# XR

## AT VODAFONE

# What is the Metaverse?

**"The Metaverse will be an embodied, immersive or 3D version of the internet that will allow users to constantly be 'within' the internet, rather than occasionally reach for it."**

**Immersiveness**
Merging Reality and Virtuality

**Persistence**
No resets or pauses, infinite continuation

**Synchronicity**
Available live and in real-time

**Independence**
Fully functioning economy

**Engagement**
User and creator driven content





C2 General

# XR FACTORY Vision

**First Phone Call**

1876

First Short Message: **2G**

1992

Voice & Video: **3G**

2000

Social Media & co: **4G**

2010

Metaverse: **5G**

Current

# AR vs VR

XR FACTORY

# AUGMENTED Reality vs VIRTUAL Reality

XR FACTORY

## Augmented Reality
- verbindet die reale, physische und digitale Welt

Anreicherung oder Erweiterung der tatsächlichen Realität durch digitale Zusatz-Ebenen

Geringer technischer und finanzieller Aufwand

Smartphones, Tablets oder AR-Brillen

Integration digitaler Infos oder Elemente in die reale, physisch Welt bei Trainings, Montagen oder Reparaturen

**VS**

## Virtual Reality
- erzeugt eine vollständig isolierte, digitale Realität

Von der realen Umgebung isolierte, synthetische Realität mit visuellen und auditiven Informationen

Recht großer finanzieller und technischer Aufwand, z. B. durch passende Räumlichkeiten und Hardware

VR-Brille / Head-mounted Display (HMD)

Einsatz bei komplexen Simulationen, Trainings, Modellierungen oder in Entertainment-Bereichen

# XR IMPULSE Metaverse | virtual Rooms

XR FACTORY

Potentials & UseCases

Games | Entertainment

Service | Customer Interaction

vCommerce | Virtual Goods

Events | Social | Engagement

Trainings | Simulation

Virtual Twins | Visualization

Identity | Security | Payment

New Business Models

Collaboration | Globalization

Immersives Experience

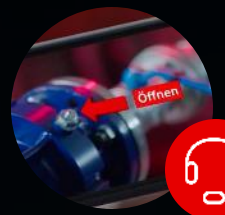
Tech Infrastructure

# Die erweiterte Realität wird von Vodafone bereits gestaltet...

XR FACTORY

## Giga AR Cooking

Celebrity chef Steffen Henssler guides users wearing the Nreal light AR glasses through his recipes and provides a new way to cook.




## AR Assistant

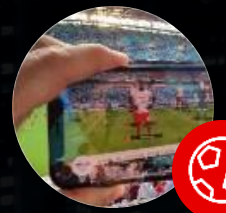
Extends traditional video telephony with visual and interactive guidance features using AR technology to provide local-independent and effective expert-support.

## Giga AR Fitness

Fitness expert Vanessa Mai and her 3D avatar MyNessa guide users through Gymondo workout plans and challenges to create an immersive training experience.

## Giga AR Stage

Visualization of cities, buildings or products. The application has the ability to transform sales and product or project presentations. Products can be experienced on the virtual table, giving the viewer full control in an immersive experience.



## 5G Stadium App

Stadium visitors access additional information about the game in real time via 5G and AR (e. g. goal ratio) and enjoy an even more emotional stadium visit.

## 5G Health Project

Vodafone and UKD's 5G Campus network enables real-time medical AR services such as visualization of body parts to enable better diagnoses and surgeries.

## Porsche Under The Hood

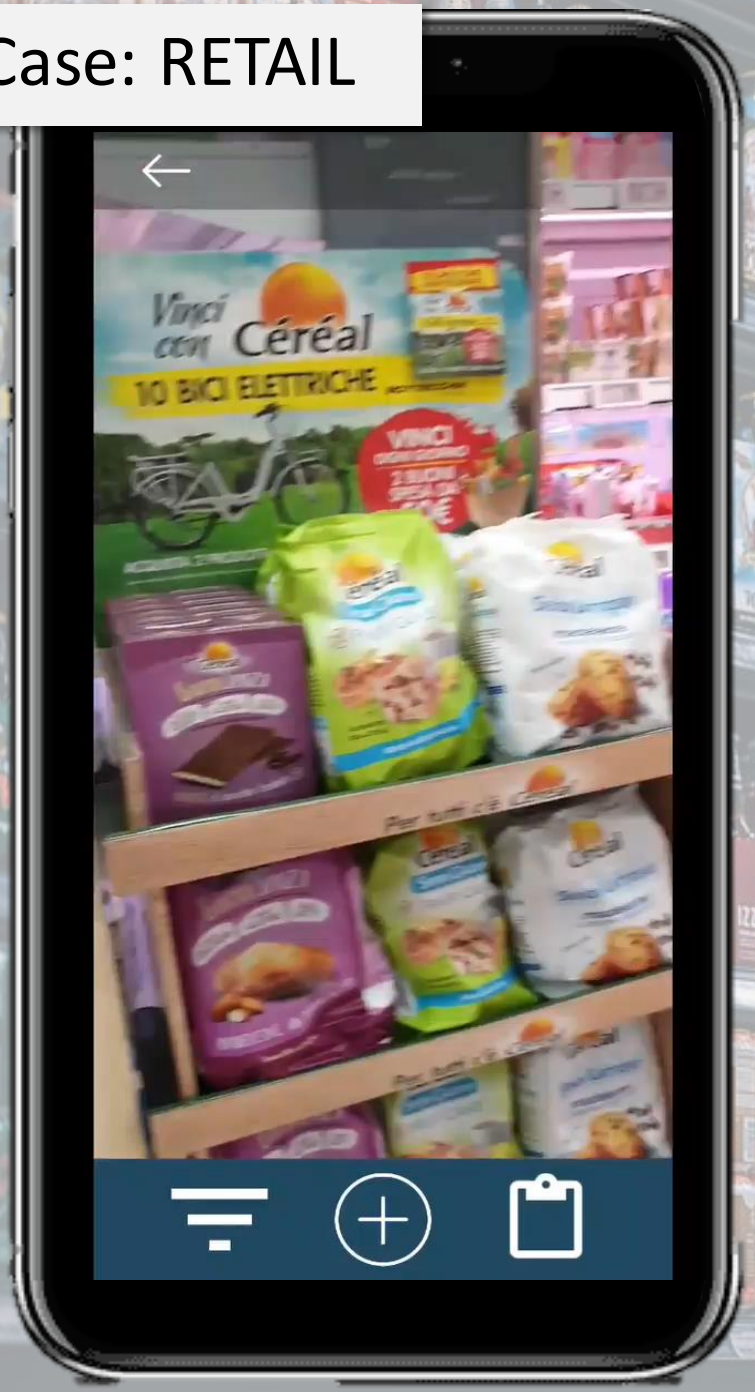
Scan the Porsche 99X Formula E racing car to get additional information and view animations of the cars interieur or place a virtual car in your environment.

## VR Store

The Virtual Reality Flagship Store is an initiative and prototype to experience service, retail, B2B portfolio and customer engagement in virtual reality to stimulate concrete use cases.

**Vodafone covers several areas of the XR value chain such as network & connectivity, development or content and hardware**

# Case: RETAIL



**High quality content and useful information in Augmented Reality** to support the customer during shopping

The Edge Cloud infrastructure allows to transfer computational capabilities to dedicated servers to have **extremely reliable product recognition algorithms**

Use case demonstrated live in a Milan supermarket

# Case: AR ASSISTANT

Der AR Assistant erweitert klassische Videotelefonie um Funktionen für visuelle und interaktive Anleitungen- mit Augmented Reality. Mit dieser Lösung können ihre Expert:innen unabhängig von ihrem Standort unterstützen

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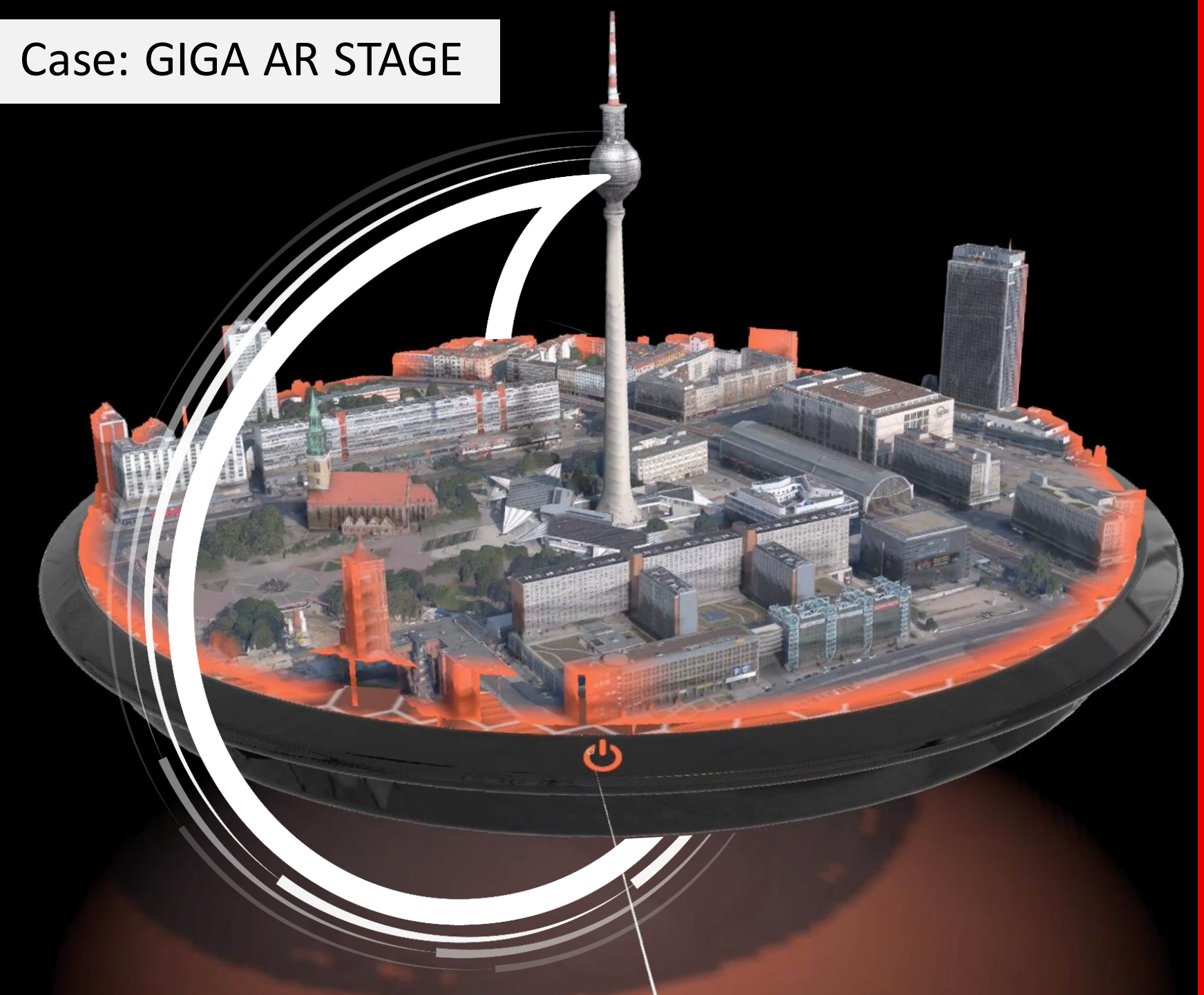
Customer Benefits

- Höhere Zufriedenheit
- Höherere First-time-Fix-Rate
- Geringere Kosten
- Kürzere Ausfallzeit

# Case: GIGA AR STAGE



The AR Table puts information and products into context. Be it the real estate in Berlin, the branch locations in New York or the machine from all directions. The product can be experienced on the virtual table and gives the viewer full control in an immersive experience.

## Customer Benefits

- Innovative, digital pioneer
- Accessible at any time and place
- Immersive 3D experiences
- Higher customer satisfaction

# XR FACTORY Arbeitsweise in Projekten

XR FACTORY

01

Design Thinking

„Creative Phase“

**Sofort verfügbar**

02

Prototyping

„Teste oder validiere XR“
Angepasst an die Anforderungen der Kund:innen

**Ab 1 Monat Bearbeitungszeit**

03

Entwicklungs-projekt

Development eines MVPs zu Ihrer Idee

**Je Projektaufwand**

AR

04

Kontinuierliche Weiterentwicklung

Iterative Verbesserung des MVP zum serienreifem Produkt

**Je Projektaufwand**