

# Evento finale della Community Retail 5.0 - 2022

2ª edizione - Giovedì 15 dicembre 2022 - Royal Space Rome, Sala Elisabetta



## IL RETAIL ALLA PROVA DEL CAMBIAMENTO

Il nuovo modello di Retail Specializzato: omnicanale, circolare e inclusivo

PRESENTAZIONE DI

# LORENZO MONTAGNA

Autore del libro *"Metaverso. Noi e il web 3.0"*;

Presidente italiano, Virtual Reality Augmented Reality (VRAR) Association; Fondatore, Seconda-Stella

# Road to metaverse

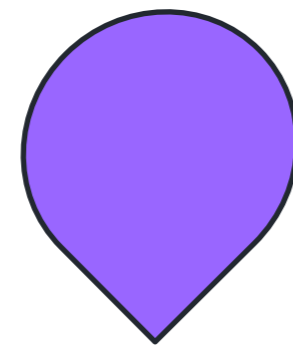


**2022**

**2025**

**2027**

Noi siamo **QUI**



**WEB 3**

**METAVERSO**

## tecnologie

comprensione,  
traduzione

**AI**

transazione

**Blockchain**

posizione

*Massive Online  
Platforms*

immersione

**VR**

**5G**

connessione

**AR**

visione

**Cloud**

disposizione

**NFT**

certificazione



**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*

**306 million**

*AR/VR daily active users*

seconda-stella 

1

2

3

|            |                        |                |                          |
|------------|------------------------|----------------|--------------------------|
| focus      | informazione           | connessione    | presenza                 |
| hardware   | pc, monitor e tastiera | smarphone      | visori                   |
| accesso    | portali e motori       | app e social   | land e ambienti digitali |
| input      | click                  | swipe          | vista e gesti (pensiero) |
| azione     | leggere                | postare        | creare                   |
| esperienza | solitaria              | sociale        | immersiva                |
| linguaggio | parola                 | immagini       | esperienze               |
| identità   | user e password        | account social | wallet e avatar          |

# Microsoft and Meta partner to deliver immersive experiences for the future of work and play

Oct 11, 2022 | Jeff Teper, President - Microsoft Collaborative Apps and Platforms



# Microsoft to buy Activision Blizzard for \$68.7 billion

Amanda Silberling

@asilbwrites / 6:00 am PST • January 18, 2022





**Metaverso**

oltre

fi-gitale

spaziale

gamificato

sociale

in-personale

virtuale

aumentato

decentralizzato

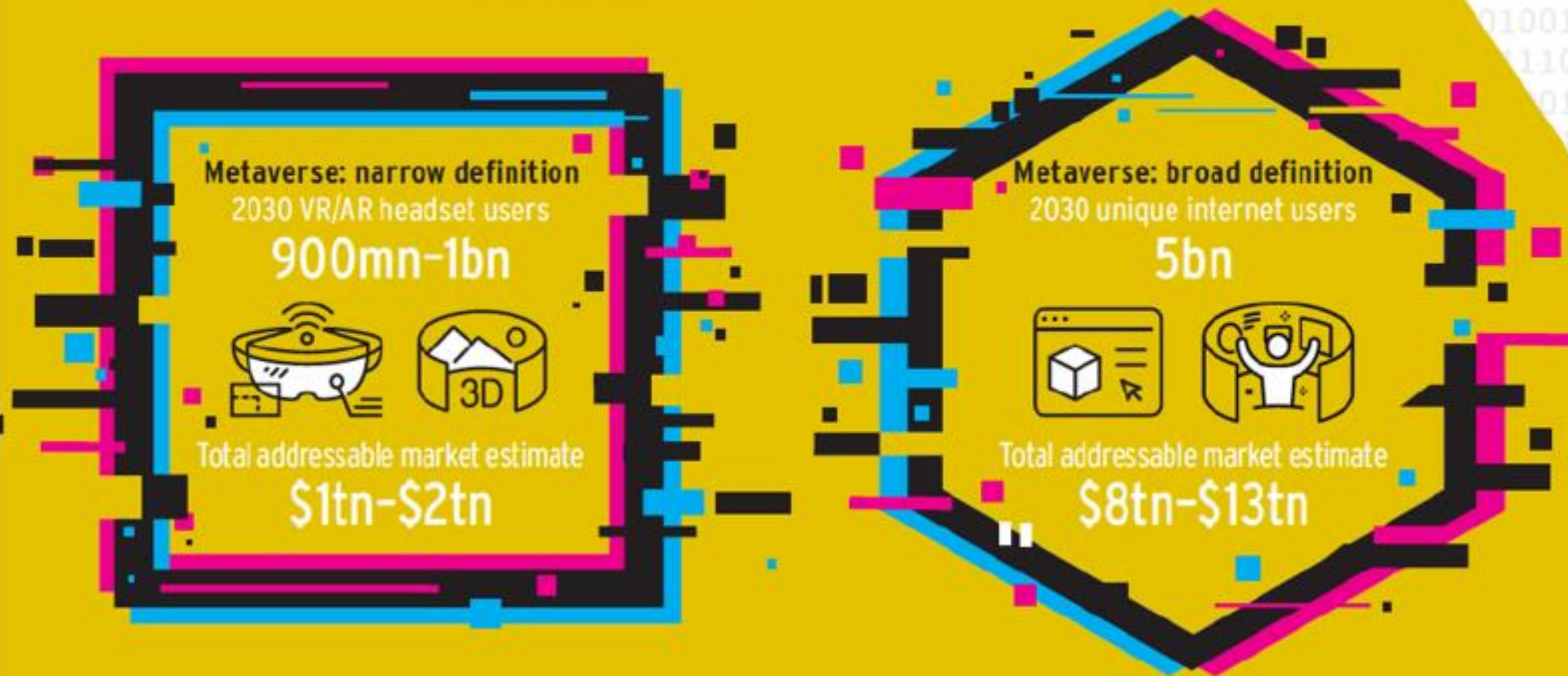
persistente

aperto

di proprietà

## 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**

# Virtual possessions

The value of digital goods  
On average, consumers would be willing to pay...

**\$76,000+**  
For a digital house

**\$9,000**  
For original digital art

**\$2,900+**  
For a digital  
designer handbag



# Retail 5.0

- 1 **Libero servizio**
- 2 **Centri commerciali**
- 3 **e-commerce**
- 4 **m-social commerce**
- 5 **meta-commerce**



# Nuovi business

|             |                                 |
|-------------|---------------------------------|
| <b>RtoR</b> | <b>commerce in shop</b>         |
| <b>DtoR</b> | <b>e-commerce m-commerce</b>    |
| <b>VtoR</b> | <b>v-commerce</b>               |
| <b>VtoV</b> | <b>virtual to virtual</b>       |
| <b>NFT</b>  | <b>nuovi prodotti e servizi</b> |

“...I am going to create  
as many digital twins  
as the universe will allow.”

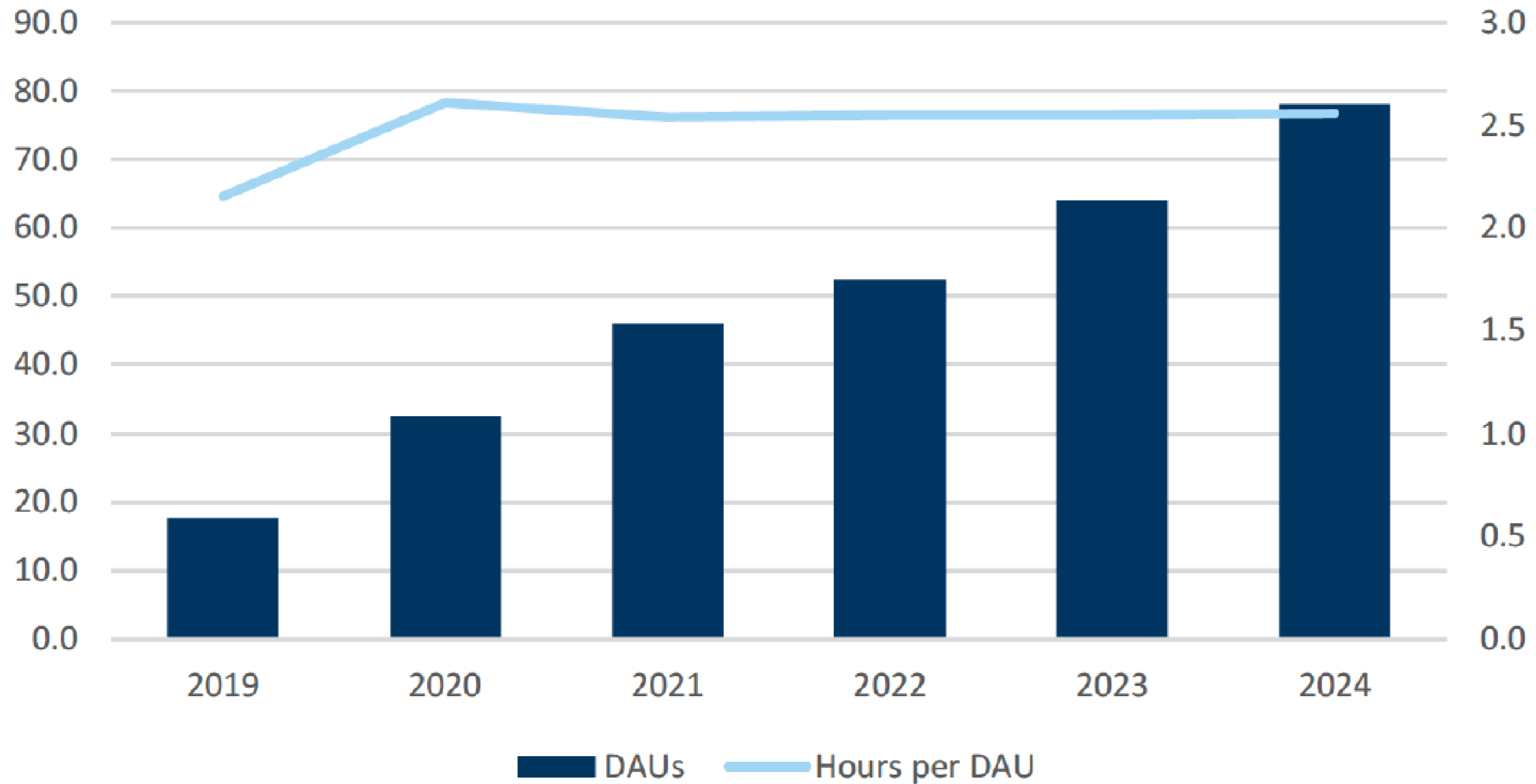


Cynthia Maller

Head of CGI at [Walmart](#) ✨



## Exhibit 13: Roblox DAUs (mm) and Hours per DAUs



Source: Company data, Goldman Sachs Global Investment Research



# Walmart Land Walmart's Universe of Play

RETAIL

## Walmart enters the metaverse with Roblox experiences aimed at younger shoppers

PUBLISHED MON, SEP 26 2022-9:00 AM EDT



## Introducing a new dimension of the Starbucks brand

Starbucks Odyssey will weave together our past, present, and future... offering ways to enrich your coffee knowledge with interactive experiences. This isn't just a new way to experience Starbucks. It's an invitation to join us on our journey and come together over coffee.



### Unlock access to new benefits and experiences

Starbucks Odyssey members can earn and purchase digital collectable Stamps (NFTs), accumulating Odyssey Points that unlock access to exclusive offers, experiential rewards, and one-of-a-kind Starbucks artwork that can't be found anywhere else.



### Immerse with Starbucks' coffee heritage and culture

Access entertaining, interactive activities and immersive brand experiences where you'll learn more about our rich history, coffee practices from bean to cup, your favorite drinks, and more.

**On Dec. 8 the Starbucks® Odyssey**

**Selected participants will be able to engage in  
Starbucks Odyssey ‘Journeys’**

**a series of entertaining, interactive activities to earn collectible ‘Journey  
Stamps’ (NFTs) and Odyssey Points that will unlock access to exciting  
new benefits and experiences.**


**Starbucks will collaborate with members and partners  
to co-create the future of the experience**

PER LE NUOVE  
GENERAZIONI  
**NON** ESISTE  
**DIFFERENZA**  
TRA **DIGITALE**  
E **REALE**,  
MA ESISTE  
TRA **DIGITALE**  
E **FISICO**



TECHNOLOGY

# DIRECTOR OF METaverse ENGINEERING



Beaverton, Oregon

PRESENTA SUBITO LA TUA CANDIDATURA

The advertisement features a dark blue background with a glowing network pattern of nodes and lines.

### DETTAGLI POSTO DI LAVORO

**Mansione** Director Of Metaverse I

**Marchio** Nike

**Area di carriera** Technology

**Posizione geografica** Beaverton, Oregon

United States

**ID lavoro** 00562202

PRESENTA SUBITO LA TUA CANDIDATURA

