

UMDASCH GROUP GOES METAVERSE

Umdasch Group Ventures showcases Metaverse solutions at EuroShop

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"We create spaces" a strong mission of the Umdasch Group that does not stop at the virtual world. In addition to sound expertise in designing and creating new spaces, the company thinks big and ventures beyond the boundaries of the physical world with its competencies. Specifically, this involves the entry of Umdasch Group into metaverse.

Metaverse - Definition & potentials

The metaverse is a virtual, three-dimensional space in which users can move around in the form of avatars. Virtual objects can be used and influenced such as wearing clothes, building and furnishing houses. Just like in the real world, it is a place to live, work, learn, shop, entertain and socialize.

The virtual world holds incredible potential, and major companies already have a presence there. According to studies, the metaverse will reach a global revenue potential of several trillion dollar in 2030, with commerce being one of the largest sources of revenue. Experts believe that in the future every company will have a place in the virtual world.

"The metaverse as the Internet in 3D is the next logical step. It is not yet clear which business logics will become established. But experts agree on one thing: it will come," project manager Maria Tagwerker-Sturm emphasizes the potential.

Opportunities in the Metaverse: Platform or own VR website

The Umdasch Group sees the virtual showplace as an opportunity for users to actively interact with brands. Various options are available for this purpose:

These virtual worlds are created either as virtual copies of existing rooms by reality capturing with 360° photos or scans, or by modeling 3D rooms, which have no limits. These virtual worlds are enriched with information and interaction possibilities.

They are published either on a metaverse platform such as Decentraland, Roblox or Sandbox, which are comparable to a virtual world, or as a separate website that can be accessed simply via a link in the browser.

Virtual worlds of Umdasch Group in the Metaverse

Umdasch Group Ventures, the Innovation & Future Hub of the Umdasch Group, is in charge. In cross-divisional teams, the various experts such as architects, 3D/VR/AR artists, UX designers, brand experts, software developers and game engineers have dealt with all the possibilities and realized the first projects.

Very special is the presentation of Umdasch Group in the metaverse. In Decentraland (<https://decentraland.org>), one of the best known and largest metaverse platform worlds, parcels of virtual land (coordinates ~31/~1) were purchased with the platform's own cryptocurrency and a sensational building was erected on it. The building was designed according to the values of the Umdasch Group and offers interaction possibilities for the users.

"As Umdasch Group, we have the optimal prerequisites to enter the Metaverse and support our customers. We combine our expertise in construction and architecture for virtual 3D building design, our understanding of how to design stores and our digital competence," says Andre Spang, Managing Director of Umdasch Group Ventures.

In addition, Umdasch Group Ventures can also present various projects based on 3D designs and 360 photography. Impressions of the virtual experiences are shown by projects like the Doka Showroom or the Sibiu Hospital Tour.

Presentation of Metaverse solutions at EuroShop 2023

The premiere for Umdasch Group Ventures is the participation in EuroShop in Düsseldorf from 26.02. - 02.03.2023, where all digital solutions will be presented for the first time. The company is basically pursuing the goal of offering metaverse and VR services specifically for the retail sector and can position itself as an expert in the design and creation of virtual spaces. Visitors can get inspired by the metaverse and the solutions of the future at the booth of umdasch The Store Makers (Hall 12/ Booth C55).

About Umdasch Group Ventures

Umdasch Group Ventures GmbH researches and evaluates new technologies and takes them up in order to develop new business models for the areas of construction and retail within the Umdasch Group. In doing so, they invest in start-ups and technology companies and also develop new business models itself. As a Future & Innovation Hub, the goal is to bring these business models to market maturity and to drive market growth.

Photos



Decentraland1.jpg

Photo Credit: Decentraland – Umdasch Group



Decentraland2.jpg

Photo Credit: Decentraland – Umdasch Group



Reality_Capturing.jpg

Photo Credit: Barbara Müller



Umdaschgroup_bauma360.png

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