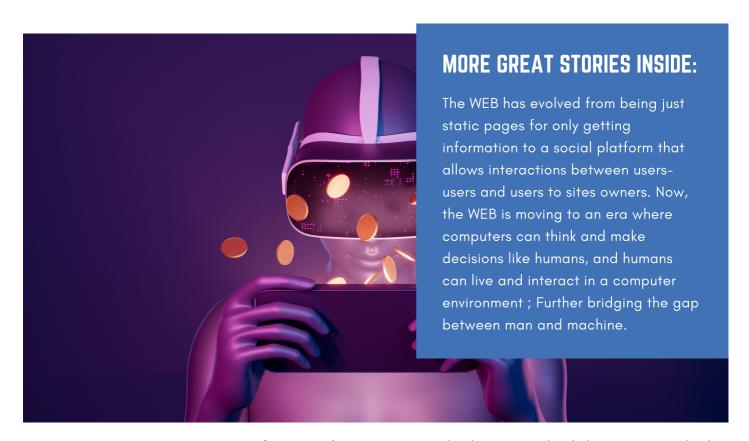
## **METAVERSE & NFT'S**

The official newsletter of The Enterprise Data Office.



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

## WRITING IN THE DIGITAL WORLD

**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.

## **METAVERSE**

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 noninterchangeable 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



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