Metaverse:
A New Dimension?

By Yohan Launay and Nicolas Mas, *ConceptSL* Paris, France.

This is a brief essay, we call "think-pieces", designed to stimulate a discussion on a particular topic. For this series of essays we propose the following question:

"Consumer behavior in virtual worlds, is it really any different to the real world, or is it simply a case of 'old wine in a new bottle'?"

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For some time, we have been talking about Virtual Worlds, 3D on the Internet (Web 3D), Web 2.0, and other social media. But what is the common point of all this? Information. A website is in fact the formatting of content from databases, a chat is an exchange of information between two or more individuals, an avatar is a (symbolic) representation of information about an individual (fantasized or not)…

We have always given technological constraints and limitations to the representation of Information. We tend to confine it to one or more dimensions, to a particular interpretation and even sometimes to a certain temporality. Do you not think information is timeless and without a particular form as the term "in-formation" (no-form) seems to suggest? Let us examine information as a whole: a fabric of information or ectoplasm, which takes shape depending of the context and to serve particular needs. Let's consider apart the original "shape" (or "no-shape") and the final form and its purpose.
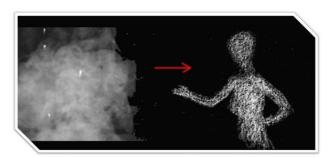

Fig. 1 - When Information Takes Shape: we can figure it out like a cloud that has no real form, ethereal, weaving. It will have an ephemeral existence when it will have to combine into something (a support) that will, on demand serve your needs. Then it will come back to its ethereal state until the next request

Abundance of Information and Challenges of Tomorrow

With the current abundance of information, constantly renewed, its various "frozen" forms, end users are completely lost. They often spend more time sorting their mailbox and spam emails than reading what is really interesting!

In reality, the challenges that corporations will face tomorrow (and are starting to see today) will require the creation of a new dimension, beyond the 2D, 3D, hypertext, and other vertical and horizontal exchanges.

There is a need to create a dimension—mixing the real and virtual, the temporal and the timeless—where information is sent to us when needed, in the form needed for its understanding, whatever its original form.

This will be accomplished through the combination and integration of different technologies available today—mobile, internet and other multi-media devices—and technologies yet to develop, such as communicating & intelligent objects, sensors, widespread WIFI, RFID, new interfaces with machines, A.I. (Artificial Intelligence), augmented reality, nanotechnologies…

Perhaps this dimension, a smart and goal-oriented mixture of all other dimensions, may be called called "Metaverse"… a world / universe where technology merges with philosophy.