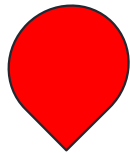


2022

2025

2027

VOI SIETE QUI



WEB 3

METAVERSO

Metaverso

oltre

fi-gitale

spaziale

gamificato

sociale

in-personale

virtuale

aumentato

decentralizzato

persistente

aperto

di proprietà

tecnologie

comprensione,
traduzione

AI

transazione

Blockchain

posizione

Massive Online
Platforms

immersione

VR

5G

connessione

AR

visione

Cloud

disposizione

NFT

certificazione

www.seconda-stella.com

Web





Immersive Media Technologies:
The Acceleration of Augmented
and Virtual Reality in the
Wake of COVID-19

WHITE PAPER
FEBRUARY 2022



\$6.1 billion

VR market value in 2020

\$20.9 billion

VR market value exp by 2025

\$15.3 billion

AR market value in 2020

\$77.0 billion

AR market value exp by 2025

\$19 billion

*AR/VR spending by 2020 in
Automotive, Healthcare, Defence*

1.4 billion

*AR users by applications without
headsets and deployed on
smartphone platforms*

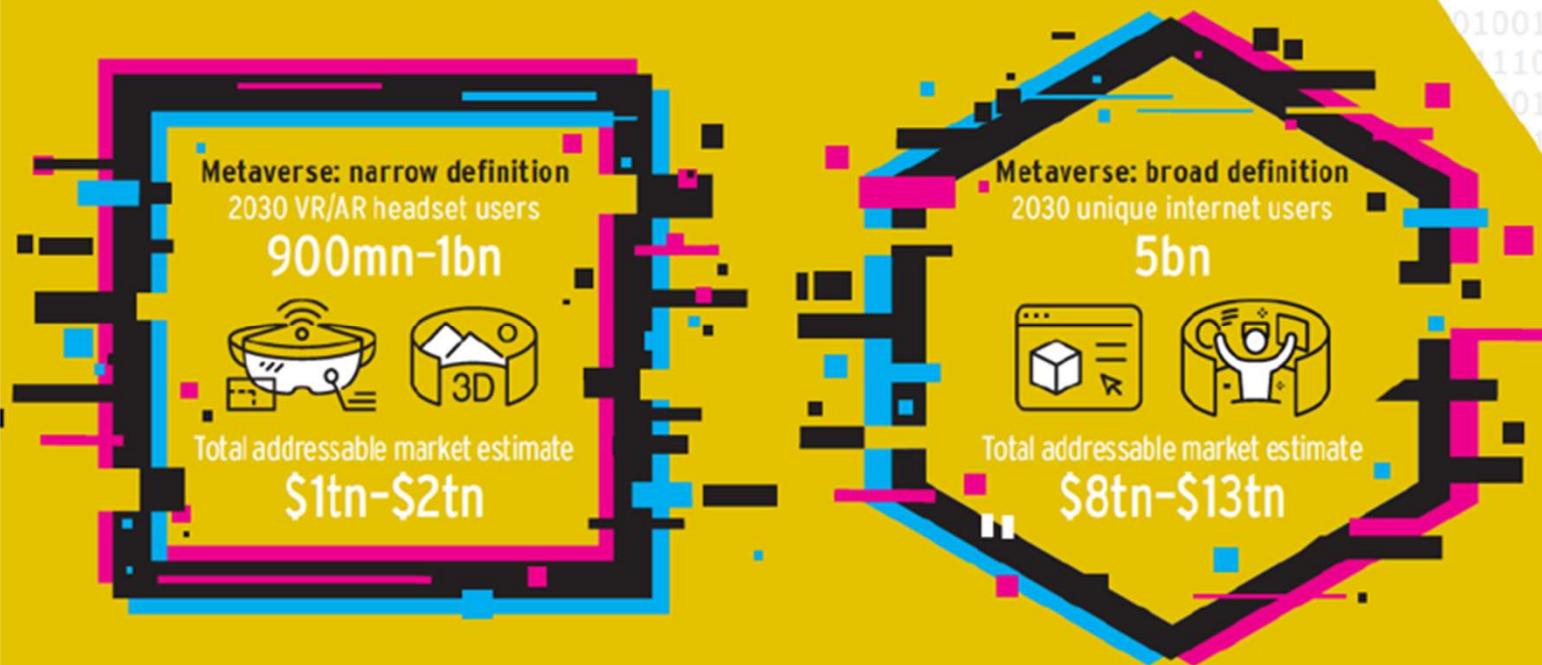
306 million

AR/VR daily active users

seconda-stella 

THE METAVERSE IS POTENTIALLY AN \$8 TRILLION TO \$13 TRILLION OPPORTUNITY

We believe the Metaverse may be the next generation of the internet – combining the physical and digital world in a persistent and immersive manner – and not purely a Virtual Reality world. A device-agnostic Metaverse accessible via PCs, game consoles, and smartphones could result in a very large ecosystem. Based on our definition, we estimate the total addressable market for the Metaverse economy could grow to between \$8 trillion and \$13 trillion by 2030.



Nuovo possesso



Land
Building

Attività
Eventi

NFT



Nuovi business

- RtoR** commerce in shop
- DtoR** e-commerce m-commerce
- VtoR** v-commerce
- VtoV** virtual to virtual (to avatar)
- NFT** nuovi prodotti e servizi

Per approfondimenti



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NEWSLETTER

Metaverso. Noi e il Web 3.0

La complessità del metaverso resa semplice e comprensibile.



By Lorenzo Montagna
AR,VR, Metaverse Advisor - President VRARAssociation...

Published weekly
1,619 subscribers

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