

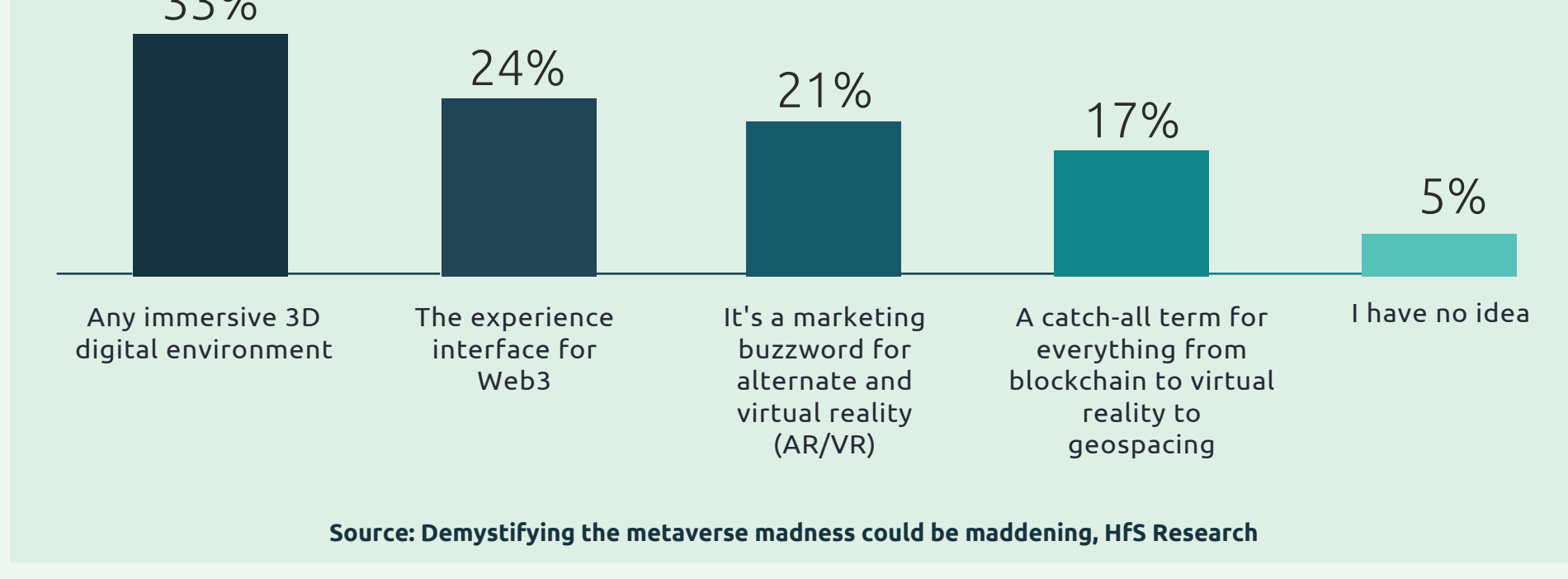
THE METAVERSE

THE OPPORTUNITIES FOR BUSINESS OPERATIONS

DRIVE IMMERSIVE, AUGMENTED EXPERIENCES ACROSS YOUR ORGANIZATION

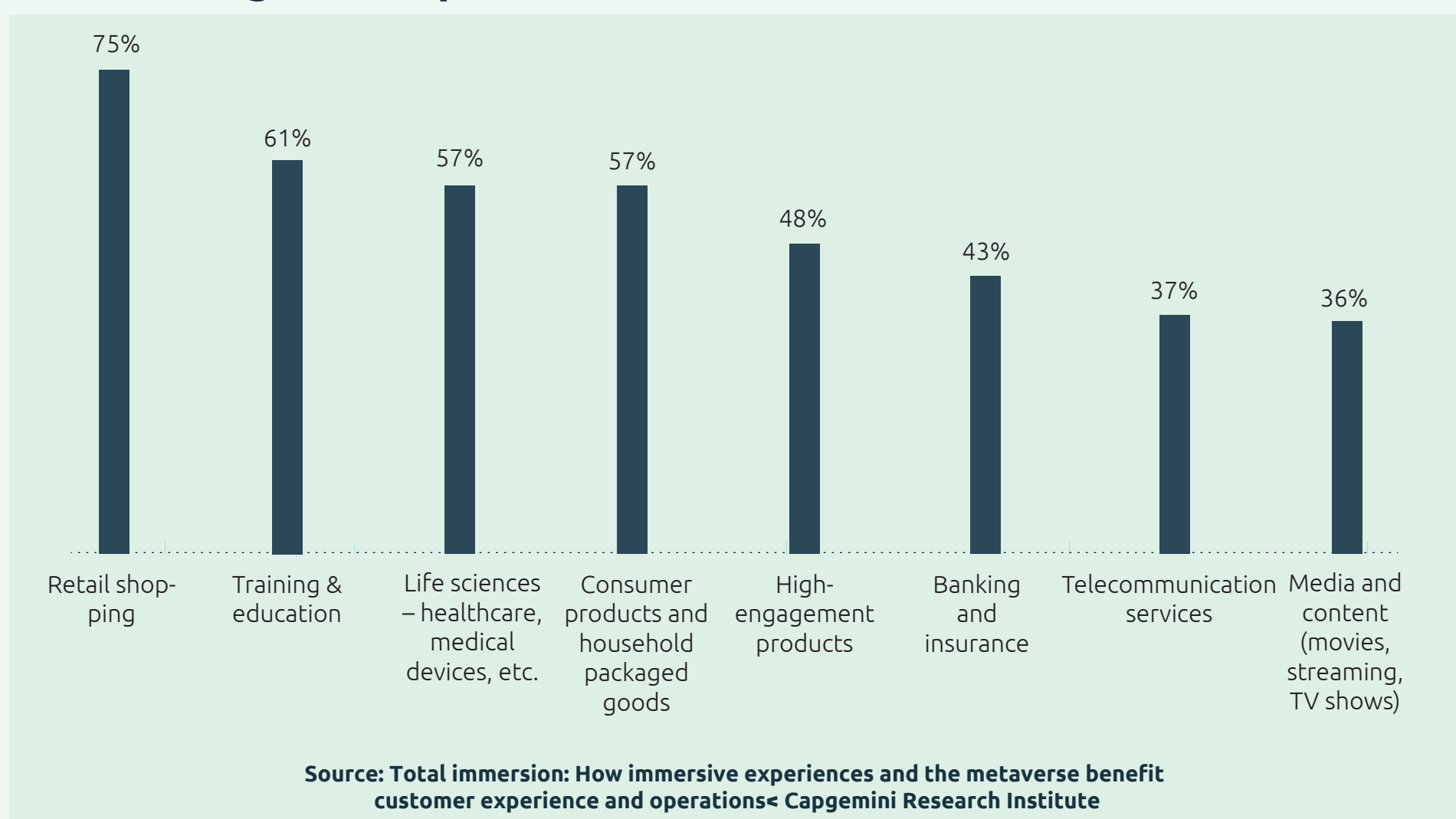
WHAT IS THE METAVERSE?

Percentage of respondents

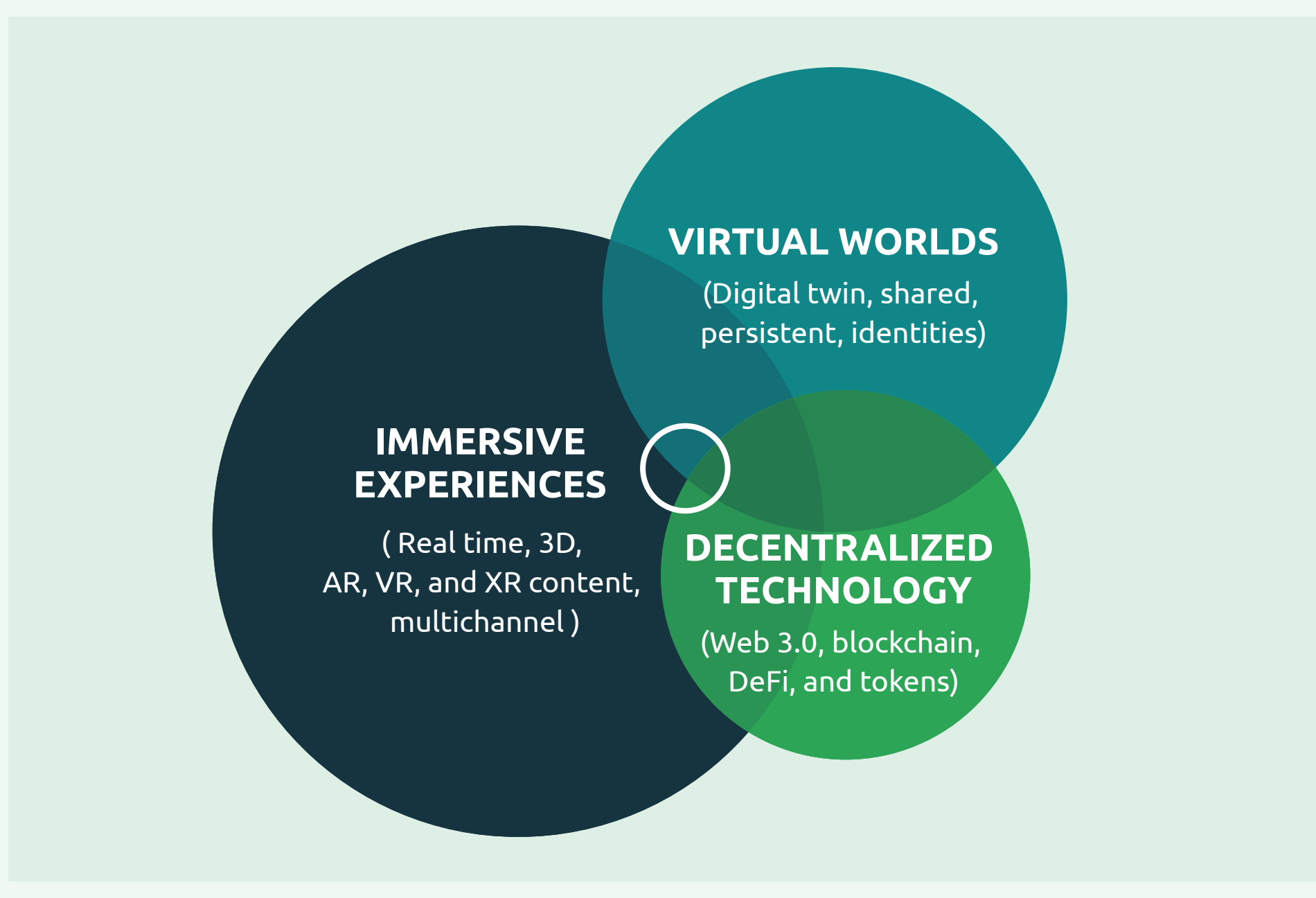


CONSUMERS FIND IMMERSIVE EXPERIENCES VALUABLE AND IMPACTFUL

Percentage of consumers who state immersive experiences might be impactful and valuable in the sector stated

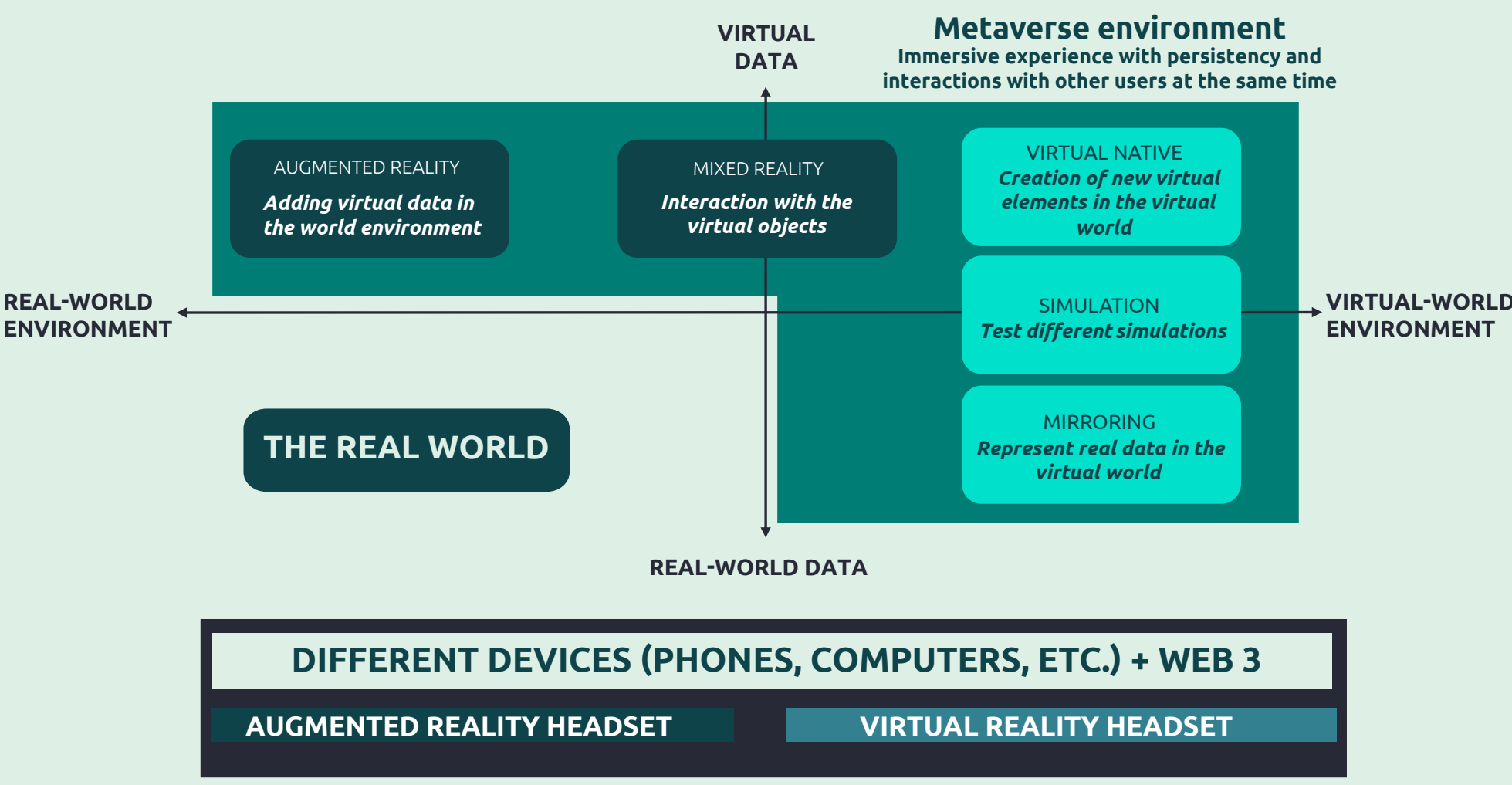


THE METAVERSE WILL EVOLVE AS A BUSINESS PLATFORM THAT CONNECTS VIRTUAL WORLDS, IMMERSIVE EXPERIENCES, AND DECENTRALIZED TECHNOLOGY

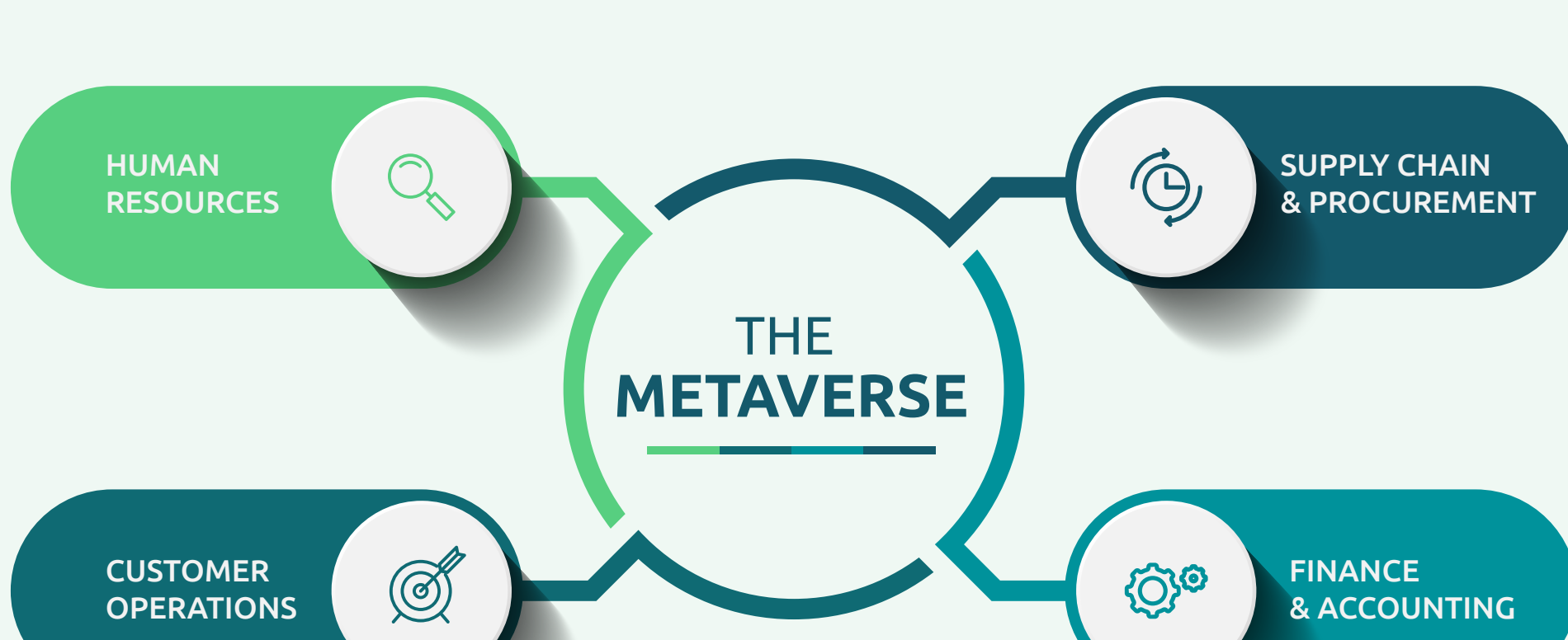


THE INTERACTION BETWEEN REAL AND VIRTUAL WORLDS/DATA WILL ENABLE DIFFERENT TYPES OF METAVERSE

THE DIFFERENT TYPES OF METAVERSE



THE METAVERSE WILL DRIVE IMMERSIVE, AUGMENTED EXPERIENCES ACROSS THE ORGANIZATION TO DELIVER ENHANCED, MORE CONNECTED BUSINESS OPERATIONS

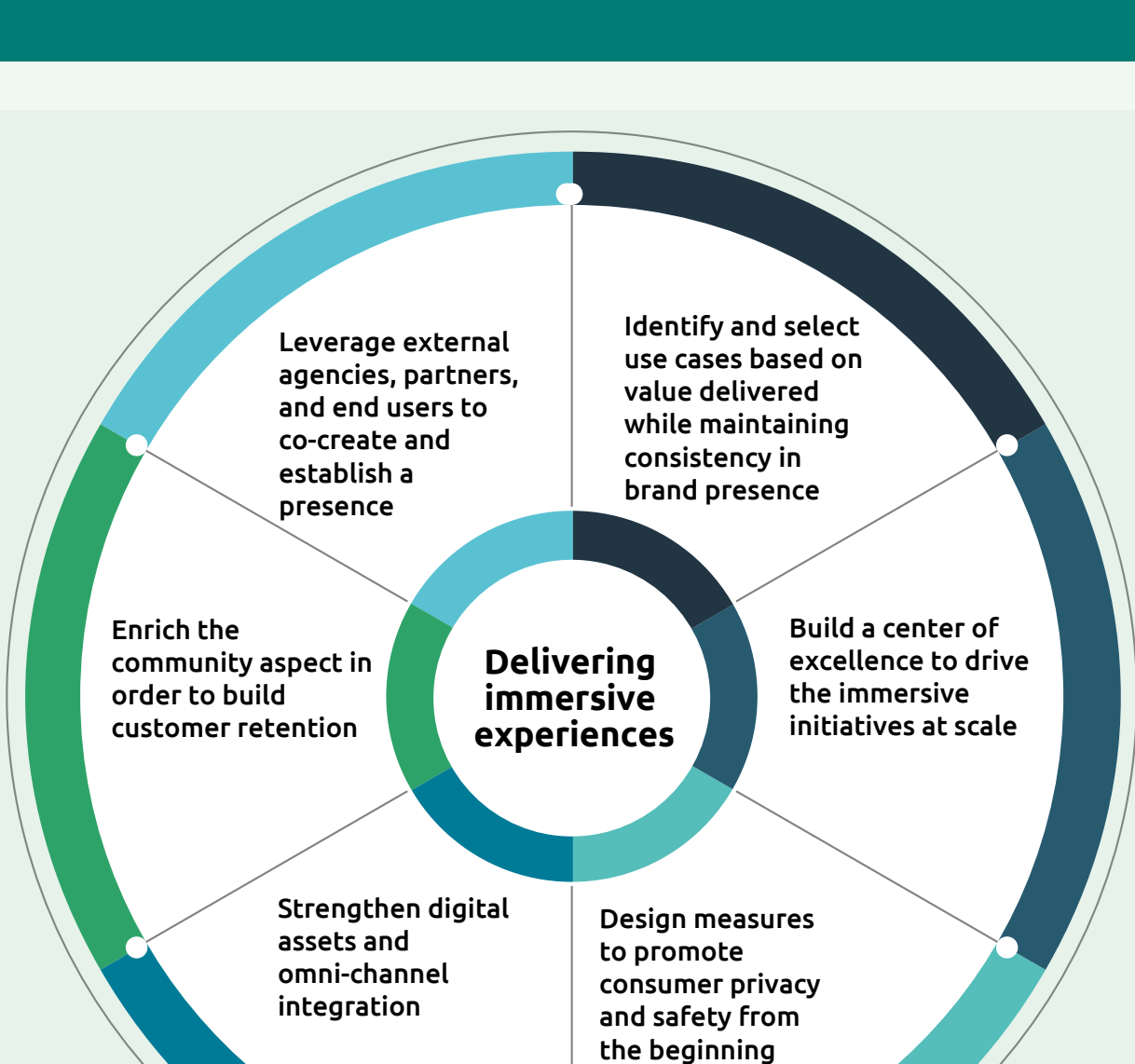


POTENTIAL CHALLENGES ORGANIZATIONS MAY FACE IN USING THE METAVERSE

Percentage of consumers who state the following challenges in their use of the metaverse



FOCUS AREAS FOR ORGANIZATIONS WISHING TO HARNESS METAVERSE TECHNOLOGIES



Source: Total immersion: How immersive experiences and the metaverse benefit customer experience and operations, Cappgemini Research Institute

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