

EDITORIAL

Top 10 application scenarios in Metaverse

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The editorial focuses on two topics: one is to explore the development of the Metaverse industry, and the other is to improve people's understanding of the Metaverse.

I want to share a few ideas about the Metaverse.

First, we cannot talk about Metaverse without virtual reality. Second, the Metaverse has little to do with the universe. Metaverse is also called “灵境 or virtual society”. Third, the Metaverse will greatly promote the development of the digital economy. Fourth, in virtual reality almost all the objects are virtual, while in augmented reality, some objects are virtual and the others are real. Mixed reality is a mixture of virtual and actual reality, and the Metaverse is a blend of virtual and actual reality. Fifth, the two important characteristics of the Metaverse are intelligence and interactivity. Sixth, the emergence of ChatGPT could greatly promote Metaverse implementation (such as human-computer dialogue, intelligent content automatic generation, etc.). Seventh, the Metaverse is the largest interdisciplinary discipline, involving computers, artificial intelligence, cyberspace security automation and robotics, law, public administration, economics, industrial design, and geographic sciences.

The key to the Metaverse lies in the integration of disciplines. The Metaverse requires the collaborative research of engineering sciences (intelligent sciences, mechanical engineering, computer science, information security), natural sciences (physics, agronomy, chemical biology), humanities (including art design, philosophy of art, etc.), social sciences (economics, communication studies, law, psychology, sociology) and other disciplines. It is the cross-research among these disciplines.

The Metaverse is a link between the physical and the digital world, and the economic scale of the Metaverse will be countless times larger than the real world, which will certainly drive the meta-universalization of thousands of industries. At present, its application prospects are reflected in ten aspects:

First, achieving the meta-universalization in trading, fundraising, financial product design, and issuance, etc., such as the application of DeFi and DFI. Second, realizing the full application of VR/AR/MR technology in school and vocational education and other fields, such as experiencing the historical events in virtual scenes. Third, assisting the retailers to realize the visualization of store design and customer flow routes, as well as assisting

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the consumers shopping in the virtual malls. Fourth, carrying out virtual scenery construction management, meanwhile making the tourists travelling in the virtual world. Fifth, housing transactions could be conducted through virtual real estate agents in a virtual environment. Sixth, strengthening the application of MR fitness exercises and competition activities in the Metaverse. Seventh, carrying out the virtual scene layout, conference organization, conference exhibition, etc. Eighth,

carrying out the production, release, and agency of advertisement generating economic behavior in the Metaverse. Ninth, playing karaoke with real or virtual friends in the virtual KTV. Tenth, carrying out the virtualization and meta-universalization of the game production and publishing.

Conflict of interest

The author declares no conflict of interest.