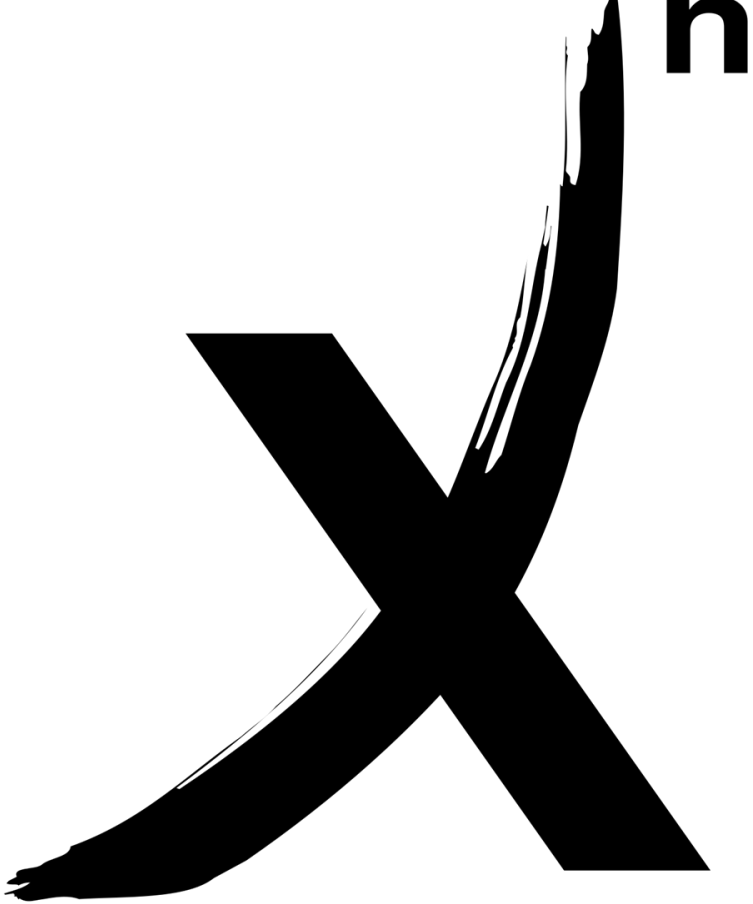

The Future is Now
- Emerging Trends
in Digital Media
Dr. Vijak Haddadi

Exponential Convergence

- 5G
- VR/AR
- Blockchain
- Wearables
- AI
- etc.



exponential


What’s the next level of the internet?

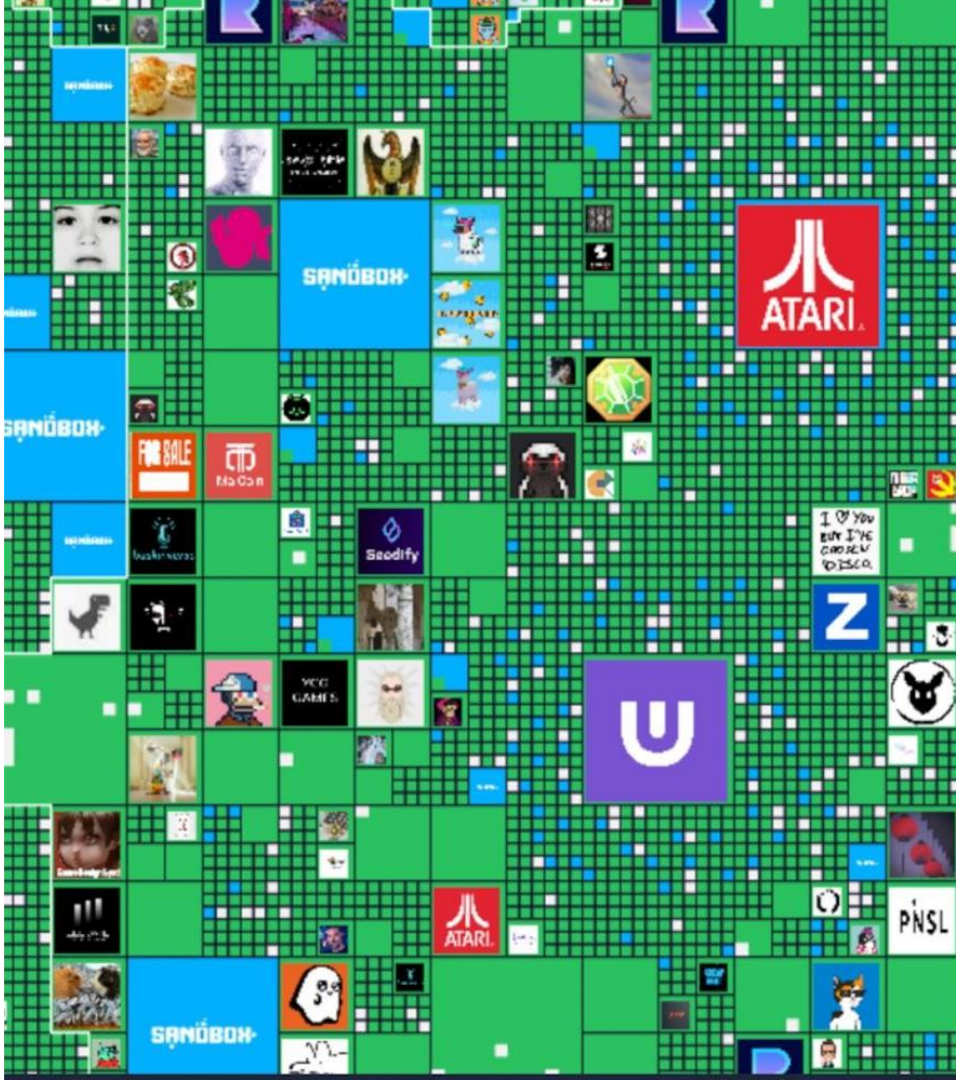
The Metaverse is Coming

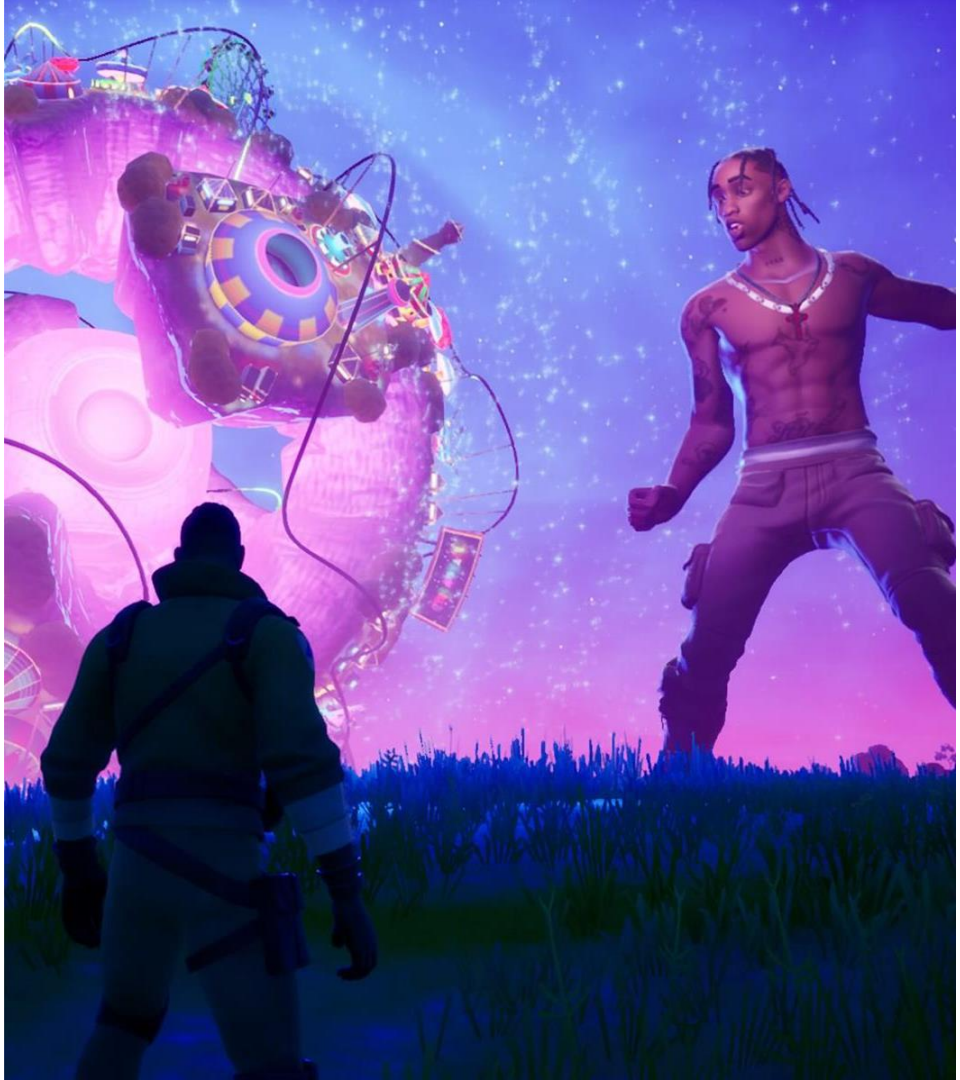


What is the Metaverse?

- Shared digital space
- Persistent
- Synchronous
- Layer on top of real world
- Virtual worlds (like Second Life in the past)
- Economy of Digital Assets (NFTs, web3)




SANDBOX
ATARI
FOR SALE
Seedify
I ♡ YOU BUT I'VE CHOSEN DISCO.
PNSL



How will we access the Metaverse? Will we all be using VR headsets every day?



What’s actually going to replace the smartphone?



From VR over AR and MR to XR

- AR Glasses
- Wearable AR devices
- Interactive overlays (gesture, voice, haptics)
- Spatial computing
- Distributed Ledger Protocols (NFTs, DIDs, Web3)



Non-fungible tokens (NFTs) and decentralized identifiers (DIDs)



How to prepare for the coming shifts?

- Develop a brand (a digital identity) with personality.
- Create and nurture community around your brand.
- Stake digital real estate for your brand (not just on web2 platforms like Facebook and Instagram).
- Be either early to the game or be better at it.


Q&A

Next Steps

Connect with me on Linkedin:

Dr. Vijak Haddadi, aka Dr V

Come for a chat.

Thanks!

