



TROPOS **AR**

Metaverse 101 for traditional markets

What is the Metaverse?

The Metaverse is the next generation of the internet. An internet that used augmented reality as visual layer, and dissipates the line between physical and digital markets. The Metaverse, is the version of the internet that makes those two sides become one.

The Metaverse has a number of very recognisable components, all of which are built with non-proprietary software and using open source protocols, making them interoperable.

These components are:

- Augmented Reality
- Virtual Reality
- Data ownership protocols (SSI)
- Blockchain/NFT
- Social networking technology

The general consensus is that any company that calls itself a 'Metaverse' company, needs to have three or more of these components.



Miniverse vs Metaverse?

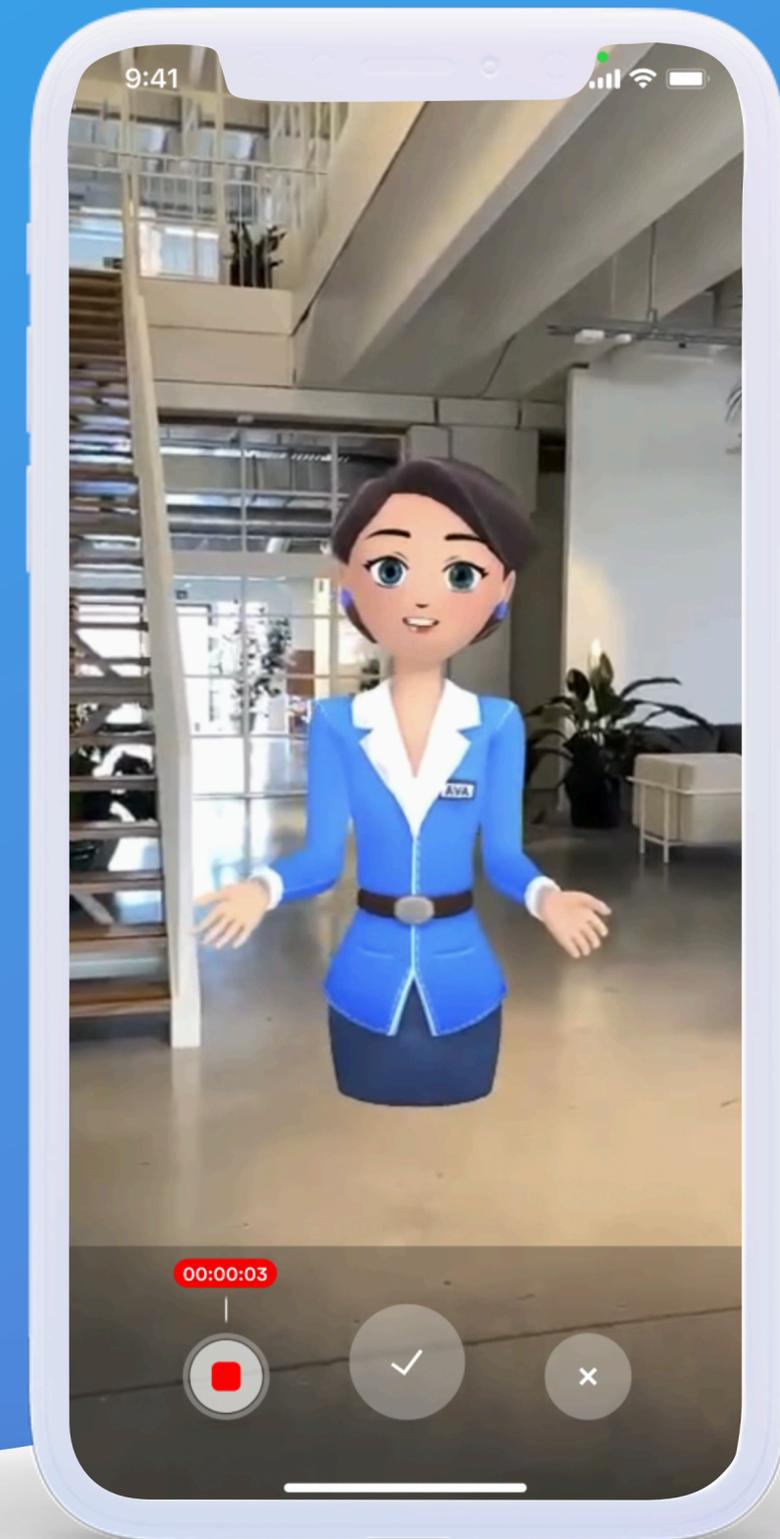
Today's media often gives the impression that 'the metaverse' already exists and is owned by certain companies. However, just like no-one 'owns' the internet, no one can 'own the Metaverse. Therefore, companies that have Metaverse-like platforms, with less than three components or built on proprietary technology, are labeled as Miniverses within the Metaverse. These Miniverses can be massive in their own right, but can have their own rules, or change rules as time goes on.



Augmented Reality. What is it? And why should you care?

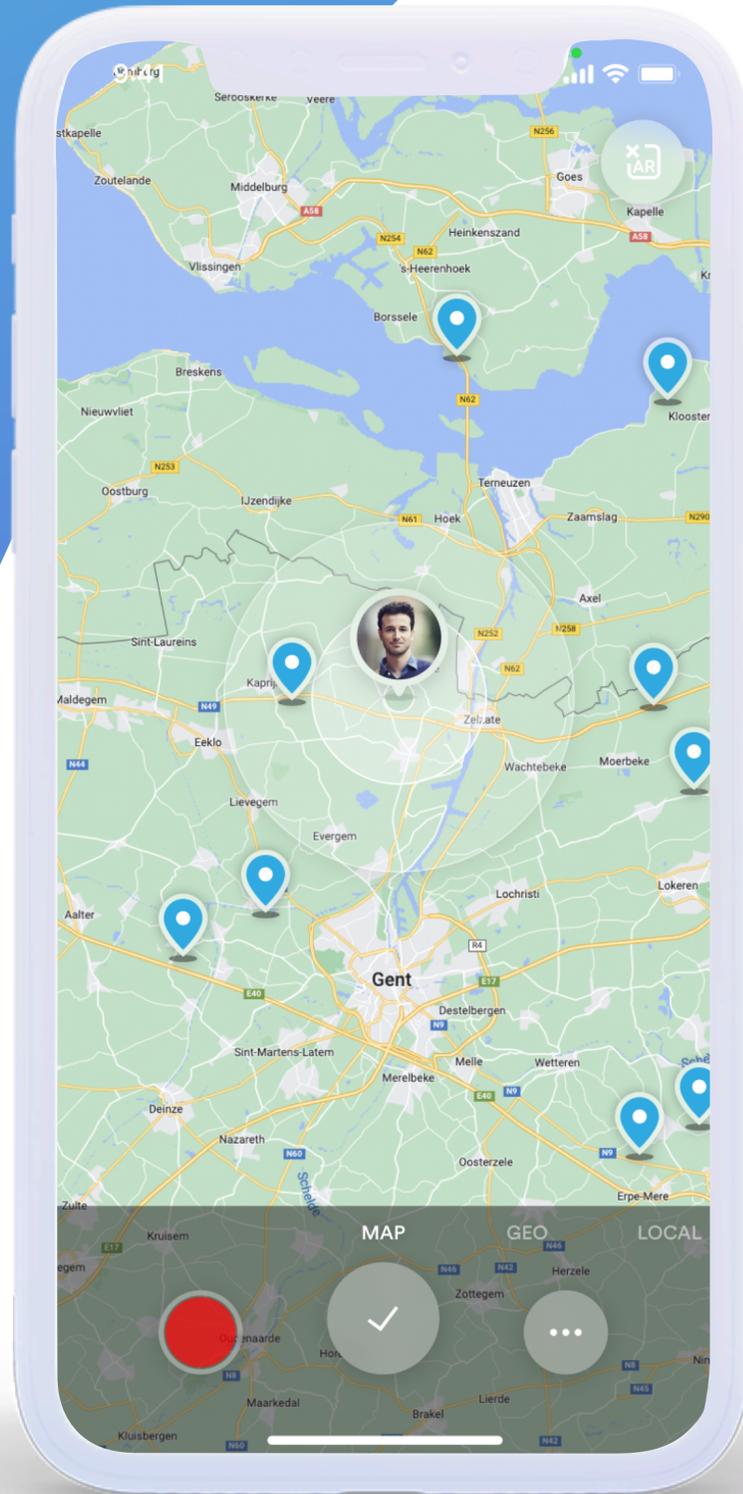
The easiest explanation of Augmented Reality, or AR, is that it is a new medium. Print, Radio, TV, Internet ... and now, Augmented Reality. It is digital content, that looks like it is part of the real world. You see it through the lens of a phone. And later, through AR powered glasses.

Why should you care? .. that's a simple answer: AR, as a medium, offers true freedom. AR can be generated by services that allow true ownership and nearly everyone in the world carries with him a device that can access the AR medium.





Metaverse in numbers



What is the market size of the metaverse? **In 2021, the global metaverse market was estimated around \$38.85 billion US dollars.** In 2022, the global metaverse market is expected to rise to \$47.48 billion US dollars. It will surge to \$678.80 billion US dollars by 2030!

You've all seen them. Insane statistics on how much value the Metaverse will accumulate over the next five to ten years.

It is THE market you don't want to miss. ... One pitfall though: these numbers are just there to draw attention. They are part of the hype that dives today's internet economics: clicks and views.

As society becomes ever more digital, its value grows. And if the Metaverse, or Web3, is just the next generation of the internet, then its value is bigger than all that came before it.

What is important however, is the fact that the Metaverse brings the opportunity to step away from the clicks & views economy, by moving ownership of content, as well as data that content generates, to the creator of said content. That re-distribution of wealth, is what makes the Metaverse the opportunity nobody should miss.

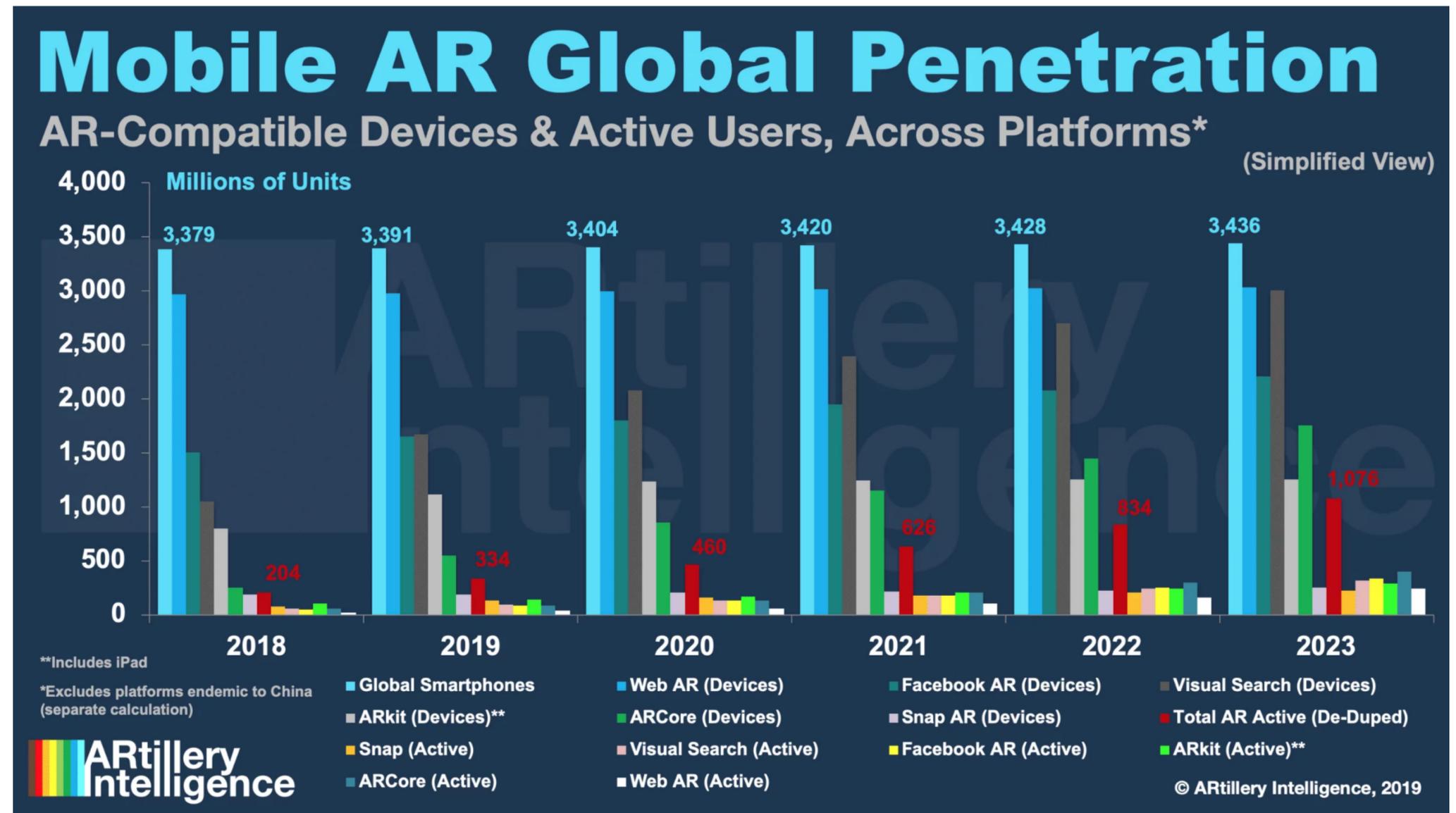


AR: the medium that drives the Metaverse.

Mobile AR - Key stats:

- **Install base: 625M active Mobile AR users**, expected to grow to 1.076B by 2023.
- **High usage: 67% of mobile AR users** reported monthly or greater frequency.
- **AR Revenue: Mobile AR ad revenue to grow from \$1.58 billion last year to \$8.8B by 2023.**
- **AR revenue sources:** Sponsored lenses and in app purchase
- **Examples of mobile AR experiences:** Snap, Pokemon Go.

Metaverse - Mobile AR install base: 626M Active Mobile AR users in 2021, Expected to grow to 1B+ in 2023. AR Ad Revenue Expected to grow to \$8.8B in 2023.



Total mobile AR install base: 1B+

Value proposition of the Metaverse

Brands & organisations

- Communication using new data ownership protocols allows anyone to keep a one on one relation with their consumer.
- Owning data, means new possibilities to monetise your audience.
- Digital content in physical markets can be gamified, to make it as appealing as a videogame.

End users

- Gamification of the physical world, means having more fun in doing traditional physical activities.
- True data ownership, means individuals will own their digital identity. Which allows them to both control who can validate it, and trade it for goods and services.
- With augmented reality as medium, individuals will start adding digital rewards to their physical surroundings. And through NFT technology, those digital goods will have value and be traded with if the user so wants to.



Best practices in AR



First, education.

The most advanced AR projects, belong to the businesses that spent a lot of energy educating their people.

Think long term

A new medium comes along every 3-4 decades. So embracing AR is best done with a long term plan.



Do the simple things first

Don't overdo it on the concept side. You don't need to burry your audience with content. A great idea that really leverages AR, can stand on it's own.

Baby steps

Don't be afraid of your audience. Build small stuff and get it in to the publics' hands in a short time.



Best practices in AR

Keep it short

AR is slowly reaching the early majority of the adoption curve. That much larger group, likes short, 30sec to 2min. experiences on top of what they already know.

Be interactive

With AR, we can make content that's close to the physical. Interactivity is what users want, and their choices need to impact how their AR experience plays out.

Animate it

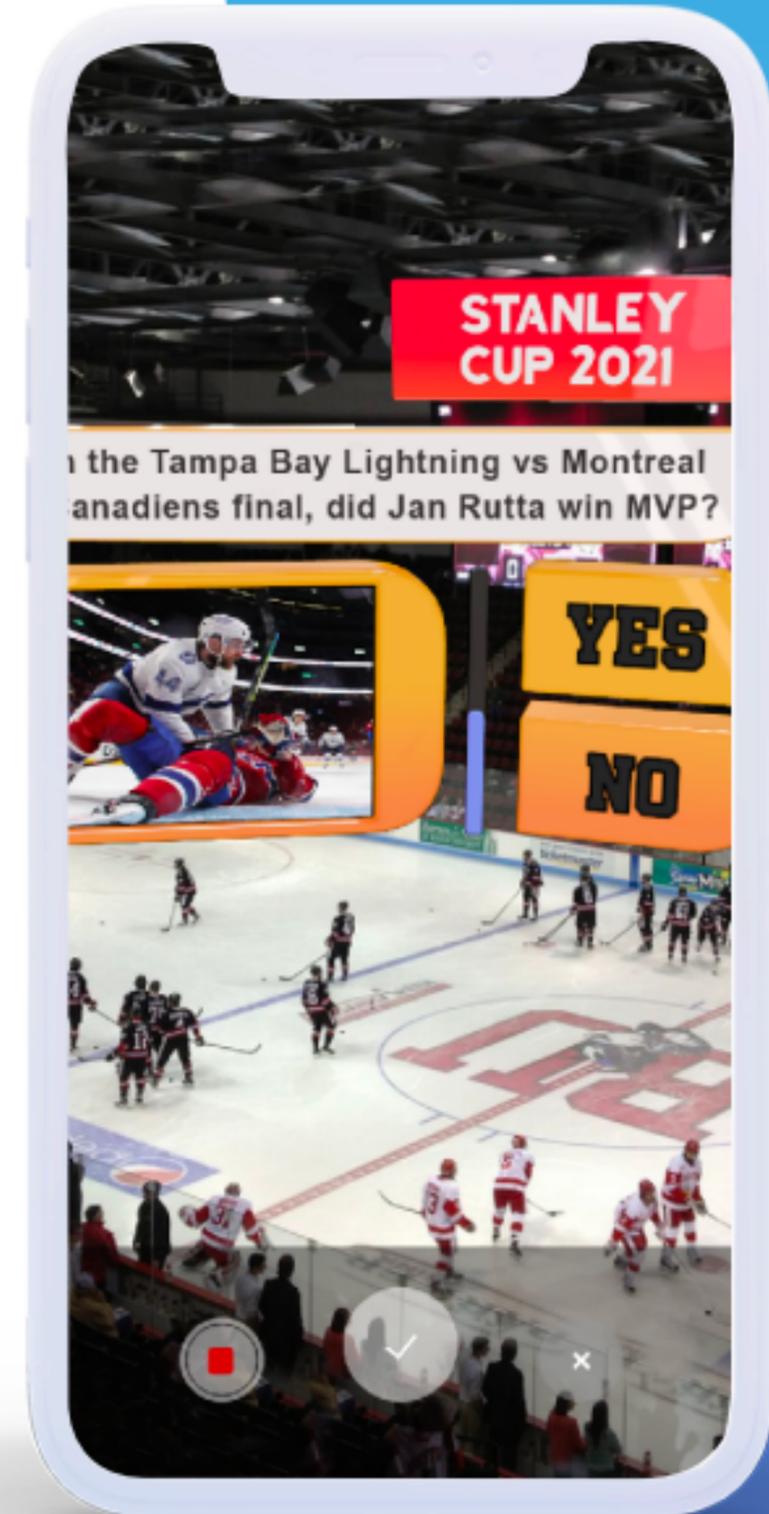
Great AR moves, breathes, changes colour and is aware of its user.

Sound makes a big difference

AR without audio feels fake. Normal audio is a minimum, and Spatial Audio will make users love your content so much more.

Use the space you have

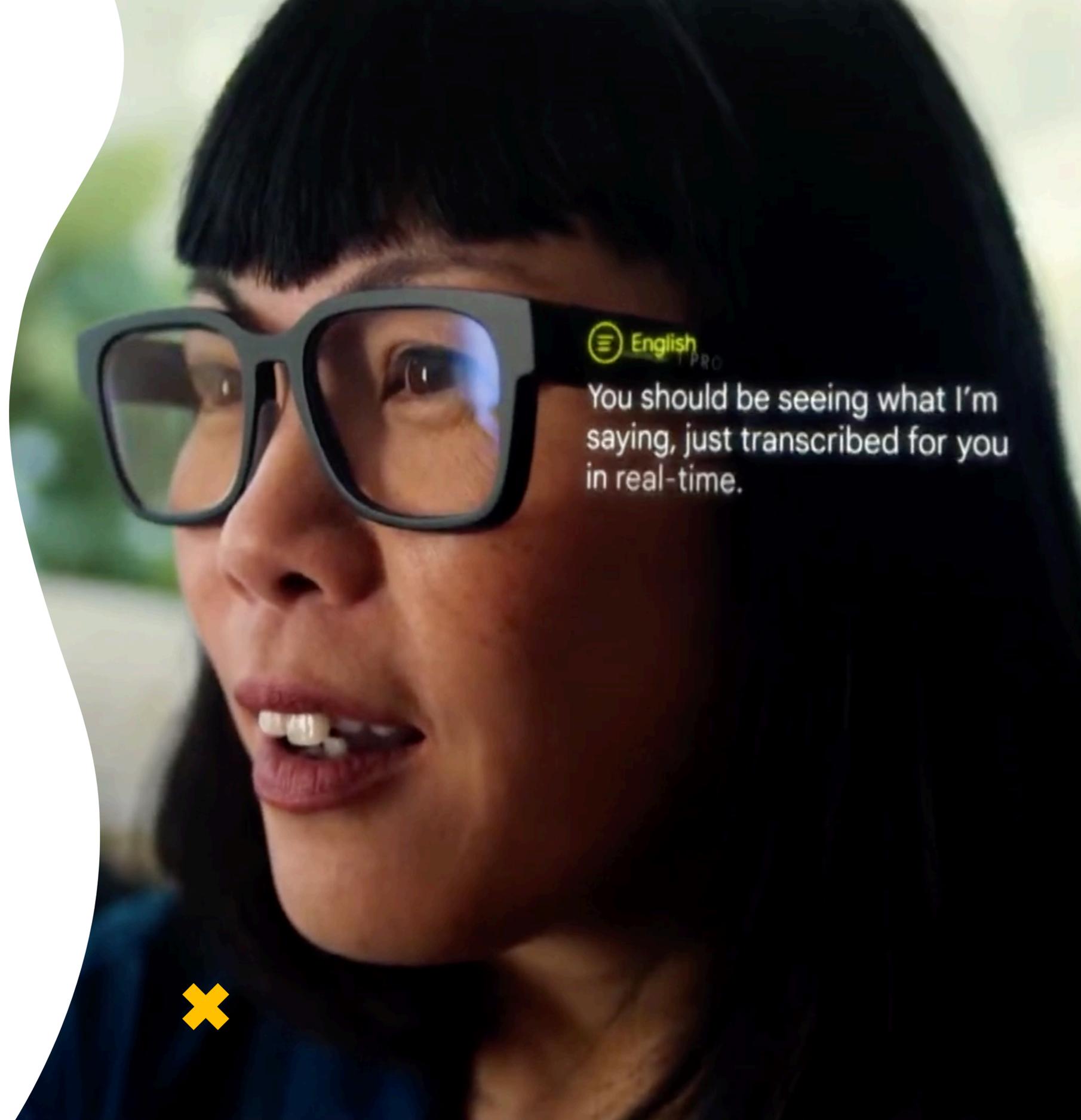
Small room, small AR. Massive stadium, let's bring in the Boeing 747 sized stuff.





Why pick freedom?

AR glasses will lead totally change our relationship to technology, and how we communicate. Just digital content in the real world, without any 'platform' around it, with AR being the main visual layer. Tropos AR is the best tool to prepare for that future. **It allows you to own your data, your community and your content now, so you can own your future later.**





More questions?

As part of Worldline's Rise initiative, Tropos AR offers a free digital 1 hour strategic analysis to all Rise participants. **Got Metaverse plans and want to validate them? Get in touch!**

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