realityBLU

AR OR VR: WHERE TO START IN THE METAVERSE

First, what is the metaverse? Think of it like the Internet 3.0; taking a purely on-line form and bringing it to life so users can interact with people, places and things . The metaverse is a digital reality that combines aspects of social media, online gaming, augmented reality (AR), virtual reality (VR), and cryptocurrencies to allow users to interact virtually.

Should my first step be Augmented Reality or Virtual Reality?

Augmented Reality

- Accessed most frequently through an existing mobile device, typically a phone using a web browser or an app

- Users layer AR scenes/experiences on top of their real-world space

- Low cost-of-entry, beginning at $3k

- Common file types include .mp4, .mp3, .jpg, .png, .glb

- Production time varies depending on the type of AR, but Holo-Twins and Portals can be fully produced in a single day, 3D models in 3-10 business days

Virtual Reality

- Accessed through use of wearables like headsets or eyeglasses

- Users are taken to a virtual space and blocked out from real-world space

- Higher cost-of-entry, typically around $30k

- Common file types include .mp4 encoded with MPEG4 or H.264, .mov, F4V, Webm

- Production time varies depending on complexity of the environment being created, but in general 8-12 weeks is reasonable

What do the numbers say?

Augmented Reality

93.3M people use AR at least once per month.
eMarketer

64% of leading consumer brands are investing in AR.
Accenture

50% of consumers could better recall brands that regularly engage them with AR.
Accenture

Virtual Reality
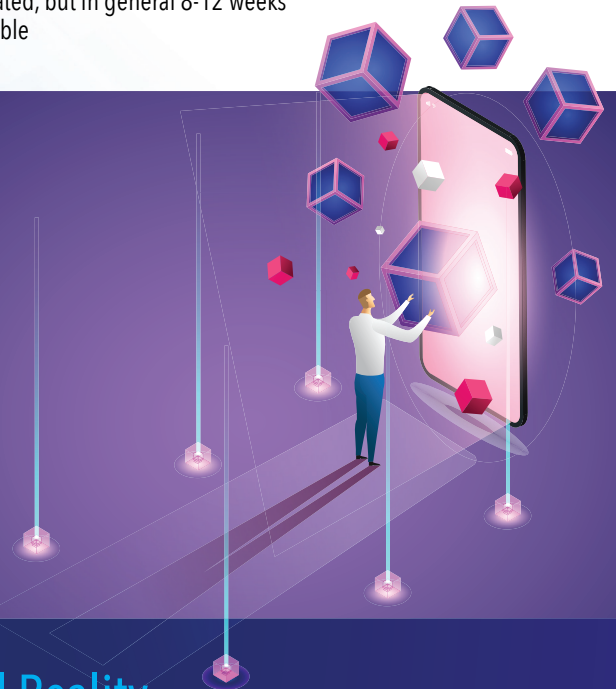
58.9M people will use VR once this year.
eMarketer

28% of VR headset owners use them daily.
GlobalWebIndex

64% of users think VR has the greatest potential in gaming.
*GlobalWebIndex*

TRY AR FOR YOURSELF

USE CASE: Automotive

Why wait until you have made your purchase to experience or use the product you just bought? Select and see car options, such as exterior color, window tint, fender flares, or wheel styles. AR is great for trying before you buy. This practice significantly improves customer satisfaction and retention while reducing returns.

USE CASE: Professional Athlete

Kyle Harrison is a retired American professional lacrosse player from Baltimore. Kyle now spends his time coaching and training elite up and coming players. He's using AR to bring his brand of motivation and training directly to his fan base, via the small screen.
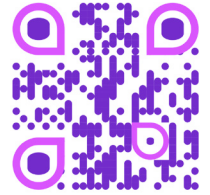
USE CASE: Plant Tour

This New Jersey manufacturer was losing deals during the Covid crisis because they were unable to conduct facility tours. Using the RealityBLU Portal builder, they can now deliver a virtual 360° plant tour with every proposal or estimate. AR brings your client to your location with a simple scan or click of a link.

USE CASE: Packaging

Turn your packaging into a portal. Whether you want more engagement in aisle or once your products find their way to your customer's homes, AR scenes extend your brand's reach while adding more utility to your product's packaging.

The Seven Rules of the Metaverse

Rule #1: There is only one Metaverse.

Rule #2: The Metaverse is for everyone.

Rule #3: Nobody controls the Metaverse.

Rule #4: The Metaverse is open.

Rule #5: The Metaverse is hardware-independent.

Rule #6: The Metaverse is a Network.

Rule #7: The Metaverse is the Internet.

Credit: Tony Parisi's "The Seven Rules of the Metaverse: A Framework for the coming immersive reality"

Call or Email

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