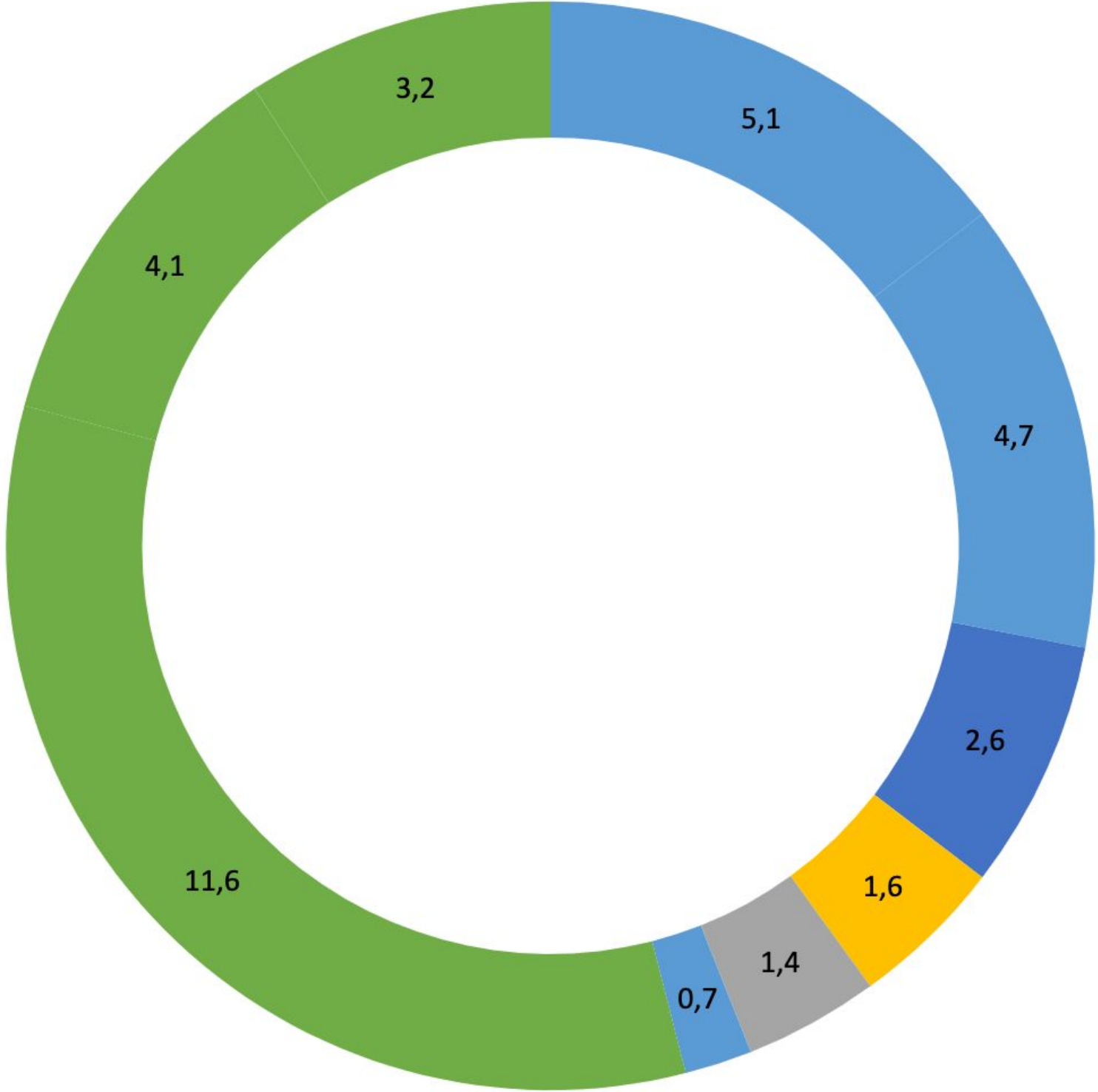


# NEW ECOSYSTEMS





# AR/VR APPLICATION FIELDS



Healthcare	5,1
Engineering	4,7
Real estate	2,6
Retail	1,6
Military	1,4
Education	0,7
Videogames	11,6
Live events	4,1
Video entertainment	3,2
Enterprise and public sector	16,1
Consumer	18,9

● Healthcare
● Engineering
● Real estate
● Retail
● Military
● Education
● Videogames
● Live events
● Video entertainment

Source: Fashionista





**AUGMENTED REALITY** PRESENCE OF OBJECTS OR INFORMATION  
OVERLAID ON TRADITIONAL REALITY THROUGH SPECIFIC DEVICES.

NO INTERACTION, JUST INFORMATION.

**VIRTUAL REALITY** TOTAL IMMERSION IN A COMPLETELY ARTIFICIAL  
VIRTUAL ENVIRONMENT WHERE SENSORY CONTACT WITH REALITY  
IS LOST.

**MIXED REALITY** SIMULTANEOUS INTERACTION WITH THE REAL AND  
VIRTUAL ENVIRONMENTS.



# NEXT GEN FRONT-END METAVERSE



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A vibrant, futuristic cityscape with neon lights and a central circular portal. The scene is filled with colorful, glowing structures and a central circular opening that reveals a bright, blue sky with clouds. The overall aesthetic is highly stylized and digital.

**METaverse WILL  
NOT SIMPLY BE A  
PLACE WE GO INTO**

**METaverse WILL  
BE EVERYWHERE**



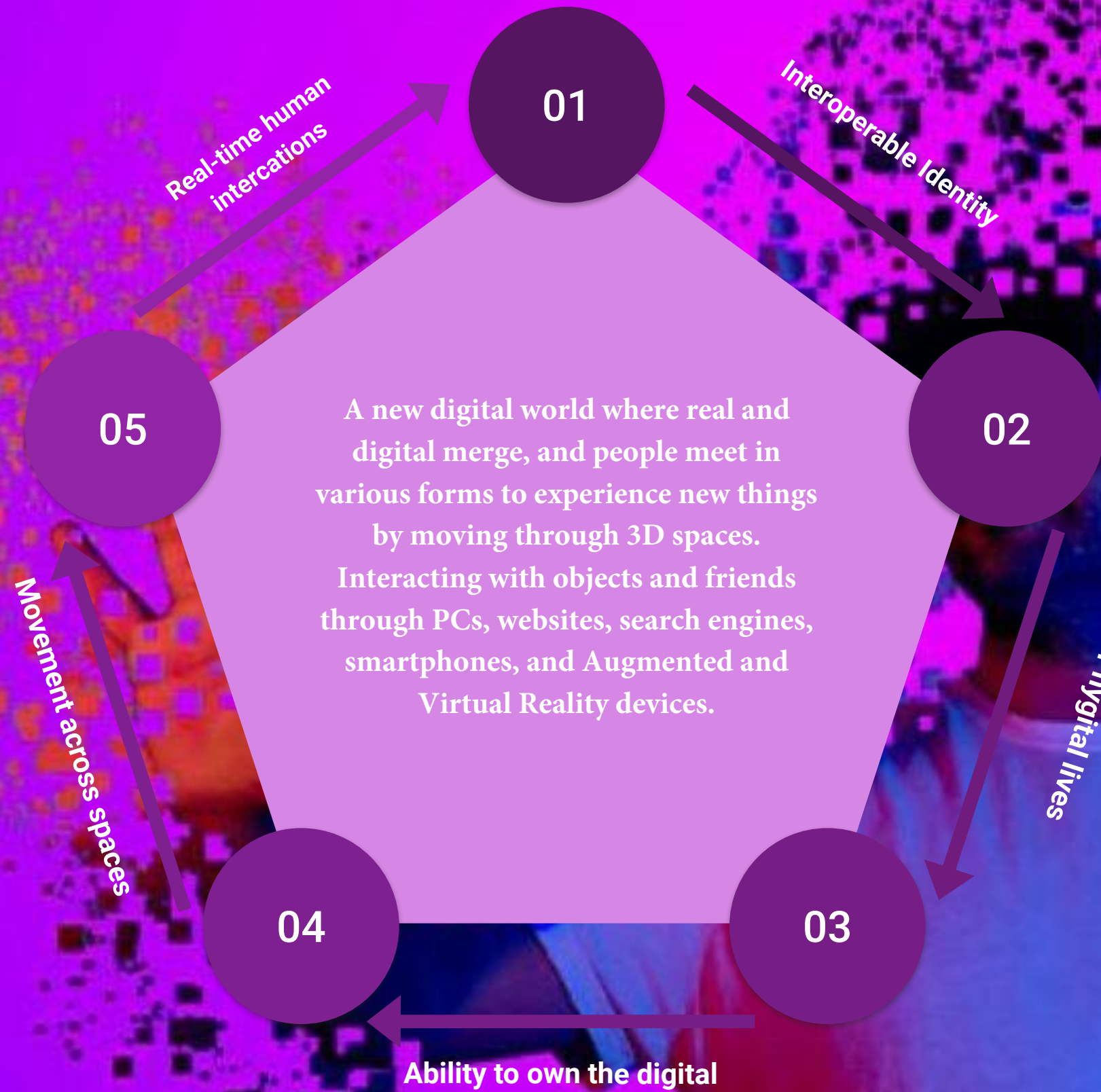


**“THE METAVERSE WILL BE THE NEXT GENERATION PLATFORM TO REPLACE MOBILE INTERNET”**

Morgan Stanley



# THE REAL METAVERSE IS TAKING SHAPE AROUND US







**CONSUMER  
METAVERSE**

**Gaming  
Entertainment  
Events  
Social interaction  
Experience  
Virtual try-ons/shops/retail  
experiences  
Enhancing new ways of  
engagement & Loyalty**

**ENTERPRISE  
METAVERSE**

**Training and education  
Meetings  
Collaborative working**

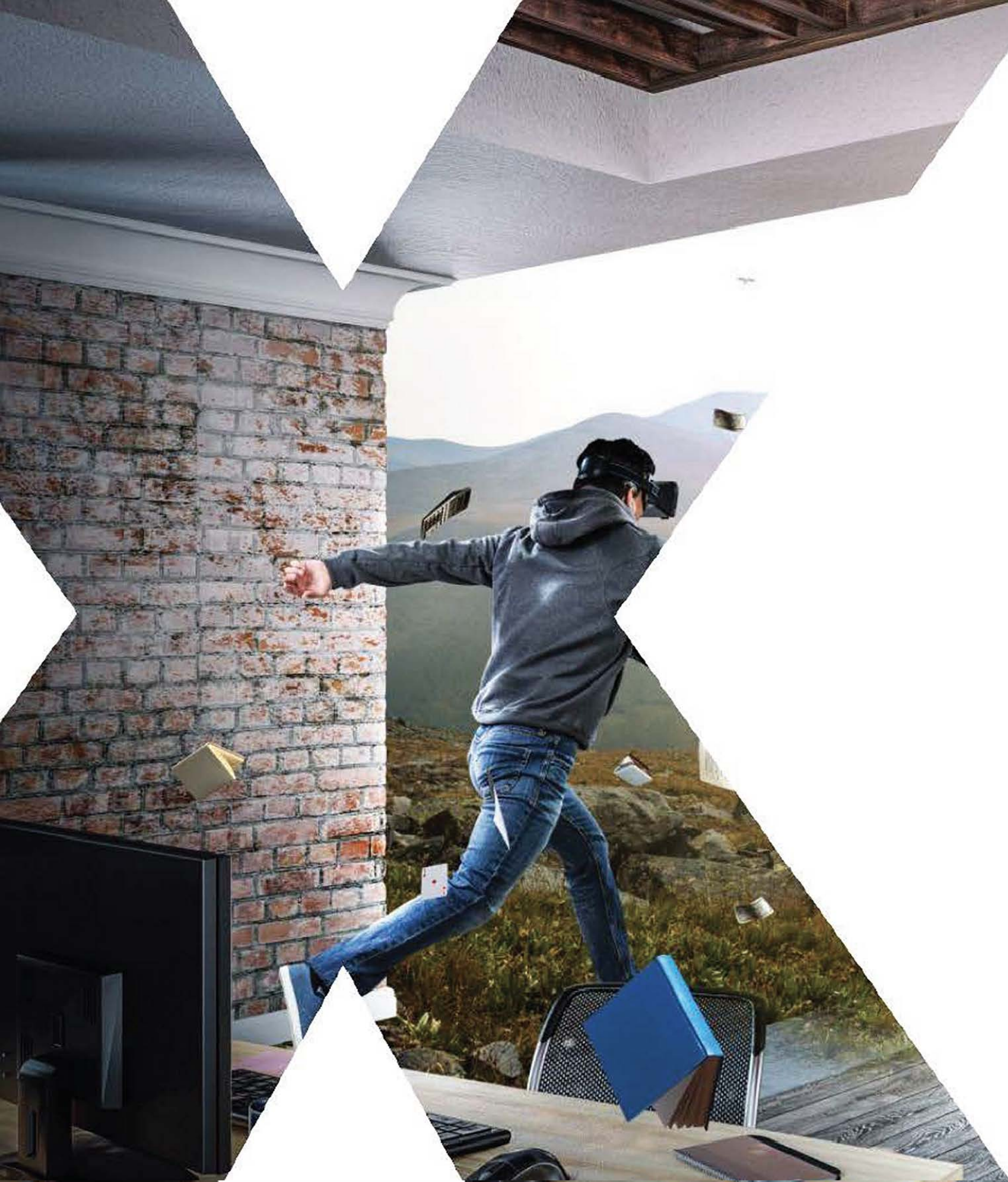
**INDUSTRIAL  
METAVERSE**

**Design and development  
Simulation and  
optimization  
Operational improvement  
  
Digital Twins  
Training & Manintenance**



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**TECHNOLOGIES ARE BECOMING INCREASINGLY  
BLURRED AND SO THE LINES BETWEEN DIGITAL  
AND VIRTUAL WORLDS.**

**EVERYWHERE WE LOOK, TECHNOLOGIES ARE  
TRANSFORMING THE WORLD AROUND US.**

**VIRTUAL AUGMENTED AND MIXED REALITY ARE  
THE GATEWAY TO TRANSFORMING THE  
CUSTOMER EXPERIENCE INTO A NEW DIMENSION  
OF IMMERSIVE INTERACTION.**



# INNOVATIVE DEVICES ARE ALSO HELPING TO SHAPE MORE ACCESSIBLE EXPERIENCES.

Accessible design doesn't end with the physical world. When designing digital experiences and environments, brands will need to consider how to best reach audiences of all abilities.

These wearables will mesh the world around us in order to understand it in real-time as we navigate the physical world.





**VISION PRO  
THE NEW  
“SPATIAL  
COMPUTING  
ERA”**



# THE RISE OF CYBERNETICS

- GAME CONTROLLERS
- HAPTICS
- VR/AR
- SMARTGLASSES



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# MACHINE INTELLIGENCE

- DEEP LEARNING
- AI ASSISTANTS
- AI AGENTS
- VIRTUAL BEINGS
- AI AS A CREATIVE COLLABORATOR



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# DIGITAL IDENTITIES





# AVATAR AS A NEW INTERFACE


NEW EXPERIENCE



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**HIGHLY REALISTIC  
HUMAN CHARACTERS**

 **METAHUMAN**





# VIRTUAL EXPERIENCE ASSISTANT

EXPERIENCE ASSISTANT





BY 2028 THE GLOBAL MARKET FOR VIRTUAL ASSISTANTS USED BY MILLIONS OF PEOPLE EVERY DAY, WILL BE VALUED AT

**\$ 52  
BILLION**

Source: *Grand View Research*



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**IN A PROGRESSIVELY DIGITAL WORLD,  
BRANDS NEED A NEW WAY TO BE MORE HUMAN  
AND BETTER CONNECT WITH PEOPLE.**

TIPSY™



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# GENERATIVE AI

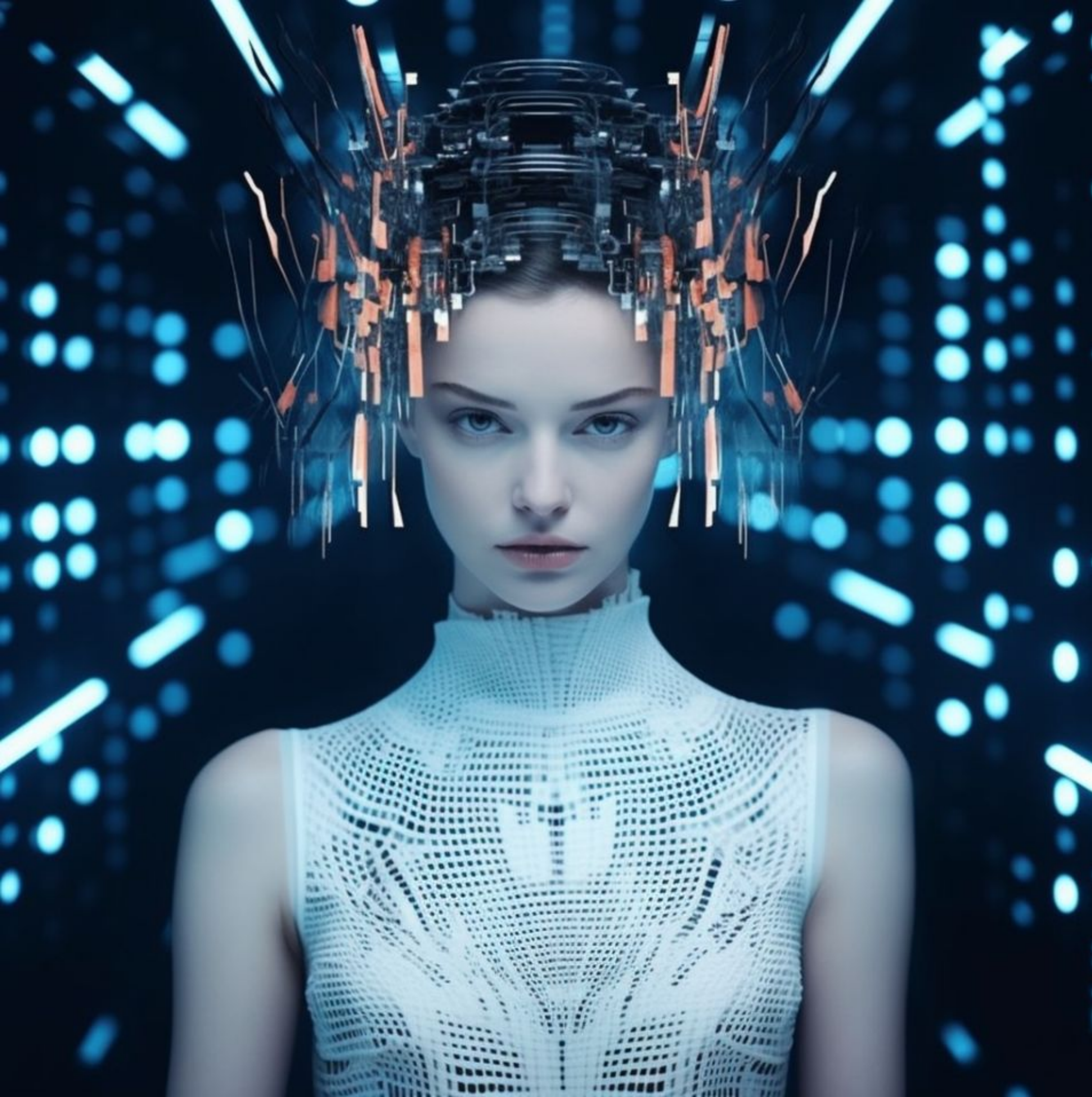


BY 2032 GENERATIVE IS ESTIMATED  
TO BECOME A **\$ 1.3**  
**TRILLION**  
**MARKET**

Source: Bloomberg







**GEN AI ALLOWS TO CREATE REALISTIC IMAGES AND GENERATE NEW CONTENT THAT MEETS THE NEEDS OF BRANDS IN THE ERA OF SOCIAL MEDIA, METAVERSE AND WEB3.**



A futuristic, white, humanoid figure with a cape stands on a reflective surface. The figure is illuminated from the side, creating a strong shadow and reflection. The background is a dark, gradient blue.

# **TECHNOLOGY WILL ELEVATE CREATIVITY THROUGH INNOVATION AND NEW INSPIRATIONS**

The role of brands is evolving. Creativity is becoming the new status symbol for the new digital era of Web3.





# ENVISIONING THE FUTURE

**USE SCENARIO  
THINKING TO  
ESTABLISH A  
STRATEGY THAT IS  
RESILIENT TO CHANGE**



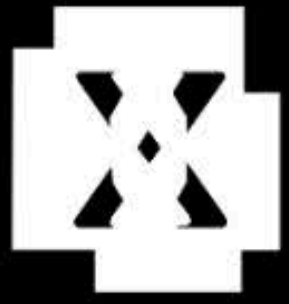
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**1**  
**ASSESSING  
OPPORTUNITIES TO  
CREATE ADVANTAGE**

**2**  
**BUILDING  
ECOSYSTEM CAPABILITIES**

**3**  
**TESTING  
& LEARNING**



**THANKS.**