



Getting ready for the metaverse

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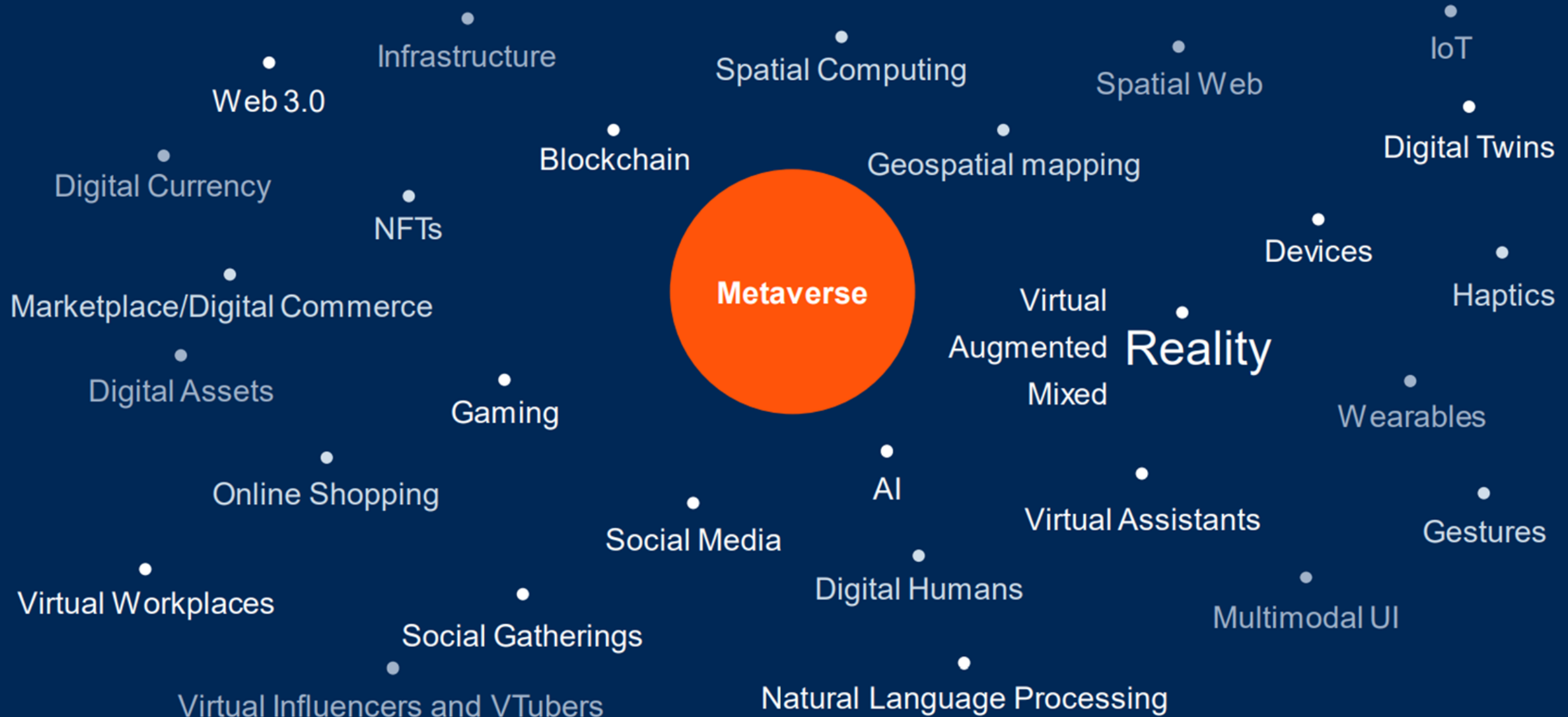


A person is shown from the chest up, wearing a VR headset and holding two motion controllers. They are positioned in the center of the frame. The background is a vibrant blue and purple gradient, overlaid with a complex network of white lines and glowing nodes, resembling a digital or data network. The text "Wonder what the metaverse is?" is superimposed over the person's face and upper body.

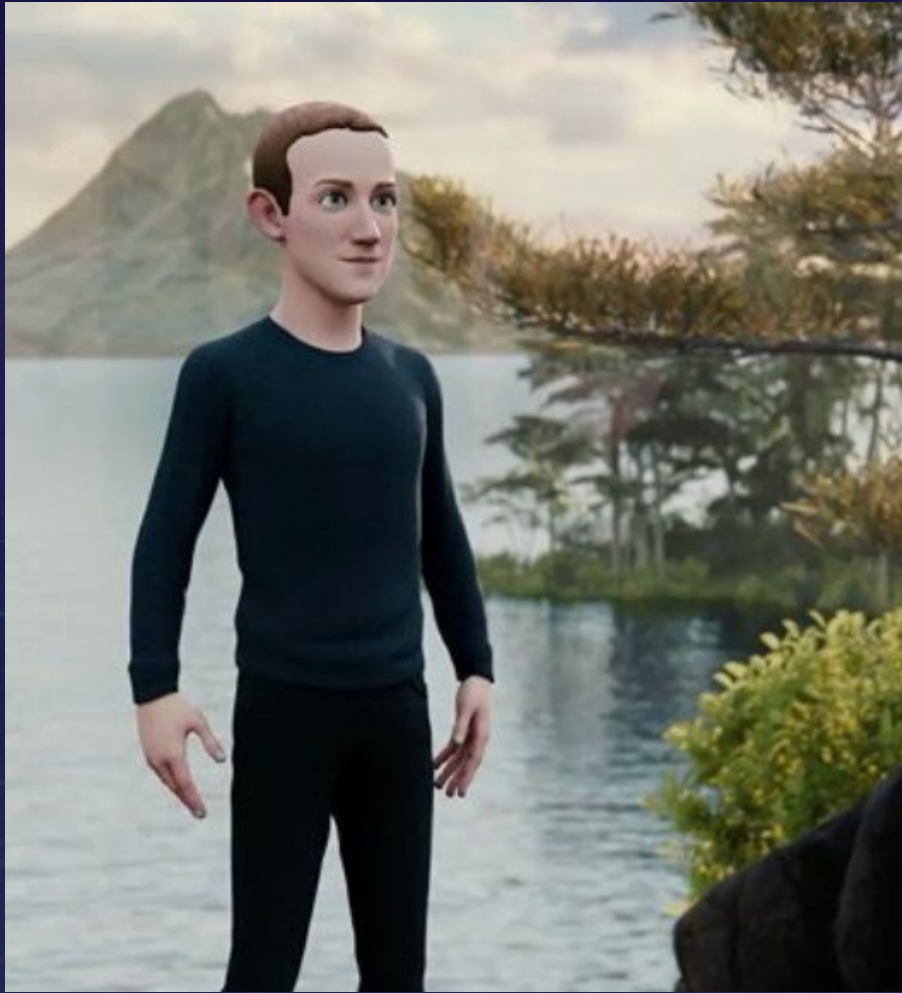
Wonder what the metaverse is?



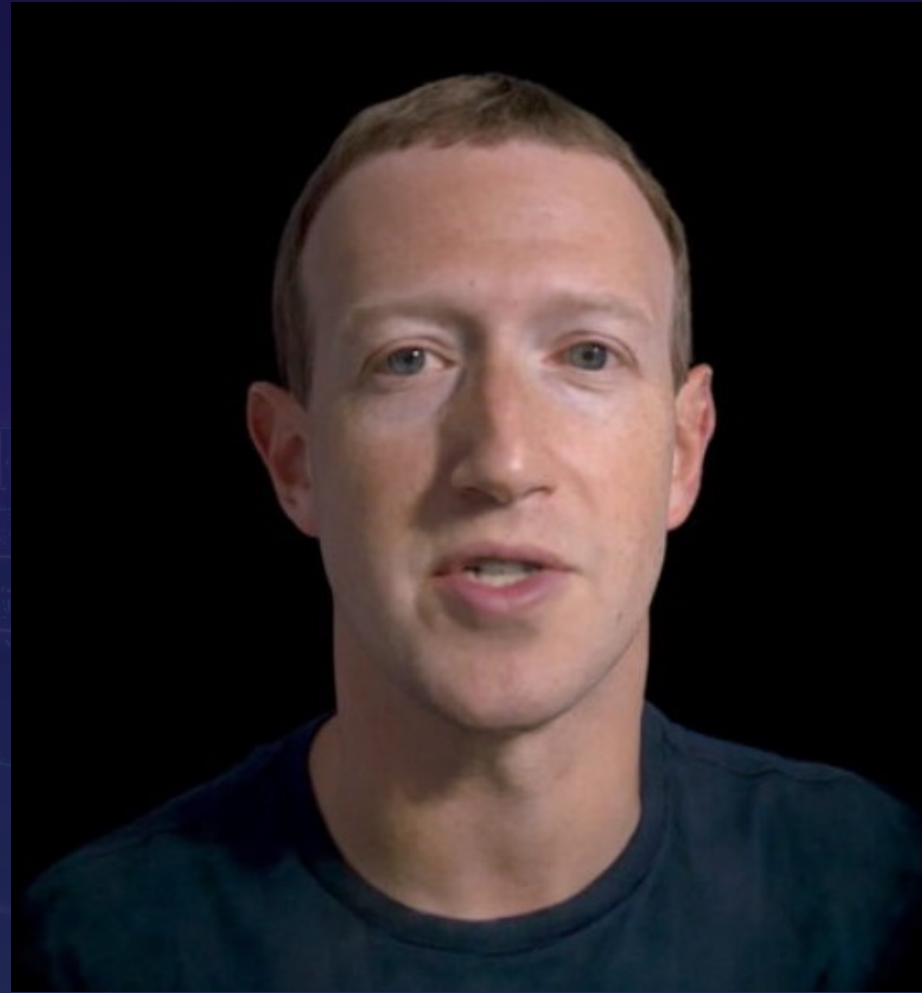
The Metaverse = Combinatorial Innovation



Progression in digital avatars and hyperpersonalization.



From a generic character...



...to photorealistic versions of the real human

A close-up, profile view of a baby looking up at an adult's smiling face. The baby is on the left, wearing a white shirt, and the adult is on the right, showing their nose and mouth in a joyful expression. The background is softly blurred, suggesting an indoor setting with natural light.

THE POWER OF A SMILE

A close-up, high-resolution photograph of a person's face, specifically the right eye and surrounding skin. The skin has a warm, golden-brown tone. The eye is brown and looking slightly to the left. In the reflection of the eye, a digital scene is visible, showing a person's face on a screen, possibly a computer monitor or a smartphone, with a bright light source reflecting off the screen. The overall composition suggests a theme of human-computer interaction or digital identity.

HUMANIZING
COMPUTING
TO BETTER
HUMANITY

Så er jeg blevet scannet...
med alle detaljer 🙄





Idle



Body ROM



Body ROM



Idle



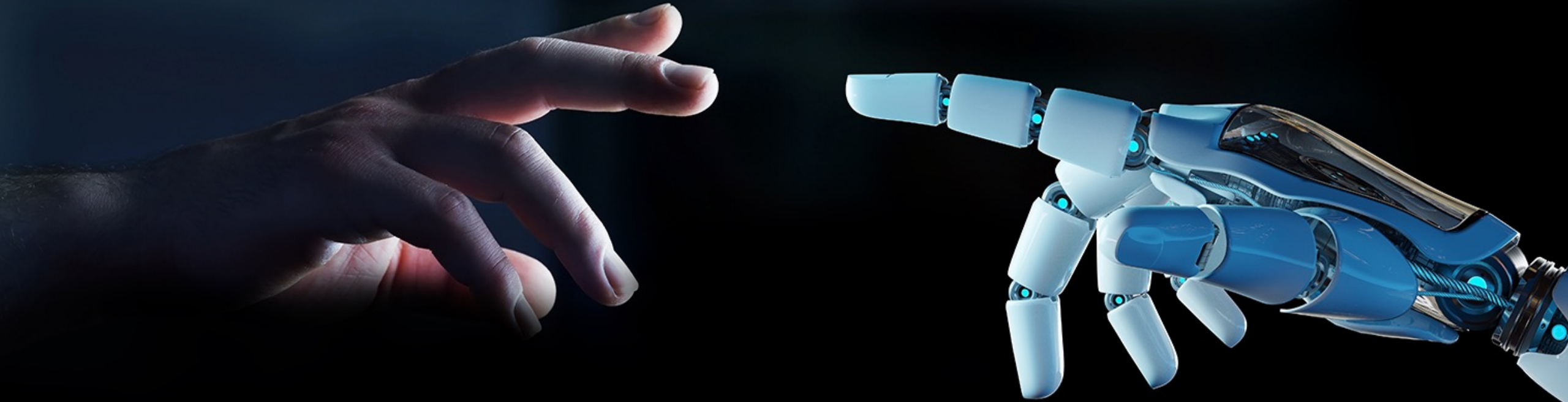
Surprise



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“.. emotionally connected customers are more than twice as valuable as “highly satisfied” customers.”

- *Harvard Business Review*



The BIG 'M' & small 'm'

The small ,m' is TODAY

Meta rooms | Siloed experiences | Often centralized

The BIG ,M' is 10 years from now

Interconnected | Decentralized | Persistent 3D experience

Today's metaverse

01



Consumer

Enhances the social, entertainment and wellbeing experiences of individuals

02



Commercial

Creates next-generation, immersive communication and collaboration between people in a work environment

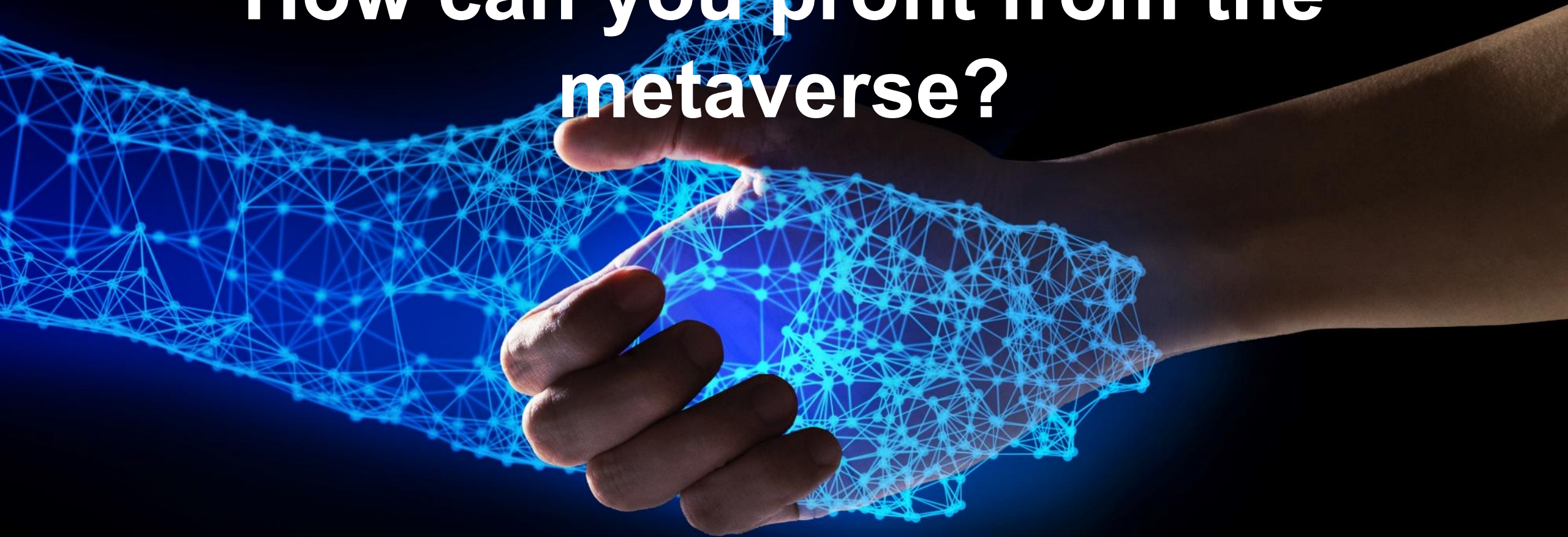
03



Industrial

Enables humans and AI to work together to design, build, operate and optimize physical systems using digital technologies

How can you profit from the metaverse?



Did you know that...

Barbados
has signed an
agreement in 2021
to set up an
embassy in
the metaverse?

Disney is
developing a
metaverse
theme
park?

Nike has
patented
virtual
goods as it
prepares to enter
the metaverse?

Gucci opened
Vault, a metaverse
concept
store selling
“Supergucci” NFTs

BMW
announced their
new car
M240i in Rocket
League before they
launched it?

Industrial Metaverse

Empowering FM teams



Remote Support

- Reduced downtime
- Increased first time fixes
- Lessened OEM/vendor visits
- Improved client satisfaction
- Better employee engagement
- Quality improvement and risk reduction

Remote Inspections

- Remote inspections
- Interactive walkthroughs
- Visual project updates
- Customer escalations
- Remote Gemba's
- Quality improvement and risk reduction (QHSE)
- Inspections

Immersive Learning

- Faster training
- Improved training effectiveness
- Reduced training costs
- Empowered employees
- Quality improvement and risk reduction
- Knowledge transfer

Getting ready for the metaverse

01

Dive in and sense the trend of this new marketplace

Create a basic understanding & evaluate the potential

02

Develop a Strategy

Reinvent your place in the physical world: Which technologies like VR, AR or digital assets can be employed to close some internal & external gaps. Consider if the metaverse aligns with your target audience and brand.

03

Enrich customer experience

Create innovative experiences with a Human-Centered Design approach in a virtual space

04

Risks, Privacy & Security

The decentralisation of the Metaverse brings new challenges and risks due to new experiences and enhanced digital identities. We help you set the right security barriers for the Metaverse. (I.e. Privacy / ethical issues / anonymity etc.)

05

Upskill to resilience

Get your resources up to speed, be aware of the emerging opportunities and test waters.

06

Enhance brand awareness

Merge the digital and physical worlds, ensure consistent brand experiences and hence, secure future growth of your business through enhanced brand awareness

07

Interconnectedness is the future

The Metaverse is a consumer-driven place. Redefine your relationships with customers, employees and all other stakeholder for improved interactions and experiences. (I.e. remote work etc.)



The stereotype of the unchanging, set-in-their-ways older adult has been shattered. Here, elders are viewed as lifelong learners. They are encouraged and supported to learn new skills, new technologies, and new perspectives.

A person is shown from the chest up, wearing a VR headset and hand trackers. They are positioned in the center of the frame, with their arms slightly raised. The background is a vibrant blue and purple gradient, overlaid with a complex network of white lines and dots, resembling a digital or data network. The text "Are you ready for the metaverse?" is centered over the person's face and upper body.

Are you ready for the metaverse?



A close-up photograph of a pig's head and shoulders, set against a blurred background of a field. The entire image is covered with a semi-transparent orange filter. The pig is looking slightly to the right.

HAPPY PIGS

**IMPROVING
ANIMAL WELFARE
THROUGH
FARM FACILITIES**

NTT Data




Case Study: Digital:Farm

Improved animal welfare and farm efficiency





Weight & Volume Calculation



```
nvim
" Press ? for help
.. (up a dir)
</digitalfarm/
├─ ml/
│   └─ machine.py
├─ streamhandler.py
├─ _init_.py
├─ _main_.py
├─ model.py*
└─ py.typed*
```

```
40 console.print(f'Pig Weight: [yellow] {data["pig"]} [yellow]')
ml/machine.py  pyt... 90% ln:40/44=90:35

Pig Weight: Purple

┌───────────┬───────────┐
│ Measurement │ Metrics │
├───────────┬───────────┤
│ width (cm) │ 62 │
│ height (cm) │ 40 │
│ predict (kg) │ 27 │
└───────────┬───────────┘

Pig Weight: White Yellow

┌───────────┬───────────┐
│ Measurement │ Metrics │
├───────────┬───────────┤
│ width (cm) │ 64 │
│ height (cm) │ 44 │
│ predict (kg) │ 29.8 │
└───────────┬───────────┘

pwd ml master 3.8.12 351ms zsh 100% 11:24:46
```