

METAVERSELÖSUNGEN FÜR UNTERNEHMEN

EXPERIENCE PLATFORM
FÜR BERATUNG, INFORMATIONEN UND
SCHULUNG



THE METAVERSE

WHAT IS THE METAVERSE?

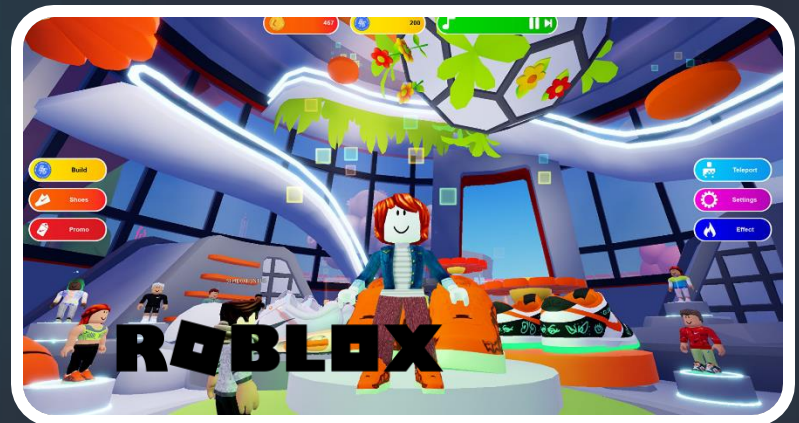
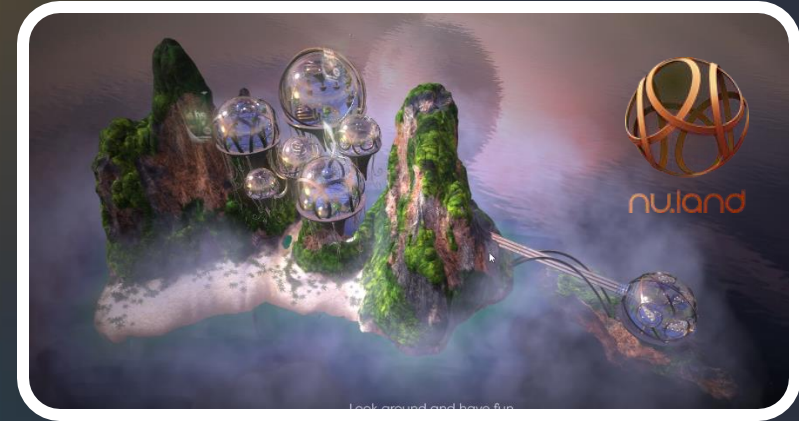
**FUTURE
ITERATION OF
THE INTERNET**

**UNDERSTAND
IT AS
WEB 3 D**

**NOT
LIMITED
TO SOCIAL
NETWORKS AND
GAMING**

1 METAVERSE

MANY VIRTUAL WORLDS



METAVVERSE

Hype oder Megatrend?

Fragestellungen wie diese
sind nicht neu

SMARTPHONES

kontrovers &
unverzichtbar



ZEITUNGEN

kontrovers &
unverzichtbar



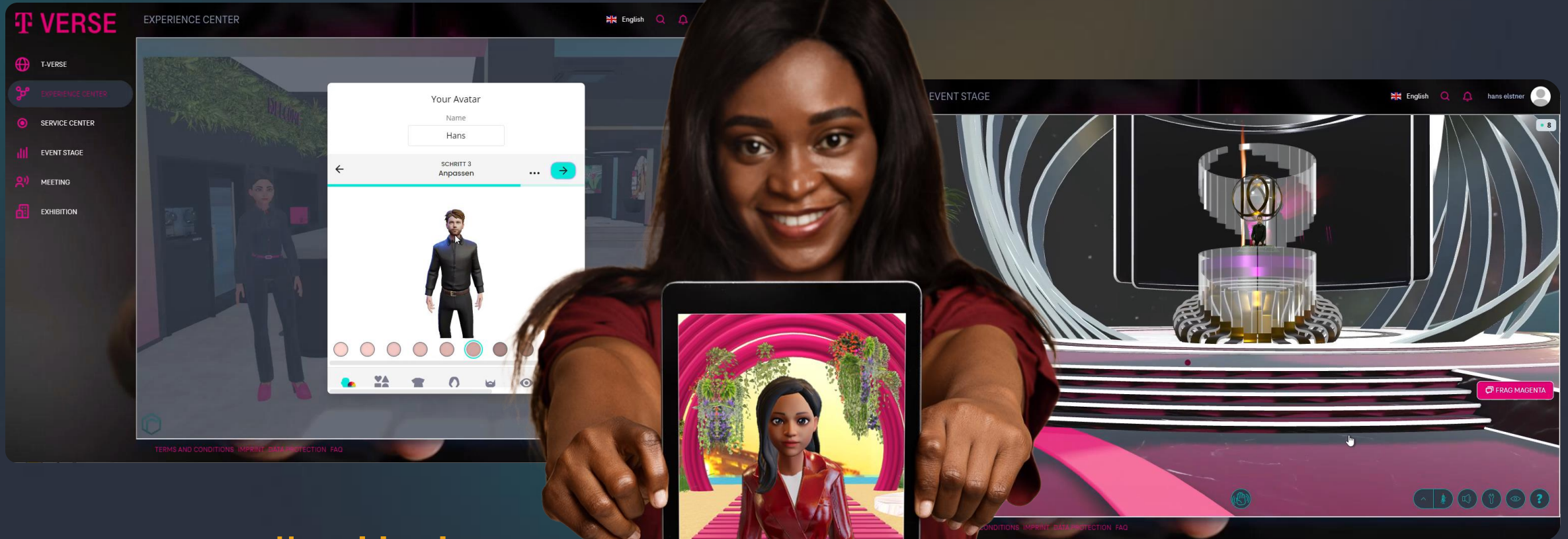
Time Magazine 1994



Time Magazine 2022

WIE KANN DAS
METaverse
DIE WIRTSCHAFT
VERÄNDERN?

Nutzer im Fokus



persönlich

durch Avatare

FUTURE OF WORK & COLLABORATION



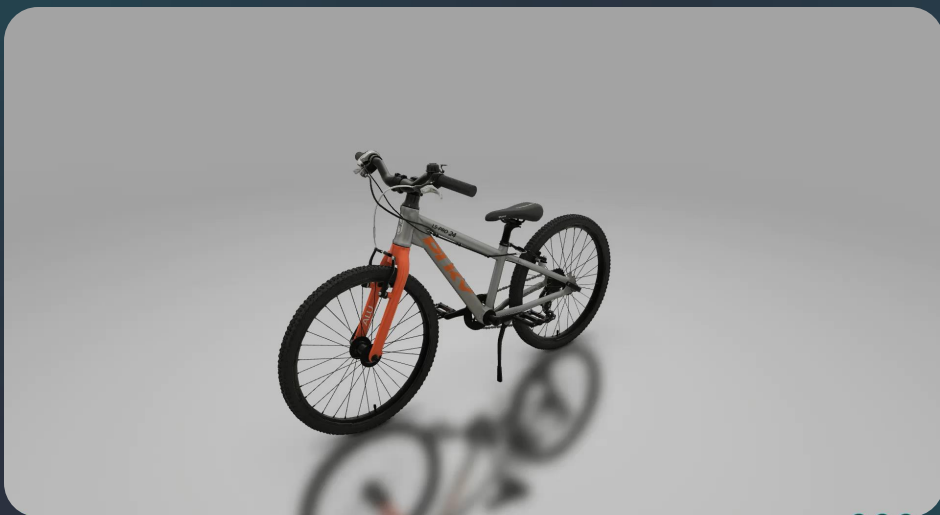
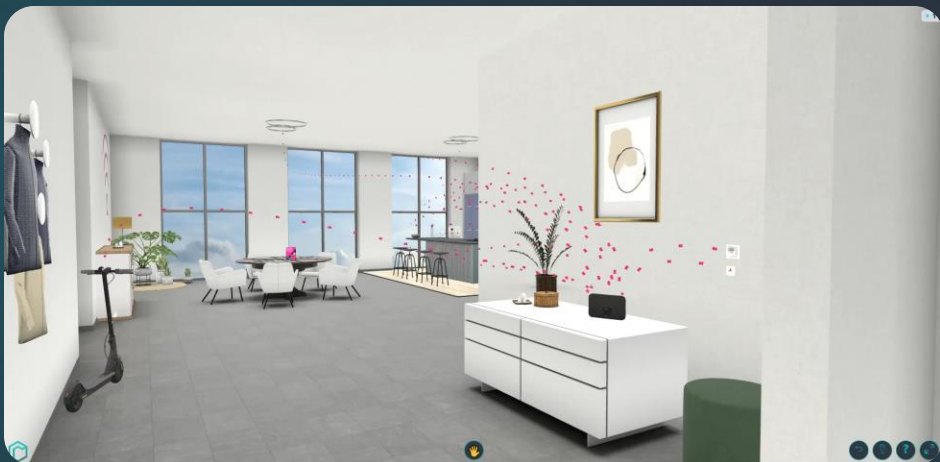
NACHHALTIGE SHOPS



-70%
geringere
Retourenquote

+30%
höhere
Kaufwahrschein-
lichkeit

+360 %
längere
Verweildauer



PRODUKTE IN
3D & AR & VR ERLEBEN

NACHHALTIGE EVENTS



-90%
geringere CO₂
Belastung

-70%
geringerer
Zeitaufwand für
Teilnehmer

-60 %
geringere
Kosten

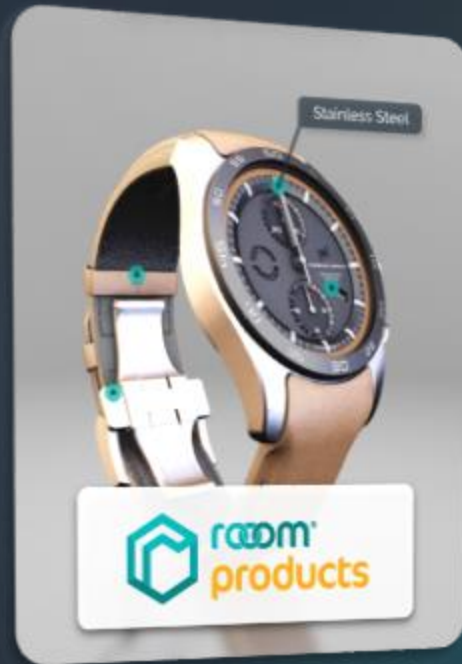


room.com
enterprise metaverse solutions



ACCESSIBLE
TO ANYONE,
ANYWHERE ON
ANY DEVICE

WE OFFER AWARD-WINNING MANAGED METAVERSE SOLUTIONS

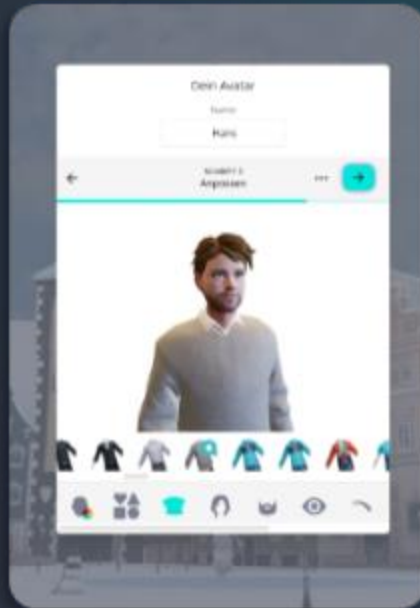


- ✓ providing a comprehensive 3D/AR/VR platform
- ✓ 100+ employees
- ✓ founded in 2016
- ✓ 4 offices in Germany and US





- start with a **template** or a blank one
- **customize** it with integrated content management system
- **embed** your **content** (video, website, audio, whitboards)
- different **Avatar systems**
- **NFT & Blockchain**
- **A.I. & bots**



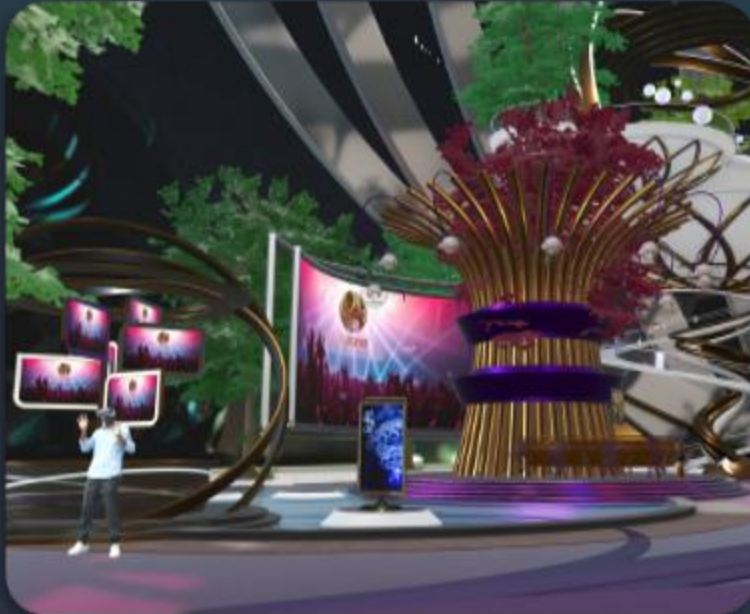


- **easy ways** to create 3D objects
(no special knowledge needed)
- share them in **3D, AR, VR**
- **add them** to your **metaverse space**





- with **livestreaming, ticketing, analytics, video** and **text chats, matchmaking, breakouts, gamification**
- **easily manage** your content
- let your **sponsors** and **exhibitors manage their content** them self
- get **white gloves service** through the **integrated partner ecosystem**

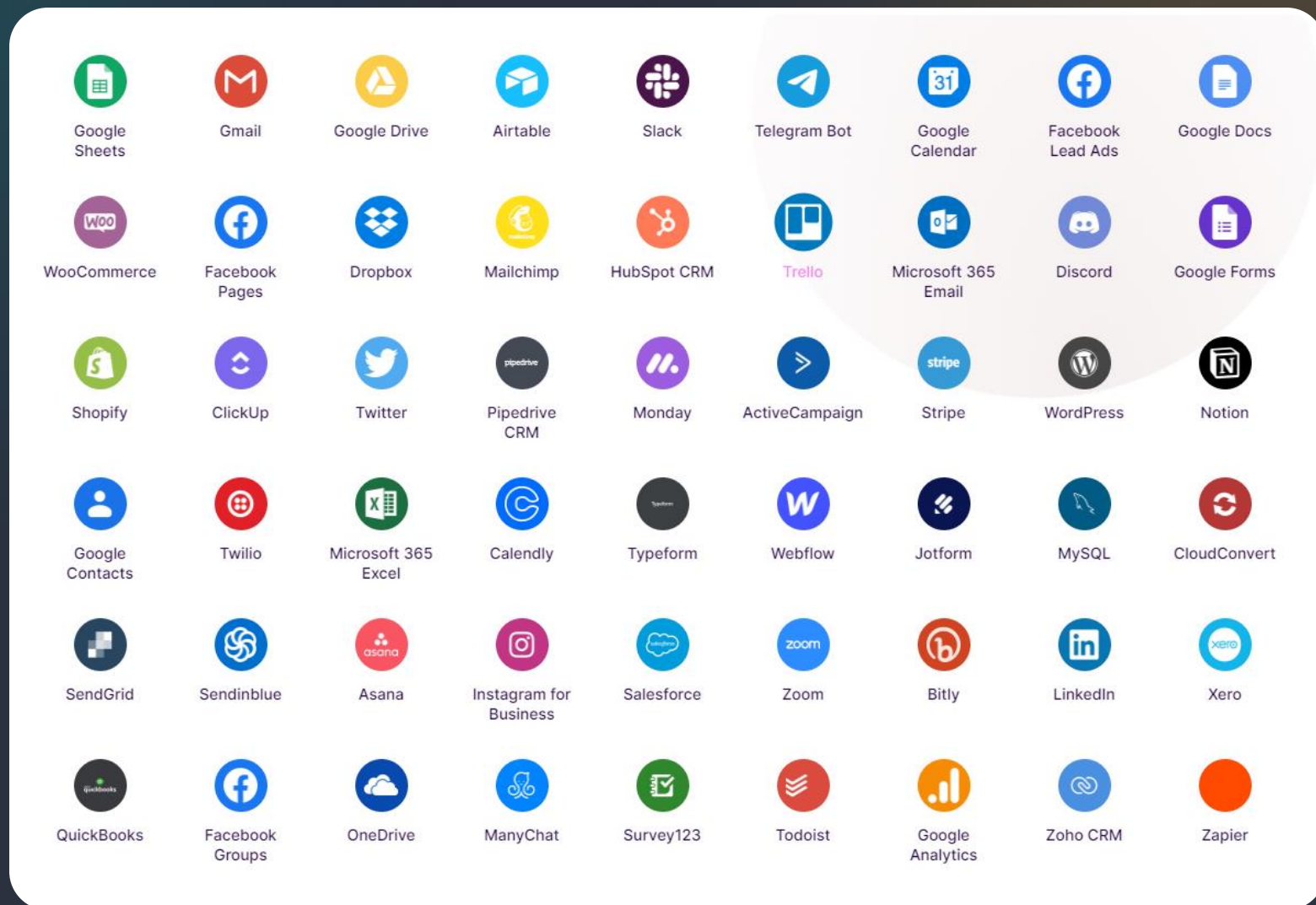




- **connect** the **real world with** the **metaverse** using augmented reality
- markerbased AR
- roomBooks, roomGuide



INTEGRATIONS OF OUR PLATFORM



+1150

more

MAKE.COM

ES GELTEN DIE GLEICHEN
REGELN WIE IM WEB 2.0

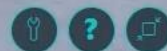
UPDATE YOUR CONTENT!

CUSTOMER USE CASES

EXPERIENCE PLATFORM
FÜR BERATUNG, INFORMATIONEN UND
SCHULUNG

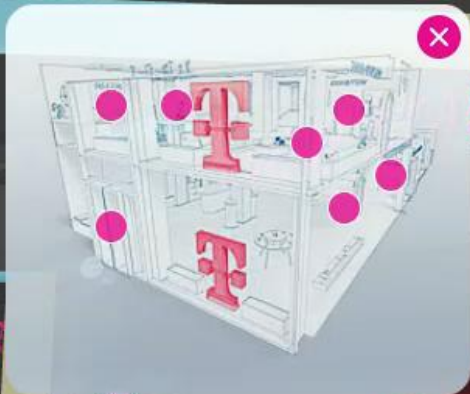


IFA XTENDED





1



WELCOME

EXPERIENCE CENTER



MAGENTA
EXPERIENCE
CENTER

FRAG MAGENTA

T-VERSE



Strat2022

Taking responsibility.



Strat22
BECHTLE

- Strategy meeting Bechtle
- 12.000 concurrent Attendees

Strat2022

Deutsch Q 🔔 Benjamin Rohloff

Startseite
Launch Week
Speaker:innen
Networking
Image Wall
OnDemand
Bechtle Quiz
Mein Bereich



Isabelle Allegaert
Geschäftsführerin
Inmac Wstore, France



Sabine Brand
Leitung Unternehmenskommunikation
Bechtle AG



Uwe Burk
Bereichsvorstand verantwortlich für das
CAD/CAM-Geschäft
Bechtle Systemhaus Holding



Laurent Courteaud
Geschäftsführer
Inmac Wstore, France

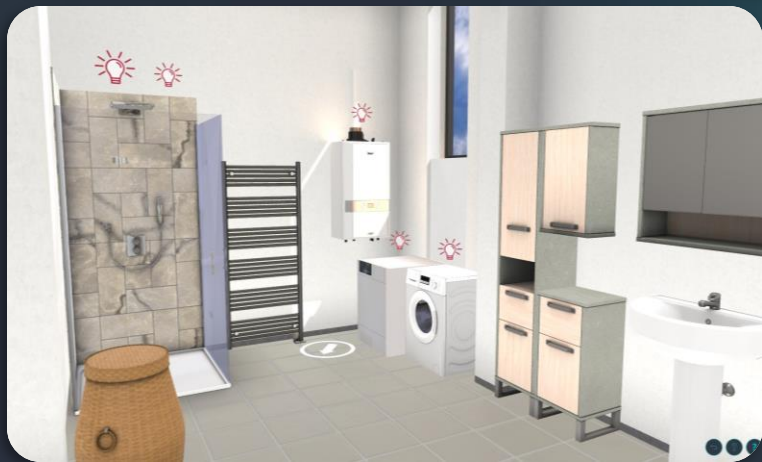




BECTON DICKINSON **VIRTUAL LAB**

- Virtual laboratory as showroom & training space
- Visualization of workflows
- Guided digital tours
- 3D Product Viewers of medical equipment
- Integrated information material in multiple languages, addressing different target markets
- Updates via room CMS

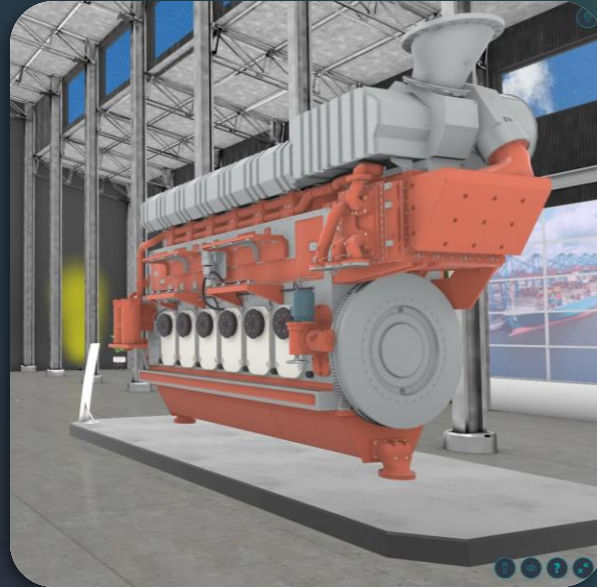




TRIANEL ENERGY SAVING METAVERSE

- Interactive 3D environment
- Gamified approach to energy saving tips
- 3D elements are used to demonstrate how saving energy in everyday life situations can look like
- Blueprint solution for regional energy suppliers
- Easy customization and branding via CMS

[READ MORE](#)



CATERPILLAR | MAK METAVERSE SHOWROOM

- Industrial environment with 3D product presentation
- Explaining products with annotations
- Multi-tool for sales
- Making high-tech products digitally accessible
- Solution protects IP and is GDPR-compliant



TELEKOM MAGENTA HOUSE

- 3D visualization of smart home campaign
- Exclusive use in six flagship stores
- Tour with avatar through house
- Search game
- Animated networking of devices with each other
- Making the invisible visible



PORSCHE DESIGN **DIGITAL PRESS EVENT**

- International press conference to present new products
- Focus on products in 3D & AR
- Virtual try-on of lifestyle accessories



Agenda



MWC 2022 BARCELONA

CONNECTING
MEANINGFUL
TECHNOLOGY

00:01

TELEKOM MWC
2022

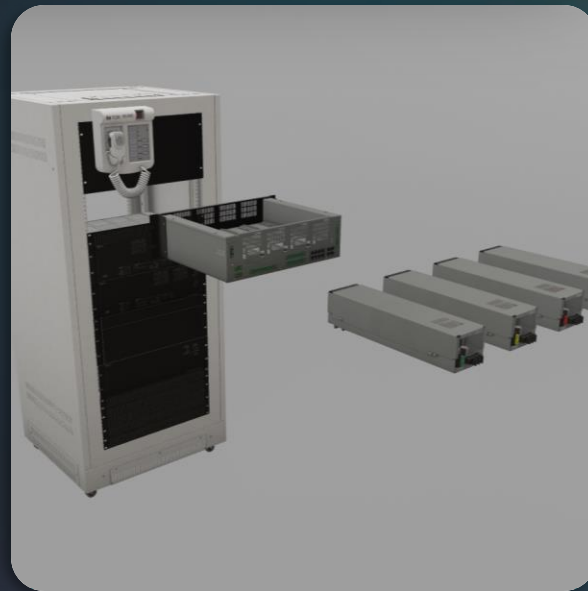
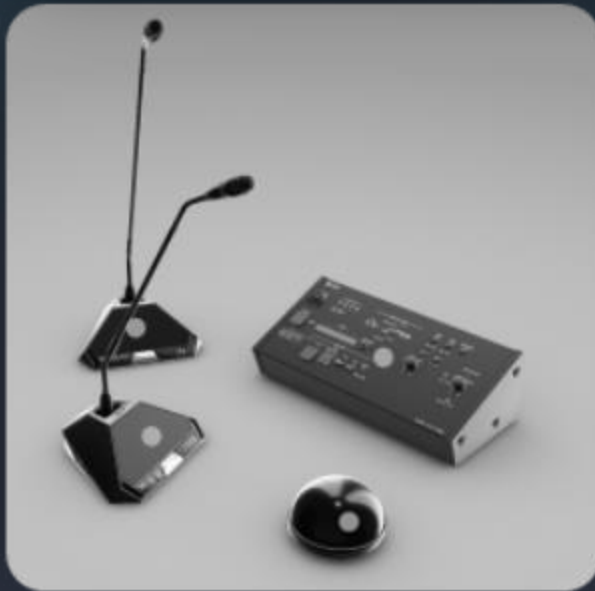
3D PRODUCTS

EXPERIENCE PLATFORM
FÜR PRODUKTHERSTELLER,
WEITERBILDUNGEN UND TRAININGS



TOA Electronics **VIRTUAL SHOWROOM**

- 3D models for B2B sales & support
- Detail views of products
- Link to spare parts catalog
- Integrated information materials





PUKY Webshop
VIRTUAL SHOWROOM

- Simple web-integration on homepage
- Interactions and virtual avatars

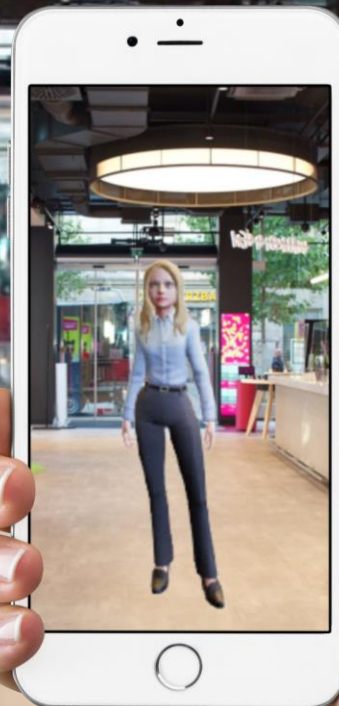
VISIT
SHOWROOM



**PRODUCT
PRESENTATION**

AUGMENTED REALITY

NO MATTER IF AT
HOME OR **IN-STORE**



IN-STORE TERMINALS EXPERIENCE IN 3D



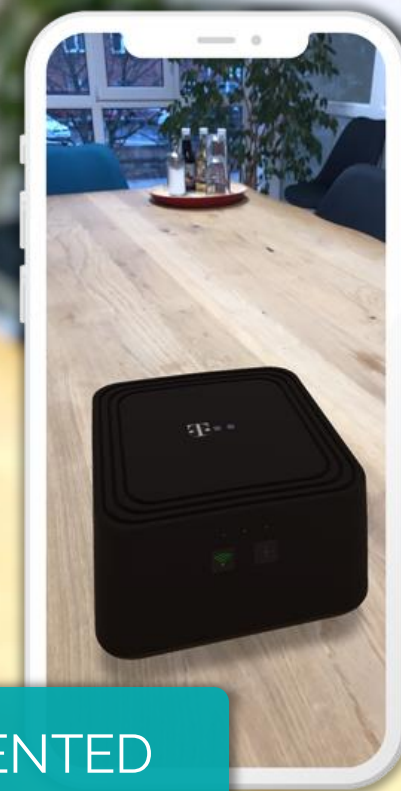
E-Scooter



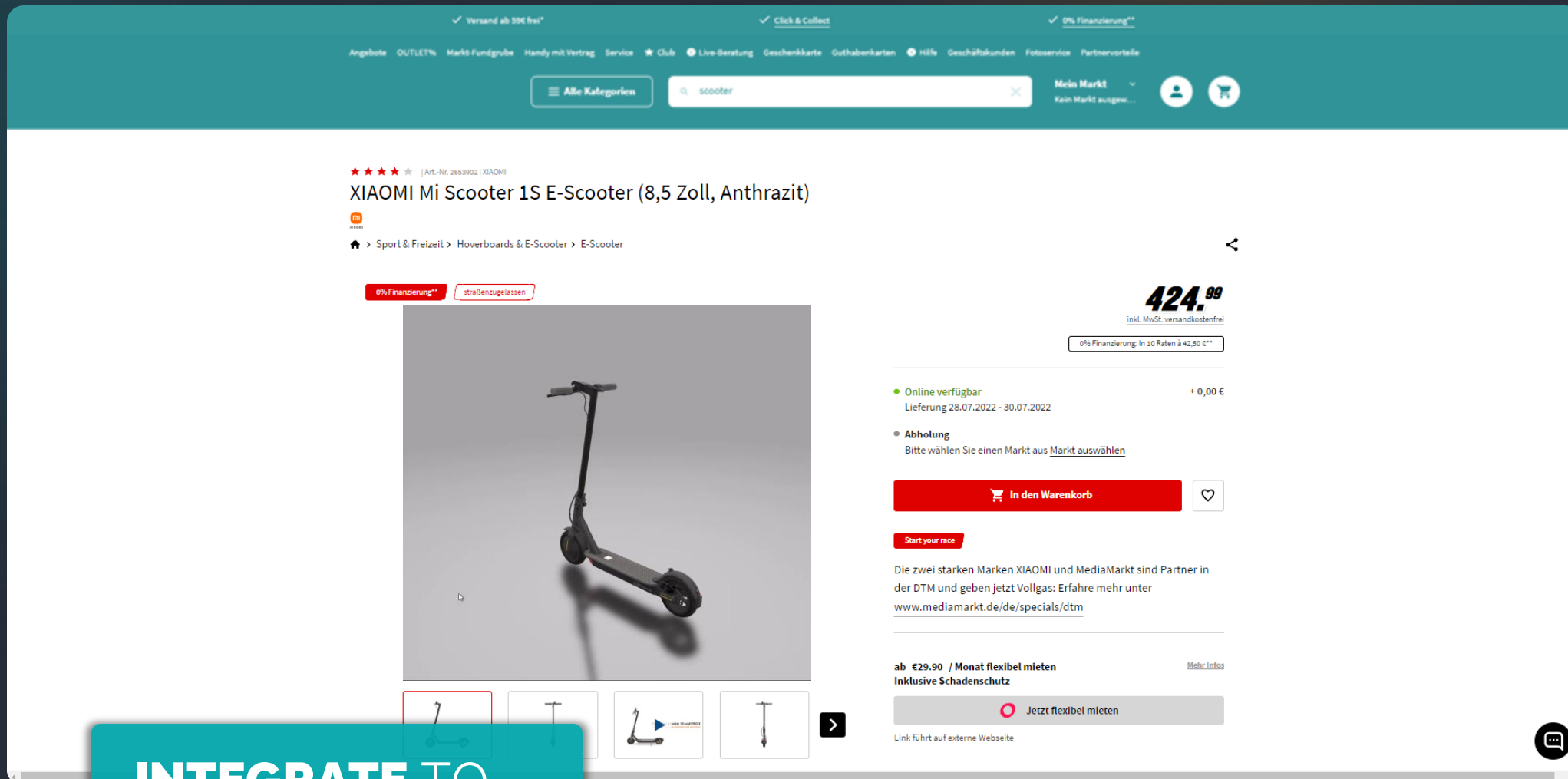
SHOWCASE YOUR
PRODUCTS

INTERACT IN
3D, AR AND VR





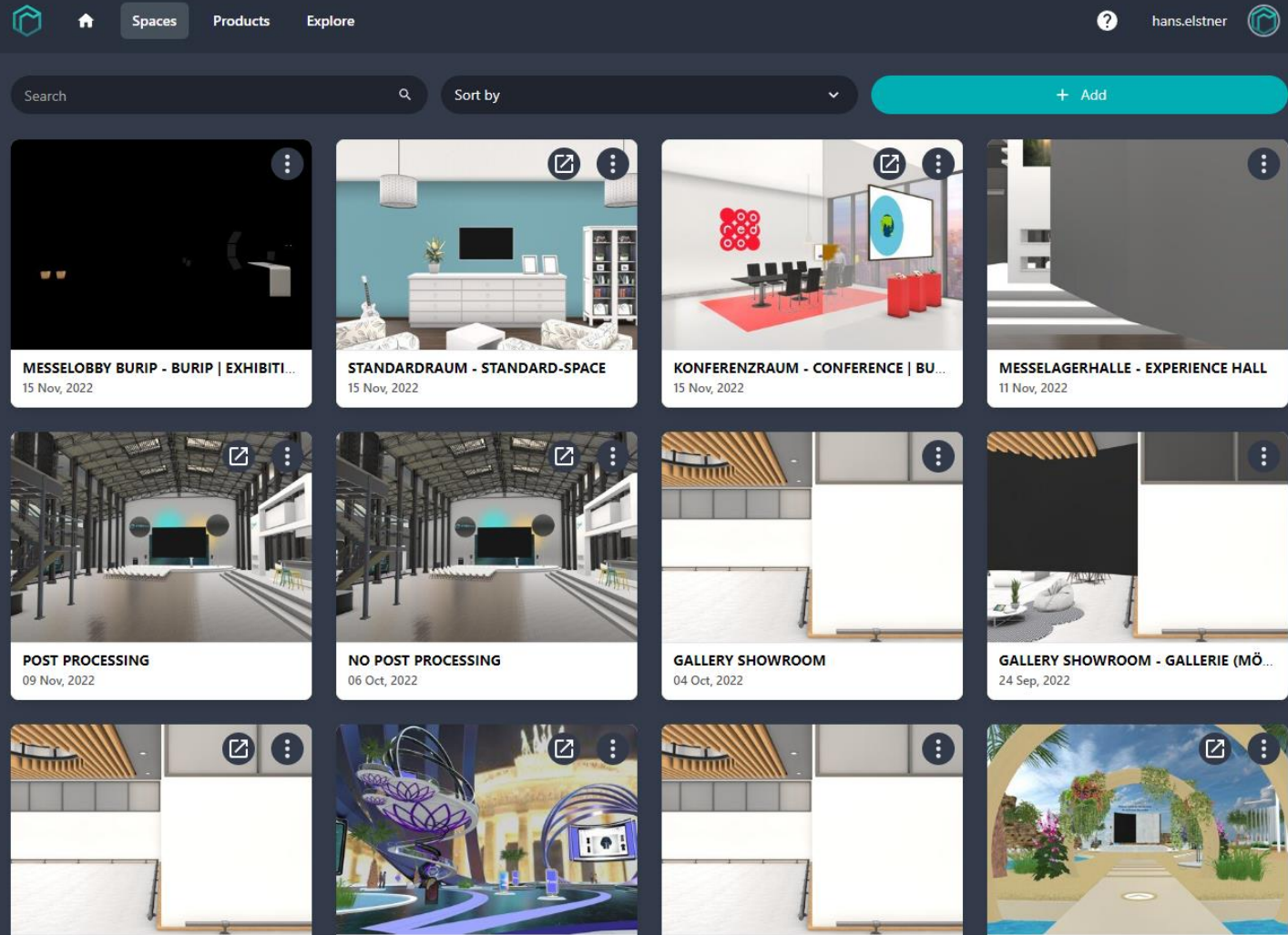
EVEN IN AUGMENTED
REALITY **WITHOUT**
MOBILE APP



**INTEGRATE TO
YOUR WEBSITE**

3D CMS

(with templates)



POWERED BY AMAZING PARTNERS



70+
Agency Partner



30+
Hard- & Software
Partners





ANNELIE HERRMANN

Director of Sales

