Title	WHAT ARE THE APPLICATIONS OF METAVERSE?
Description	Intro
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Author	Arashtad
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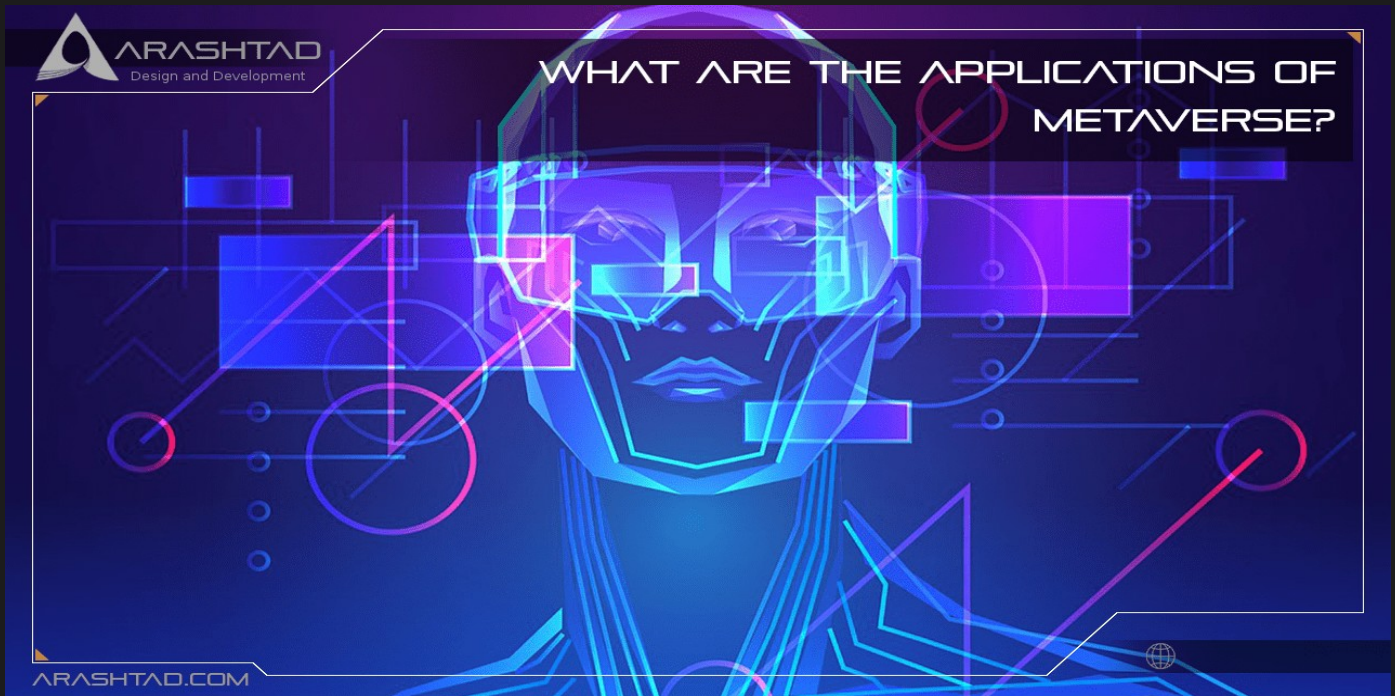
The Metaverse concept has already caught the imagination of leaders in various innovative technology sectors. Metaverse technology is growing in virtual games, business, education, social projects, and even fashion. We have new options for using virtual reality thanks to the Metaverse, which touches on all areas of our lives. You can create virtual venues for events in the Metaverse, sell land, and buy houses. Enjoy immersive travel as well. In this article, you will learn how to identify potential use cases and the myriad benefits of the Metaverse.

WHAT IS METAVERSE?
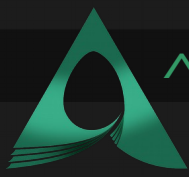
In its simplest form, the metaverse combines physical, augmented, and virtual realities in an online environment that is interactive, intuitive, and immersive. There are currently billions of dollars spent by some of the world's biggest tech companies, including Apple, Sony, Facebook, Google, Microsoft, and others, on building the next version of the Internet. By combining the power of AR/VR headsets, smartphones, personal computers, and cloud-connected servers, end-users receive an immersive experience and can meet, interact, and conduct business within a virtual or metaverse environment. Metaverses have three main characteristics.

They are 360-degree digital environments combined with the physical and virtual realms. Financial transactions can be carried out in a digital environment with a full-fledged economy, and they can switch seamlessly between metaverses. Furthermore, the metaverse exhibits the democratic nature of the digital world: There is no single organization that owns it, but a wide variety of organizations will collaborate, manage, and optimize it. Therefore, the metaverse has so many exciting and never-seen-before applications in business.

APPLICATION OF METAVERSES

Metaverse may be able to offer many advantages for society's technological advancement. A metaverse is a very broad concept. Here are some examples of Metaverse applications, such as communication and productivity enhancements, blockchain, immersive sales and marketing, military, healthcare, and educational applications.

COMMUNICATION & PRODUCTIVITY ENHANCEMENTS

Business communication and productivity will be revolutionized by Metaverse, with innovations and breakthroughs never seen before. At present, Google Meet, Microsoft Teams, and Zoom provide a 2D mode of communication via audio and video. As a result of the Metaverse, this will become a thing of the past, where hologram-based real-time communication will be possible, just like a real-life business meeting. Imagine sitting next to you, interacting with you, and communicating with you like a real person does, for example, a full-blown hologram of yourself. For instance, a real estate company might offer a realistic virtual tour of their commercial and residential projects, where the guests can walk through the apartment or office and experience the space and dimensions as if they were there in person. Many sectors are affected, including manufacturing, wholesale, real estate, corporate meetings, etc. Conferences and seminars will become more realistic, real-time, and very similar to face-to-face communication when working from home.

FUTURISTIC BLOCKCHAIN APPLICATIONS

In this way, blockchain complements and empowers the Metaverse since both use the same underlying technology. Blockchain technology is behind bitcoins, Ethereum, and other digital currencies, as well as non-fungible tokens and blockchain games. A metaverse built on these technologies can develop a practical, scalable, and sustainable virtual economy that does not require fiat money. It is possible to create a parallel universe that forever expands into new horizons if any advanced combination of barter systems and blockchain-based technologies is combined.

AN IMMERSIVE SALES & MARKETING APPROACH

As social media improves and business communication becomes more effective, the entire sales and marketing process will be transformed, thereby accelerating business growth. Businesses would spend money to acquire advertising rights on virtual highways and expressways that are seen by millions of users or avatars in real time. Investing in metaverse real estate is no longer fiction, as investors are actually monetizing their virtual assets. Metaverse will completely change marketing content creation, distribution, and consumption.

Brands will be able to market their products in a custom, tailored manner with fascinating results, with numerous data points already available to online users or avatars in a metaverse. Every metaverse user will experience marketing campaigns tailored to their preferences and choices based on precise targeting and positioning. Using ultra-advanced augmented reality, brands can open their metaverse stores and invite users from around the world to visit them virtually and experience their products in real time.

METAVERSE APPLICATIONS IN THE MILITARY

There have been significant advancements in military applications of AR (Augmented Reality) and VR (Virtual Reality), such as Tactical Augmented Reality (TAR), which is similar to night-vision goggles (NVG) but has numerous advantages. In addition to showing a soldier's precise location, it may also indicate the positions of allied and hostile forces. Similarly to the goggles, the system is attached to the helmet and can be used anytime. As a result, TAR effectively replaces handheld GPS devices and eyewear. This would eliminate the need for soldiers to glance down to confirm their GPS location. Additionally, the Synthetic Training Environment provides soldiers with a more realistic training experience by placing them in more physically and psychologically challenging combat scenarios. STE creators aim to give the commanders a training alternative that will allow them to produce adaptive units that are more prepared.
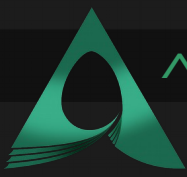
HEALTHCARE APPLICATIONS IN THE METAVERSE

In the healthcare sector, using augmented reality can significantly strengthen the skills and knowledge of future medical professionals. The use of assistive surgical tools is when surgeons use technology like Microsoft Hololens to speed up their surgical procedures. AR headsets are used to monitor vital patient data, including heart rate, body temperature, blood pressure, and respiration rate, in addition to pre-operative images taken from CT, MRI, and 3D scans. Nurses and physicians now use augmented reality to find veins more easily. this overcomes the difficulty of locating veins for many individuals, especially those with pigmented skin or tiny blood vessels. CT scans and X-rays are standard visual technologies in the healthcare industry. They assist medical practitioners in diagnosing, treating, and detecting diseases by looking inside patients' bodies.

HEALTHCARE APPLICATIONS IN THE METAVERSE

The benefits of virtual reality include being able to explore other worlds and experiences. When you wear a VR headset, you can experience high-quality representations that positively impact your life. Through visuals, traditional teaching approaches will never be able to highlight concepts so effectively. Virtual reality technology is fascinating because it can create incredible experiences that would be impossible to experience in person. No matter what age students are, they will always prefer watching the video rather than reading it. Using this technology will motivate students to learn more.

Nowadays, teachers have a very difficult time creating an effective classroom environment. Since most school students would be enticed to discuss virtual reality experiences with technology, this feature will be permanently removed. It is often possible to detect mistakes in content using virtual reality, as well as to edit them in a very effective manner. Furthermore, it eliminates the language barrier; When it comes to schooling, the language barrier is frequently a barrier. If you wish to study abroad, you must be able to communicate in the language of that country. In virtual reality, any language can be incorporated into the software.

TO SUM UP

It is too early to rank the top metaverse applications in a specific order or ranking since the metaverse is still in its infancy. Different industries are currently undergoing digital transformation powered by metaverse technologies. Moreover, metaverse technologies such as VR, AR, and XR are transforming conventional business models and best practices. VR can enhance learning experiences in classrooms and workplaces, for instance, and virtual real estate tours illustrate how the metaverse could grow in the future.

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