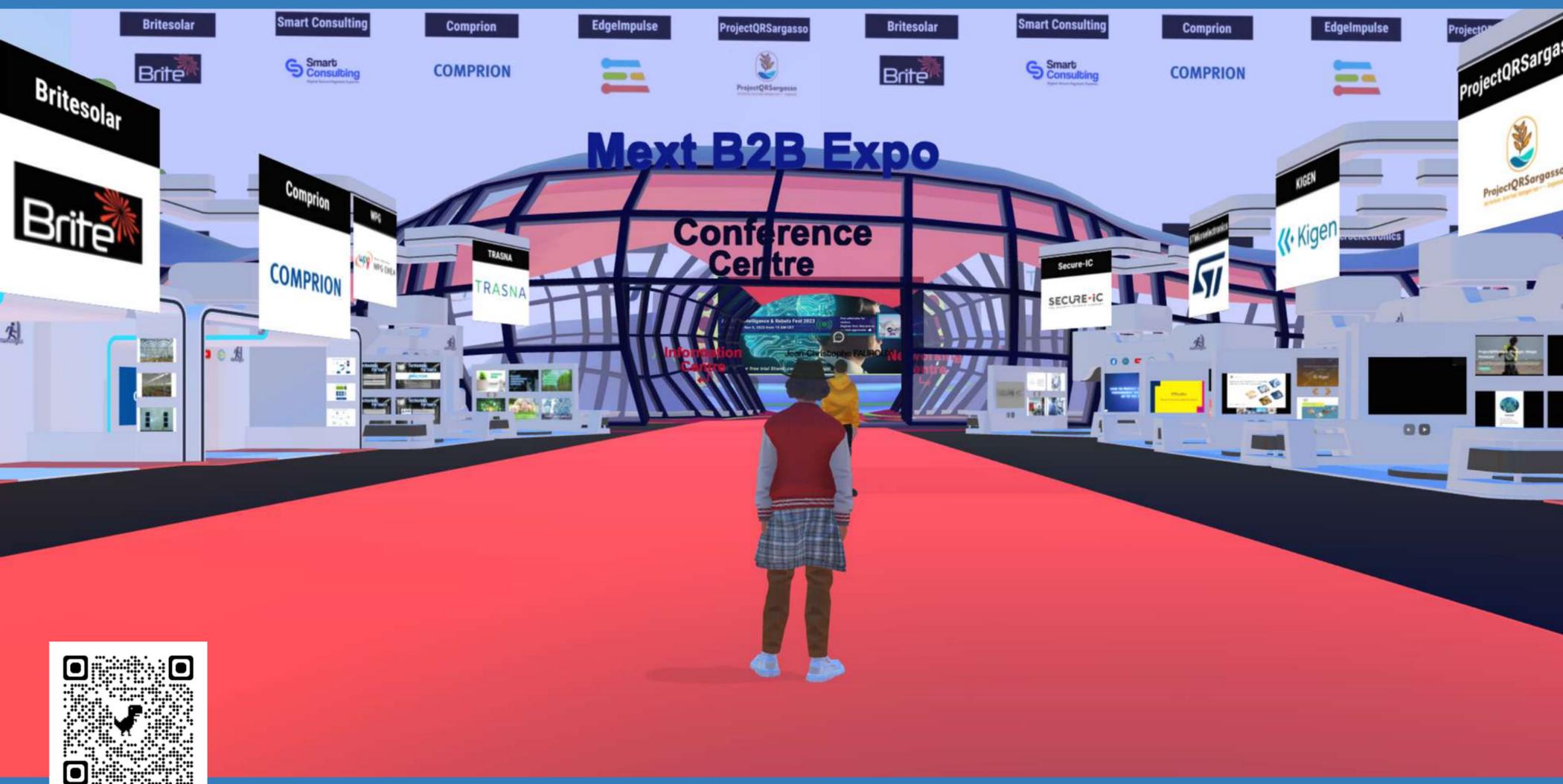*Mext*

METAVERSE GATHERINGS: EXPLORE VIRTUAL EVENTS AND EXPOS

*Boosting Engagement and Appeal in Virtual Communication
while Establishing Boundaries to Prevent Emotional Exhaustion*

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Metaverse Gatherings:

Explore virtual Events and Expos

METAVERSE GATHERINGS: EXPLORE VIRTUAL EVENTS AND EXPOS

Boosting Engagement and Appeal in virtual Communication while Establishing Boundaries to Prevent Emotional Exhaustion.

I- EXECUTIVE SUMMARY

The COVID crisis prompted a significant surge in remote work, which is expected to remain a prominent feature of our work landscape. Remote work offers diverse advantages, including flexibility, reduced commuting, heightened productivity, cost savings, access to a global talent pool, work-life balance, inclusivity, and decreased office expenses, as well as benefits to job satisfaction and health and safety. It's also eco-friendly, time-efficient, and geographically flexible, contributing to business continuity.

Nevertheless, remote work presents challenges related to communication, collaboration, and work-life boundaries. Addressing these challenges requires innovative solutions and tools to ensure the sustainability of remote work arrangements. Even though remote workers have made progress in creating dedicated home workspaces and incorporating physical activity, they often experience "Zoom fatigue". This term describes the mental and physical exhaustion resulting from frequent video conferencing, which became common during the pandemic.

To combat "Zoom fatigue" effectively, it's essential to diversify communication methods and establish dedicated 3D digital workspaces. Within these spaces, remote teams can explore alternative ways of communication and interaction, such as organizing events and expos, thus reducing the monotony of video conferencing.

This whitepaper explores the possibilities and challenges of creating interactive 3D spaces to enhance interactivity among your employees and with your customers, while also addressing the issues associated with "Zoom fatigue" and its impact.

II-CREATE YOUR METAVERSE VIRTUAL EVENTS AND EXPOS

II-1 The Opportunity

Virtual events and expos in the Metaverse offer a multitude of advantages, making them increasingly attractive to both organizers and attendees.

Compared to in-person events, they provide global accessibility, cost-effectiveness, and a more sustainable approach. In contrast to traditional video conferencing, they elevate engagement through interactive and immersive experiences, incorporating 3D booths, virtual reality (VR), and augmented reality (AR) technologies that captivate participants more effectively. These features create a palpable sense of presence, enabling natural interactions with virtual objects, simulating real-world experiences such as walking around, moving items, or participating in activities.

Metaverse environments enhance dynamic networking, featuring spatial audio, non-verbal cues, and the ability to move around virtual spaces for conversations. They include open networking spaces with avatars congregating, speed networking sessions, and social areas that foster connections among attendees.

To prevent virtual interactions from becoming monotonous, infusing creativity, engagement, and variety is essential. The visual appeal of 3D elements combats boredom and offers access to interactive content, including live demonstrations, 3D storytelling, and interactive games.

Metaverse events provide valuable data and analytics on attendees' behavior and interests, enabling organizers to improve future events and refine their audience targeting. Moreover, the Metaverse serves as a constant innovation hub for event formats, interactive experiences, and experimental approaches, amplifying engagement and brand visibility.

II-2 The Challenges

The incorporation of gamification into learning holds significant promise. However, it also introduces a set of challenges:

- 1.Teacher Training & Support: Crafting effective gamified content may necessitate a grasp of game design and development.
- 2.Resource Allocation: Gamification often demands investment in technology, software, and other resources. Schools and educational institutions must earmark budgets and dedicate time to facilitate gamified learning.
- 3.Accessibility and Inclusivity: Guaranteeing that gamified content is accessible to all students, including those with disabilities, is a crucial aspect. Ensuring inclusivity may be challenging.
- 4.Technical Issues: Technical hiccups, such as software glitches and connectivity problems, can disrupt the learning experience, presenting challenges for both students and teachers.

In the upcoming sections, we will introduce the Mext platform, which offers a compelling solution to address these challenges effectively.

III- MEXT METAVERSE PLATFORM

III-1 Metaverse Technical

Requirements: Ensuring that all participants can access your event.

Right from the outset, we designed the Mext Platform to be web-based, ensuring that it offers responsiveness across a wide range of devices, including desktops, mobile devices, and VR headsets. Our aim is to provide users with the utmost flexibility and an enjoyable experience, free from device type limitations. While a stable internet connection is a requirement, in terms of hardware performance, standard laptops typically provided by companies to their employees, as well as smartphones, should suffice.

An enjoyable experience, free from device type limitations

An important consideration is to check for security firewalls implemented by companies for any new applications. Employees should obtain approval from their company's IT departments before accessing new applications. However, personal devices can still be utilized for access.

Furthermore, we have implemented a technical support feature through chat and provided troubleshooting documentation to ensure that attendees receive assistance in the event of any technical issues when accessing the Metaverse event.

III-2 Learning Curve

The ability to effectively organize and navigate within the Metaverse.

Seamless navigation within a 3D environment is pivotal for a positive event experience in the Metaverse. The Mext platform, from its inception, has been meticulously designed with user-friendliness as a core principle. It offers a variety of features along with simple navigation:

- Recognizable Icons and Navigation Buttons: Clear and intuitive icons and navigation buttons are thoughtfully integrated to serve as guides within the 3D space.

- AI Virtual Assistant: An AI virtual assistant is readily available to provide assistance, answer queries, and enhance the customer's exploration.

- Directional Markers: The platform allows you to incorporate directional markers, aiding visitors in finding their way within your event space.

- Mini-Map: A comprehensive mini-map provides customers with an overview of your event space layout, enabling easy navigation.

- Guided Tours: For those seeking a curated experience, guided tours are available, ensuring that customers don't miss key highlights.

To further enhance the user journey, we have included a brief tutorial and onboarding process for customers attending the Metaverse event. This orientation guides them on movement, product interaction, and feature access.
For customer support and assistance, a range of tools are at your disposal. Real-time assistance is offered through chat, video interactions, and AI virtual assistants within the 3D environment, ensuring visitors can readily seek guidance when facing navigation challenges.
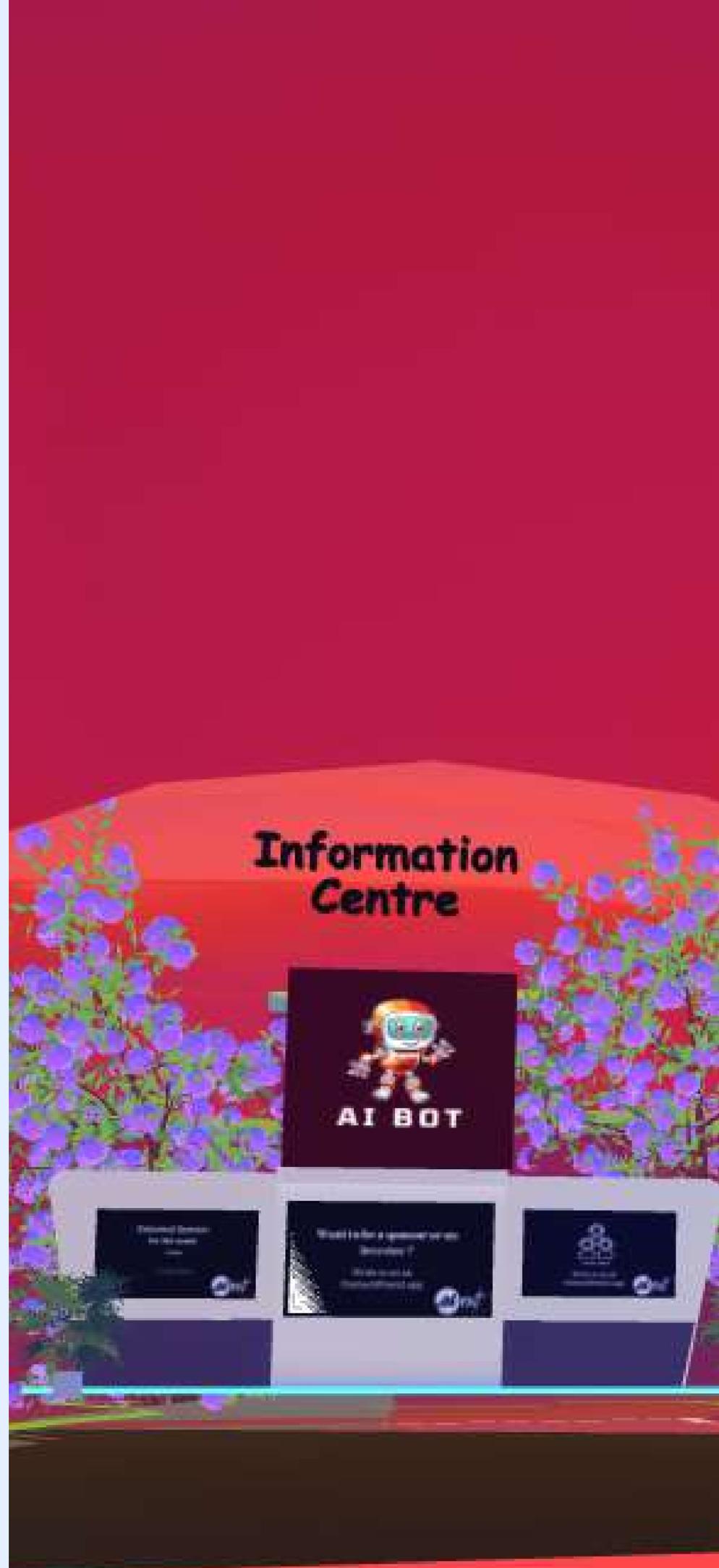
III-3 Social Media Integration

Ensuring that your Metaverse event doesn't limit promotion and broadcasting on social media.

Contrary to limiting your social media presence, the Metaverse can significantly boost and differentiate your brand's visibility on these platforms. Here's how:

- Simultaneous Social Media Broadcasting: The Mext platform empowers you to broadcast your event across multiple social channels concurrently, expanding your event's reach and broadening your audience.

- Captivating Content: The Metaverse offers the means to create compelling and distinct content, setting you apart and increasing your visibility. The unique experiences you craft can resonate with your audience, leaving a lasting impact.

- Email Campaigns: You can further extend your reach through email campaigns directly from the platform, engaging a wider and more diverse audience, thereby enhancing your event's overall impact and visibility.

III-4 Additional Costs:

Considering potential expenses beyond those associated with video conferencing events.

The extra costs associated with hosting your event in the Metaverse, as compared to using free social media broadcasting platforms or existing subscriptions to services like Microsoft Teams or Zoom, can range from a few tens to several hundred euros.

However, these costs are offset by the substantial value derived from the Metaverse event. The rich and exceptional content produced within the Metaverse, along with the opportunity for attendees to partake in new and immersive experiences, not only justifies these expenses but propels your brand to a whole new level.

Propels your brand to a whole new level
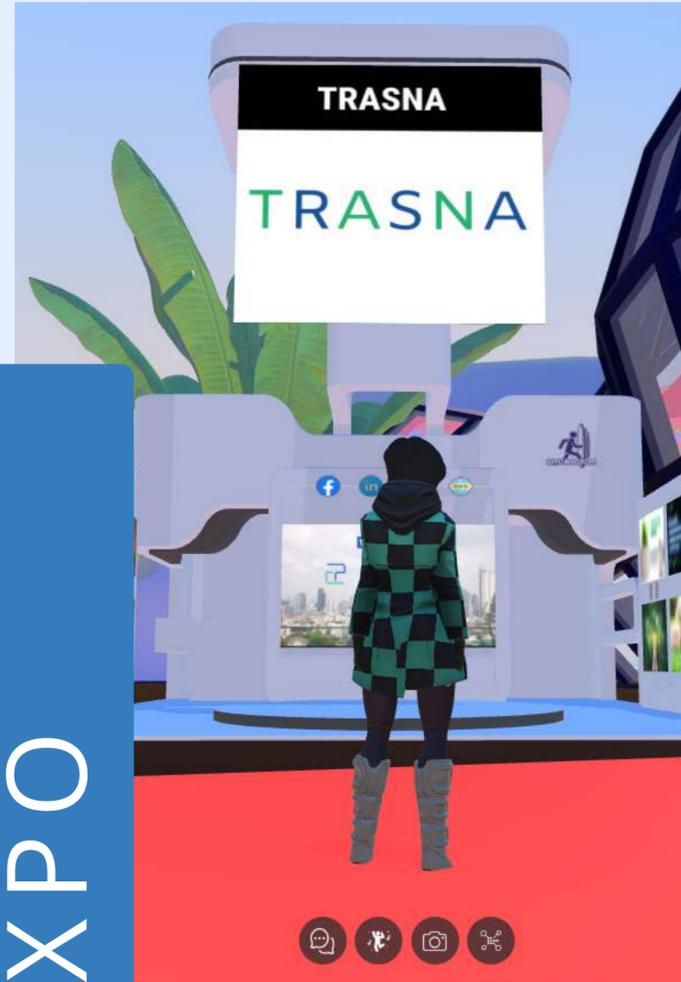
EXPO

IV-CONCLUSION

The rise of remote work, triggered by the COVID-19 crisis, has reshaped our work landscape. It brings not only immense benefits like flexibility, increased productivity and cost savings, but also challenges, such as "Zoom fatigue."

To combat this fatigue, the Metaverse offers a fresh approach through 3D digital workspaces, creating immersive experiences. Virtual events and expos in the Metaverse provide global accessibility, interactive engagement, and networking opportunities.

Challenges include technical requirements, learning curves, and additional costs. The Mext platform addresses these challenges by ensuring accessibility and user-friendly navigation. It also empowers social media integration for broader reach.

While there are additional costs associated with Metaverse events, the added value they bring in terms of rich content and immersive experiences far exceeds these expenses.

In this evolving landscape, the Metaverse is a beacon of possibility. The Mext platform simplifies the journey, making it enriching and transformative.

Information Centre

AI BOT

Visit the use case

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