

The metaverse: Definition, history, and future

 By [Craig Hannabus](#), issued by [Rogerwilco](#)

17 Jun 2022

The metaverse is seen as a new digital realm, a shared interactive, immersive augmented reality that combines virtual worlds, blockchain, AR, and VR. The concept has been around in science fiction for decades but was popularised during the Covid-19 pandemic. The metaverse seems like the perfect solution to a problem - that of connection.



The metaverse could provide us with a suite of tools to assist with our day-to-day office tasks, socialising, and even shopping, all within an immersive virtual world connected to the block chain. While many people have declared the demise of metaverses, the numbers and history tell a different story. Proprietary metaverses are close to 20 years old and have seen surges during this pandemic. New games are gaining traction thanks to corporate buy-outs and new players are building robust technologies that can support more immersive experiences.

At this point, there are multiple platforms that offer experiences in virtual reality, augmented reality and extended reality, three broad categories of immersive technologies. It's also worth noting that there are private corporations and entities such as Facebook, Google and Microsoft leading the way in metaverse creation while others like Amazon has its own AR platform they hope to monetise with advertising sales once users adopt it.

A new whitepaper from Rogerwilco unpacks the origins and history of the metaverse, what challenges and opportunities it presents to brands, and the outlook of a future with multiple metaverses.

Access it here: <https://www.rogerwilco.co.za/blog/metaverse-definition-history-and-future>

ABOUT CRAIG HANNABUS

Craig is the strategy director at Rogerwilco. His most recent career history, which spans more than 15 years, is dominated by digital - before that he worked in logistics.

- Load shedding: Forcing the township economy to go international? - 25 Apr 2023
- Maybe the metaverse and VR aren't what we thought they would be - 7 Mar 2023
- AI: The new Van Gogh... or not - 21 Feb 2023

- #BizTrends2023: The year of quality not quantity customer experience - 9 Jan 2023
- 5 steps to using design thinking in creating multi-channel marketing strategy - 6 Dec 2022

[View my profile and articles...](#)

- **How the Cookie crumbles: Crafting new marketing strategies in a Cookie-free world** 14 May 2024
- **Businesses invited to participate in the 2024 South African Customer Experience Research Report** 26 Mar 2024
- **Rogerwilco appointed performance marketing agency to Momentum Metropolitan Holdings** 11 Mar 2024
- **Rogerwilco enhances digital marketing through AI-based neuroscience product** 27 Feb 2024
- **Rogerwilco's contribution to the Drupal community** 14 Feb 2024

[Rogerwilco](#)



Rogerwilco is a multi-award winning, independently owned end-to-end digital customer experience agency. We exist to remove the friction in brands' digital engagement with their audiences, no matter the channel or touchpoint.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>