

# METaverse & NFT'S

The official newsletter of The Enterprise Data Office.

## MORE GREAT STORIES INSIDE:

The WEB has evolved from being just static pages for only getting information to a social platform that allows interactions between users—users and users to sites owners. Now, the WEB is moving to an era where computers can think and make decisions like humans, and humans can live and interact in a computer environment ; Further bridging the gap between man and machine.

## WRITING IN THE DIGITAL WORLD

**Web 1.0** - Information superhighway: We had the internet which connected us to information of unprecedented speed and scale.

**Web 2.0** - Connected people through the internet which gave us social media platforms like Facebook, Twitter, LinkedIn and Instagram. It also gave us the sharing economy and e-commerce

**Web 3.0** - Is about connecting people, places and things. Sometimes here, people, places and things can be fully virtual in a virtual environment while at other times it can be a blend of virtual and physical world through augmented reality. The evolution of the web is an important shift in the future of how we communicate, work, shop and socialize.

# METVERSE

Metaverse is the next step in how human beings engage with technology. It is a further convergence of our physical and digital lives. It's about the internet breaking free from the rectangle in our hands, desks and walls and being all around us. The metaverse makes our world into a combined experience of virtual and physical. It is about digital lives catching up with our physical lives.

The metaverse is the successor of today's mobile internet. The metaverse will be enabled by many different technologies like Blockchain, AI, Augment reality, virtual reality, SG, edge computing and so on.

Take **ROBLOX** for example, a global gaming platform that brings people together through play. The company boasts an impressive 43.2M daily active users worldwide making it an entire ecosystem complete with its own currency. There are other examples of metaverse platforms or metaverse gateways.

Another example, **Decentraland** is a decentralized world that's owned by its users who get to vote on how the world operates. Currently, the cheapest plot of land is \$11,000 and brands such as Samsung are bringing up digital real estate for their virtual stores.



**GAMING** - Leading the way Virtual World and Virtual Goods

A virtual world is an ecosystem in the metaverse where people can come together more often for the purpose of gaming and entertainment. Gaming is becoming the new social network.

**NFT - Non-Fungible Tokens (NFTs)**

NFTs are a unique and non-interchangeable unit of data stored on a digital ledger, such as a blockchain. Bitcoins are fungible tokens and are being interchangeable, since are bitcoin can be easily exchanged for another, NFTs are not interchangeable since each of them represent or link to a unique piece of digital media, whether that's art, text, video or even bits grade

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**With the explosion of smartphones and tablets, staying on top of mobile trends means you can win big.**