DEPT®

# Metaverse

# AI

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Pioneering **tech/marketing** helping brands stay ahead

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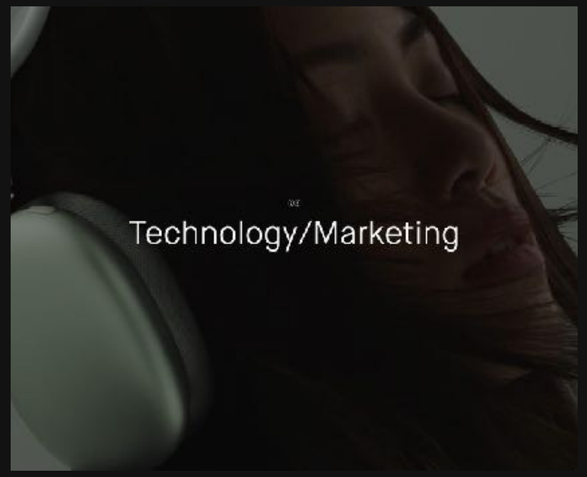
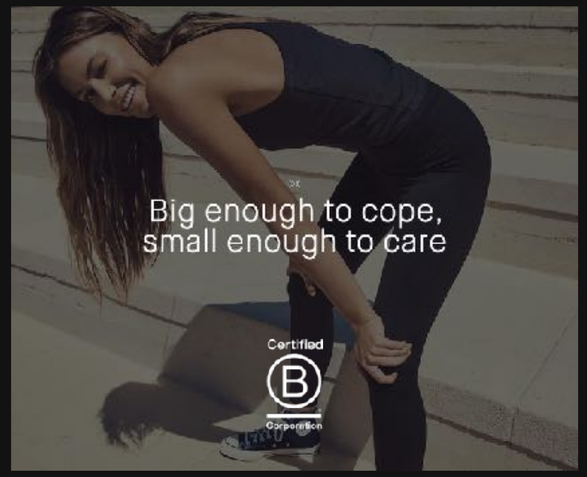
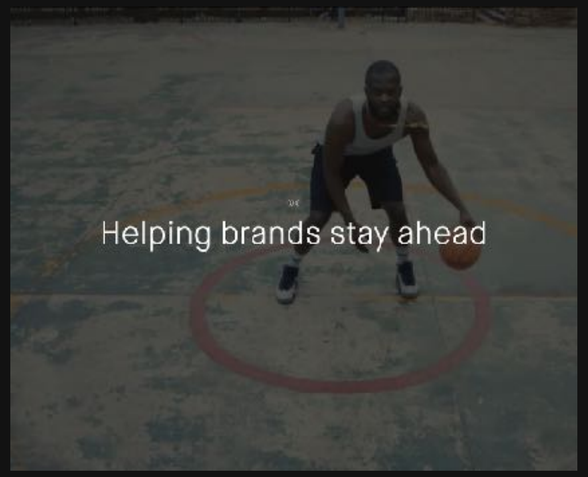
# Pioneering **tech/marketing** helping brands stay ahead





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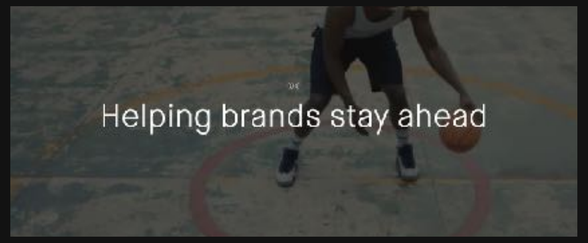
# Pioneering **tech/marketing** in Web3

Developing decentralised applications with CIOs, designing virtual worlds with CMOs

Powered by Web3 patents and proprietary technology

Building a metaverse, teaching the basics of blockchain

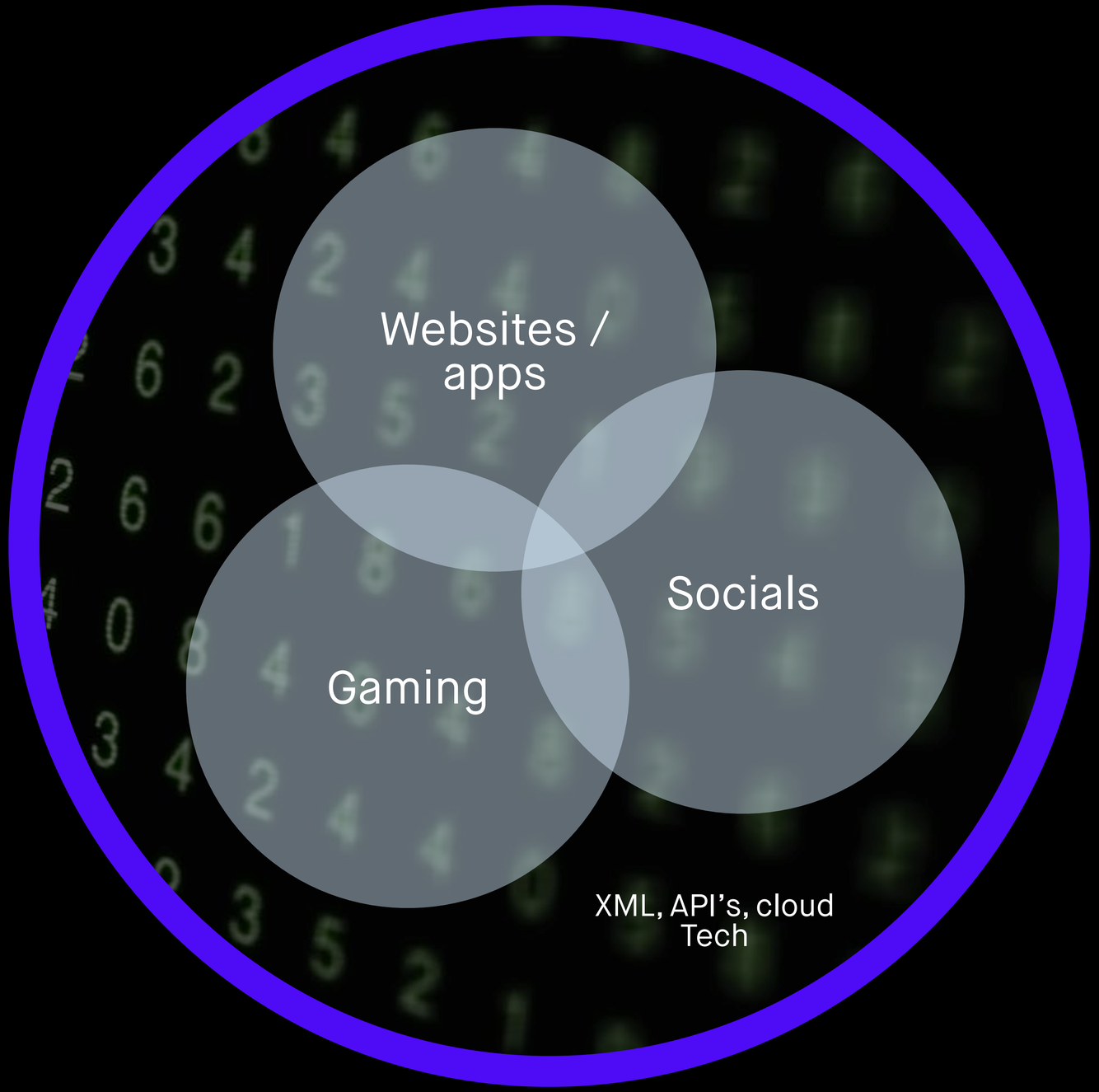



Transforming traditional, Web2 and Web3 businesses with new technologies

Today, we'll look at proof points why virtualisation is poised to become the next industrial revolution.

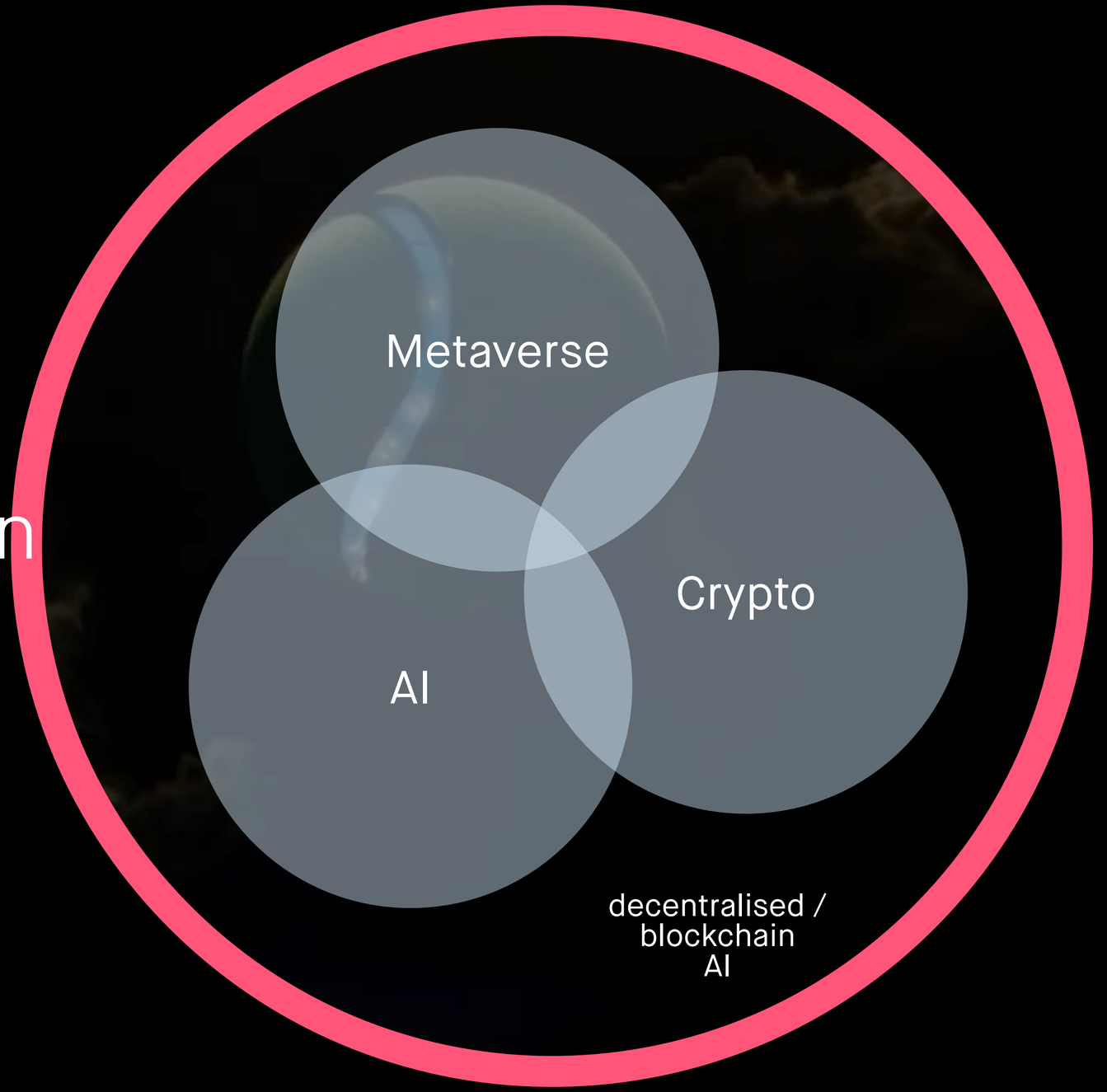
## Web 2.0

Amazon, Apple, Meta, Microsoft, Google and most brands are in the current Web 2.0 phase

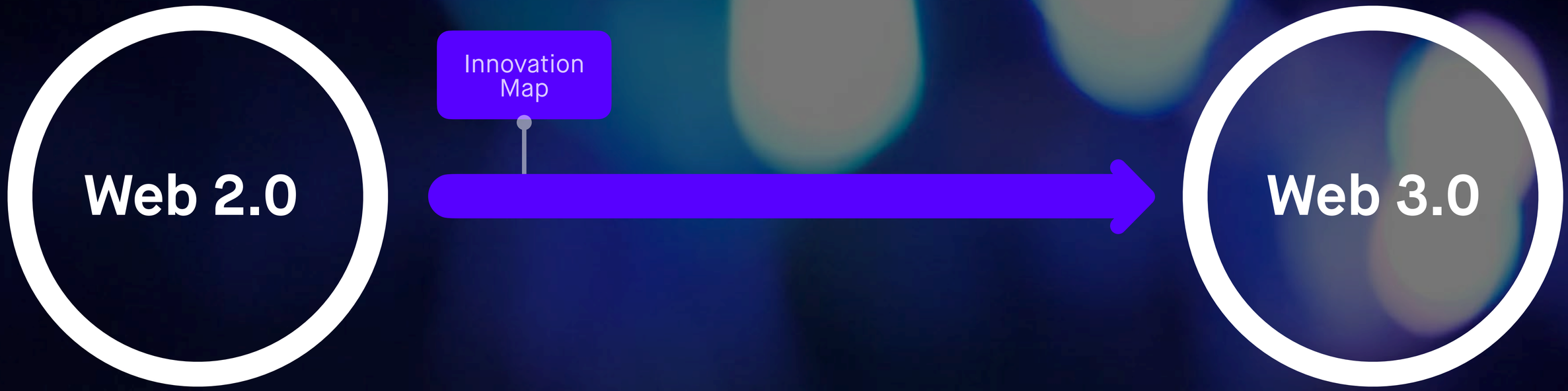


## Web 3.0

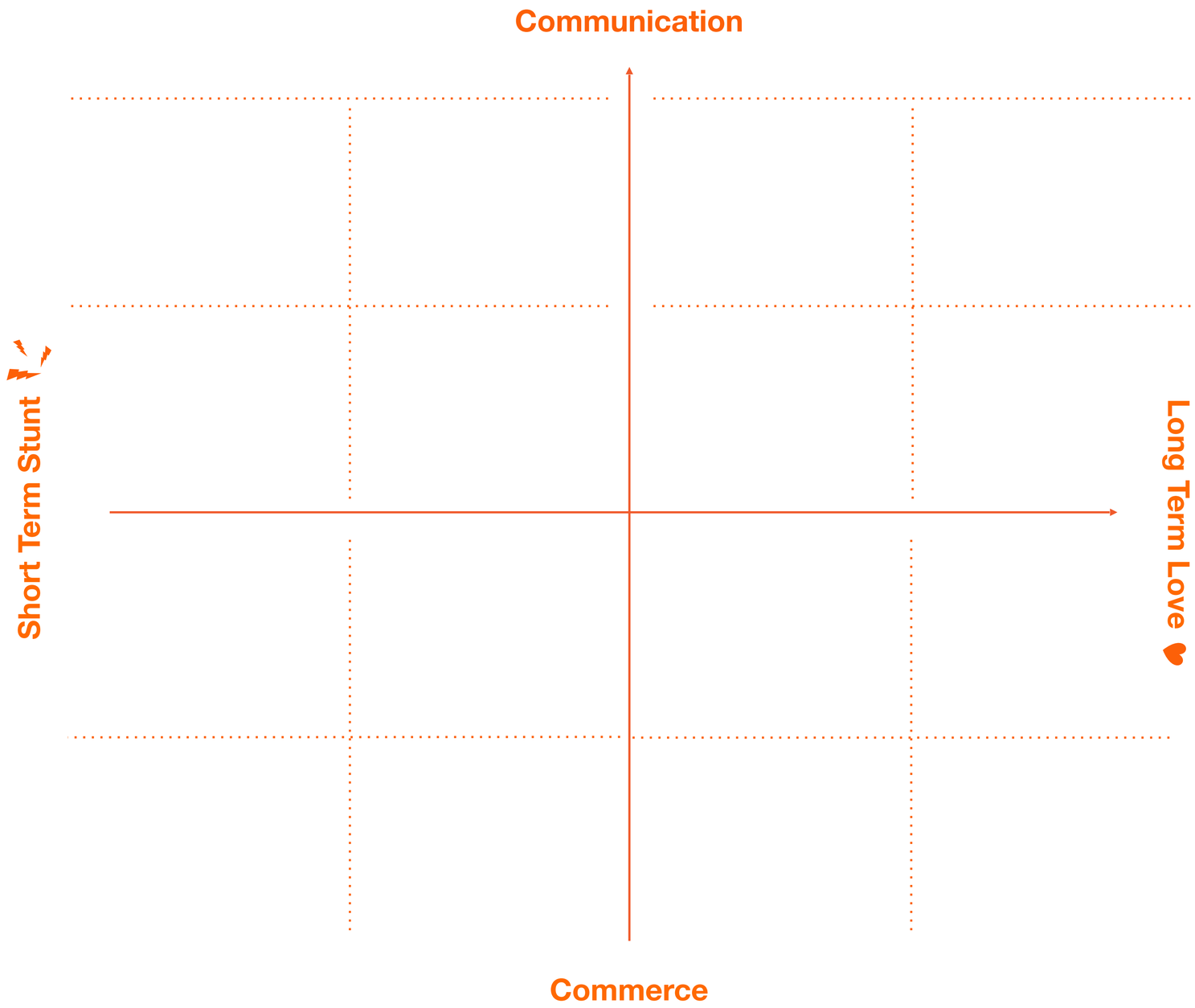
Epic, Roblox, high fashion and others are exploring the 3rd version of the internet, with virtualised and/or decentralised experiences & AI.



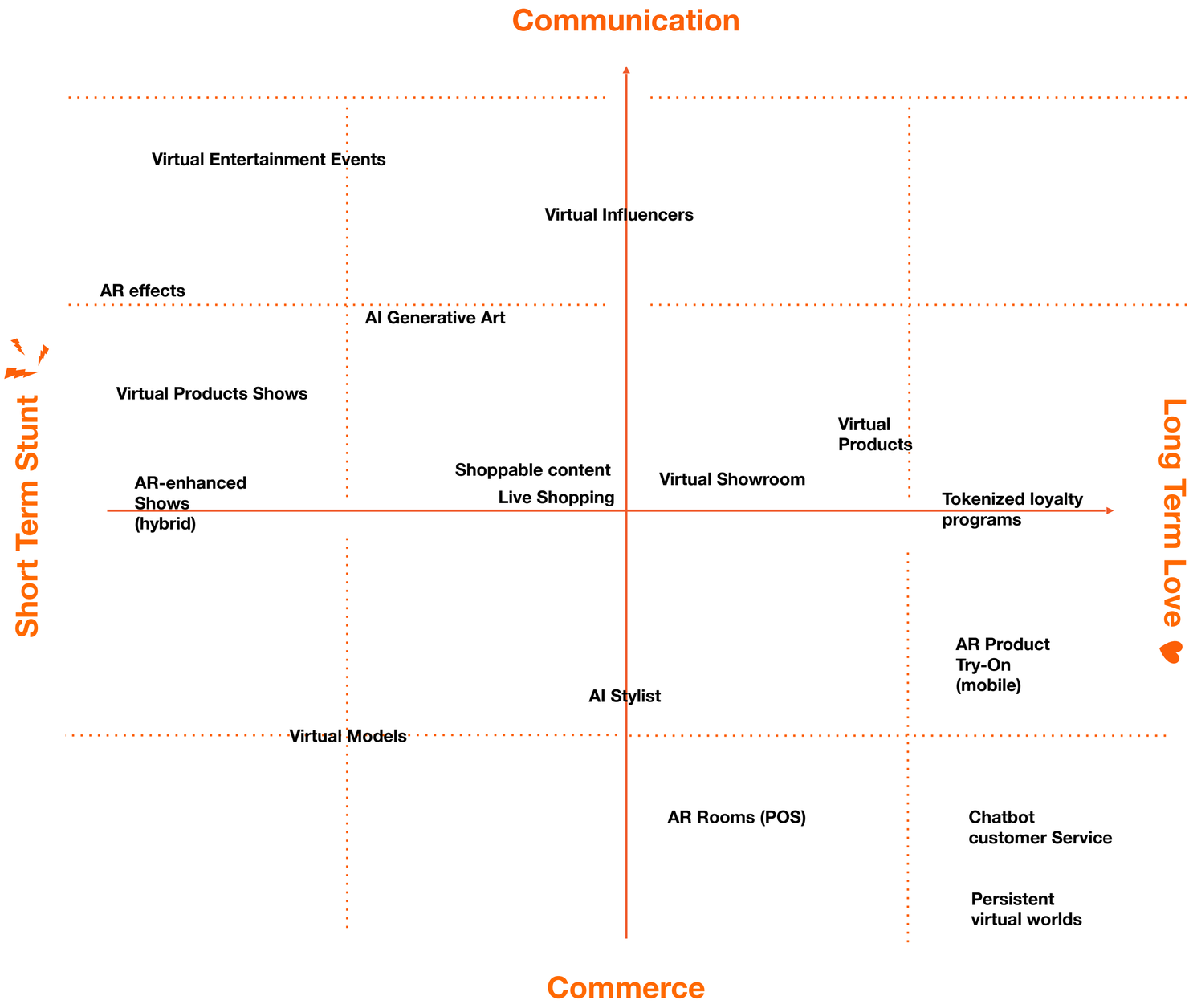
Web 2.0
Web 3.0


Web 2.0
Innovation Map
Web 3.0

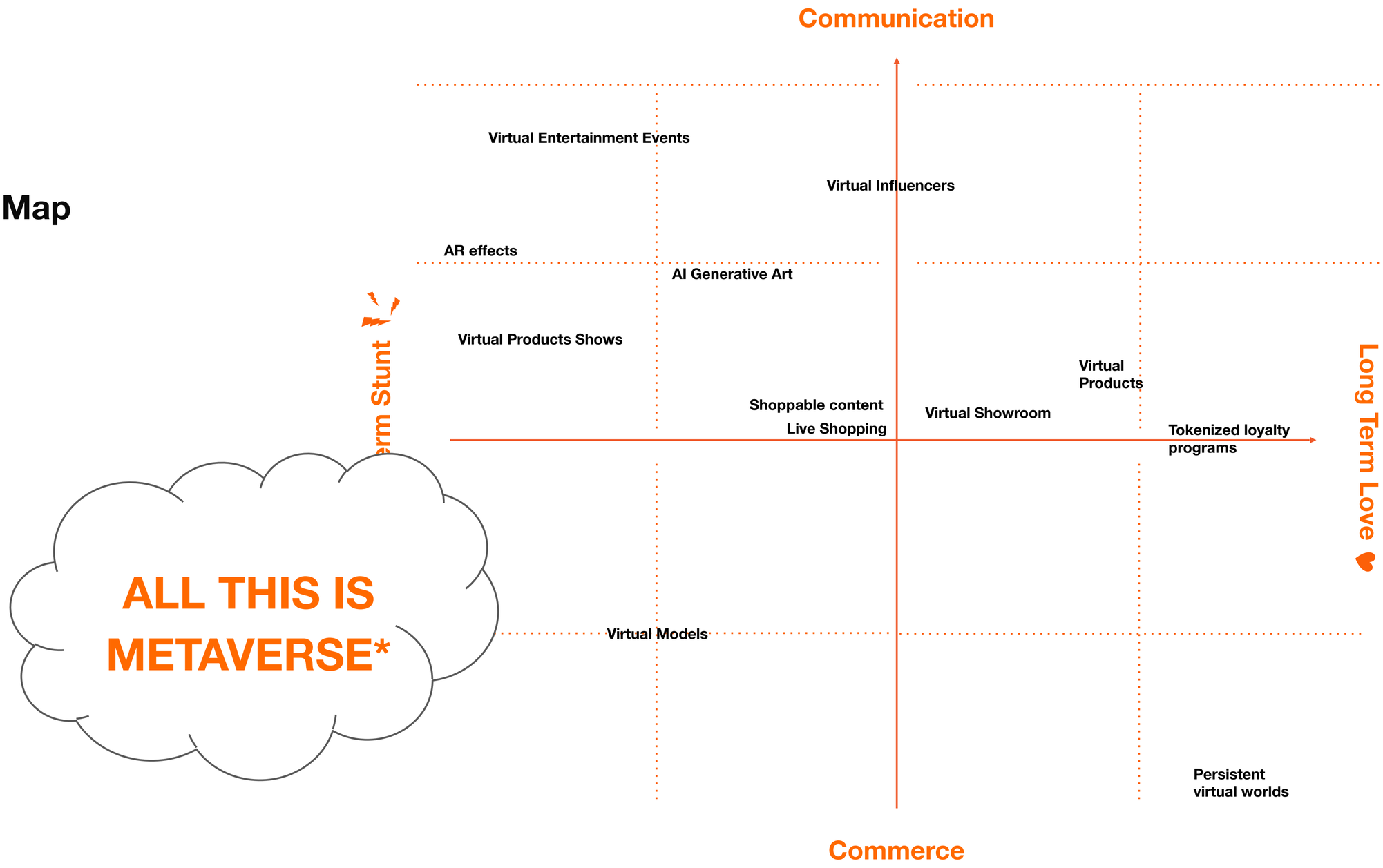
# Innovation Map



# Innovation Map



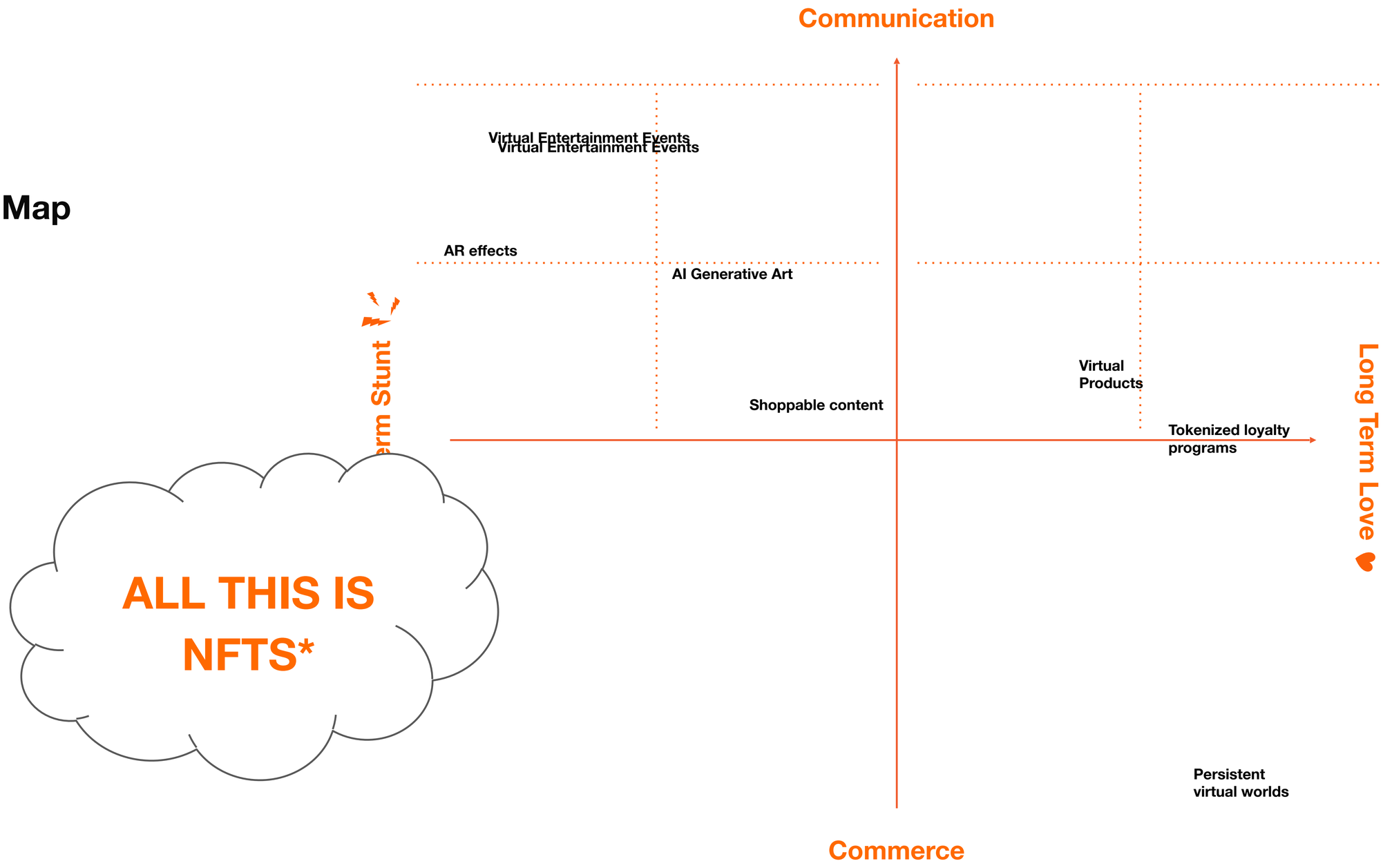
# Innovation Map






*or CAN be

# Innovation Map

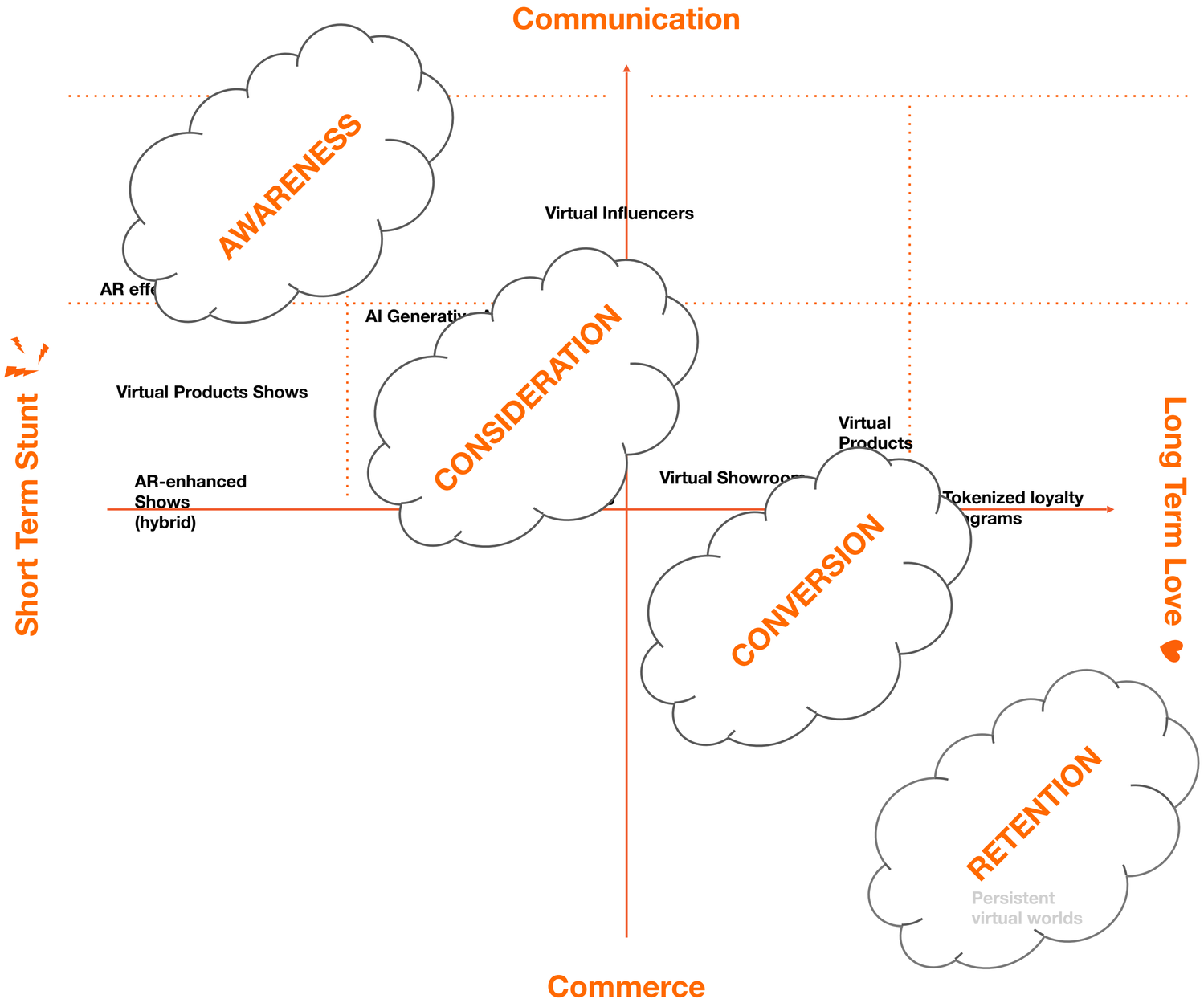





*or CAN be

# Innovation Map

## Our opportunity Space



# Goals in two buckets

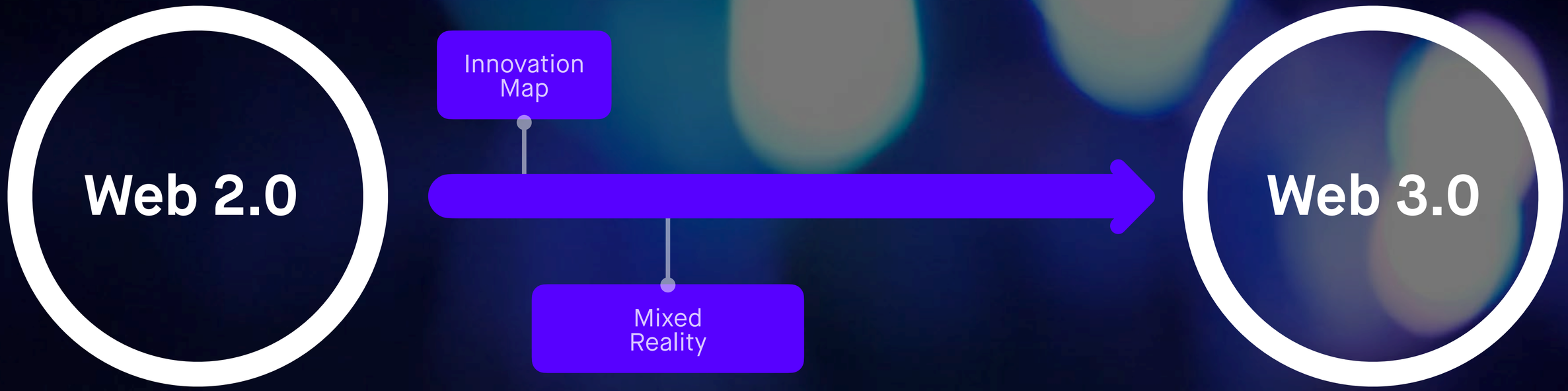
Each Web3 activation can fulfill multiple purposes, depending on the content, platform, technology and execution.

## Experiences that boost commerce

- Persistent worlds
- Virtual Products Shows
- Hybrid Shows
- AI Generative Art
- Live Shopping (&Shoppable content)
- Virtual Showroom
- Tokenized loyalty programs

## Brand as an enabler or self-expression and evolution of identity

- AR effects
- Virtual Entertainment Events
- Shoppable content
- Virtual Influencers
- Virtual Products
- Tokenized loyalty programs


Web 2.0
Innovation Map
Mixed Reality
Web 3.0

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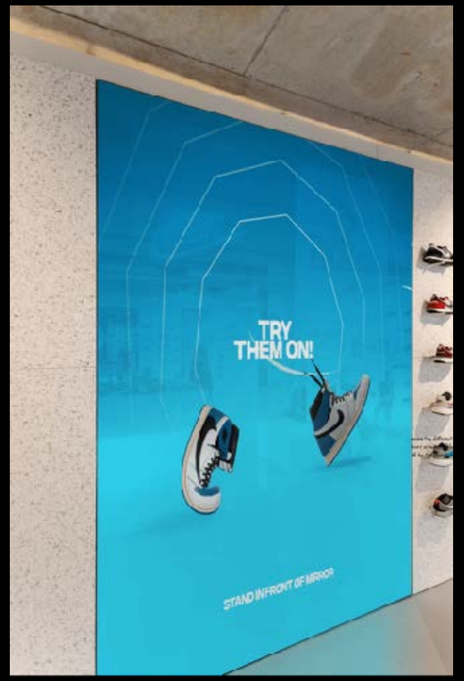
Extend Physical Store




DEPT®/Shoe Mirror

Extend Products

DEPT® Apparel

Wearable AR

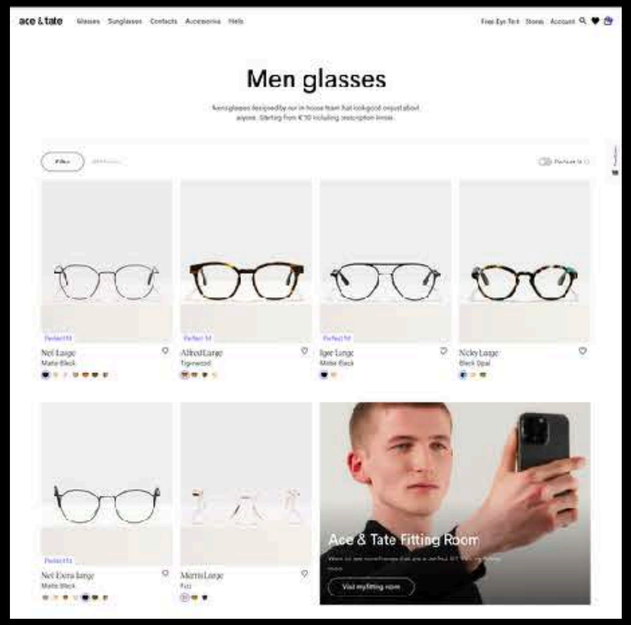
Snapchat Garment Transfer

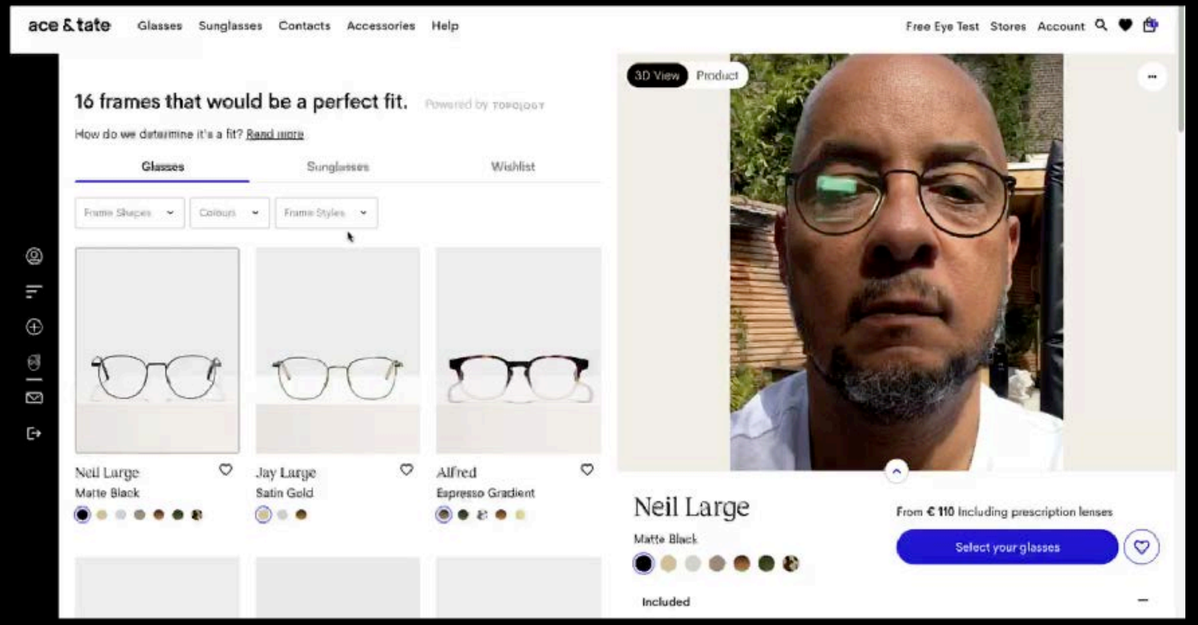
Virtual Products

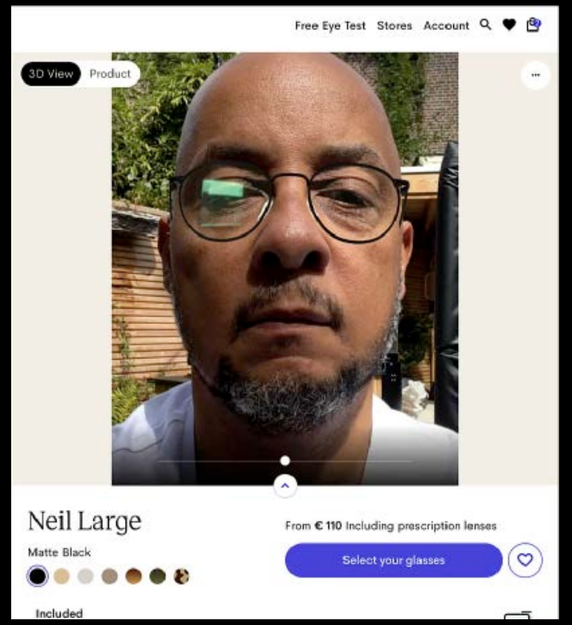
Futures Factory

Physical

Virtual

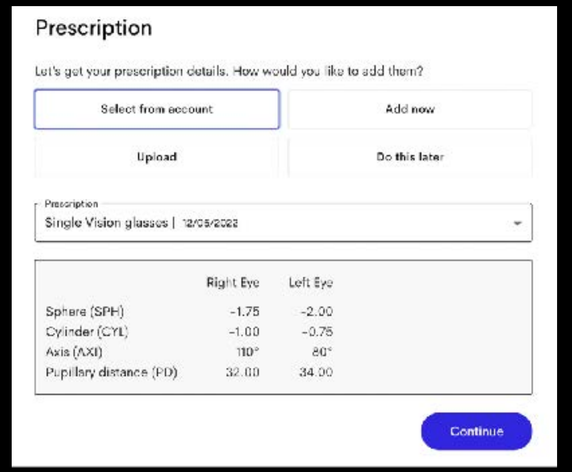


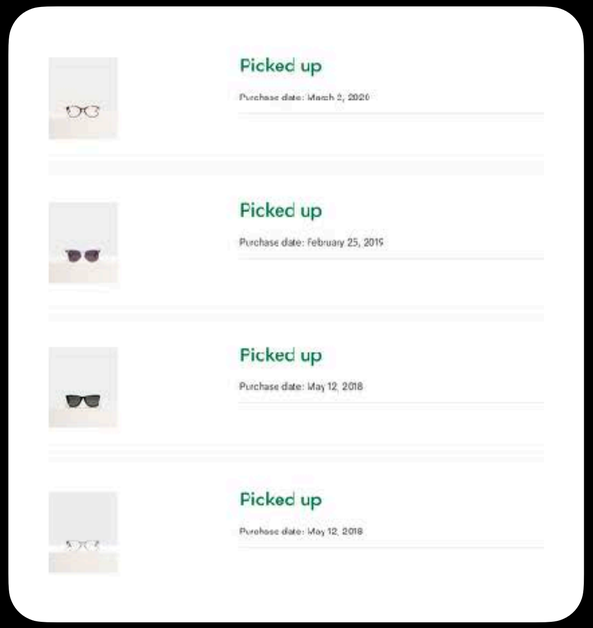

# 30 seconds from model selection to payment for existing customers.

This includes: a preview, cross sell, prescription, contact details, confirmation.



Post-Pandemic

Pandemic




Pre-Pandemic

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# VIEW

mixed reality is becoming a trillion dollar business

DEPT

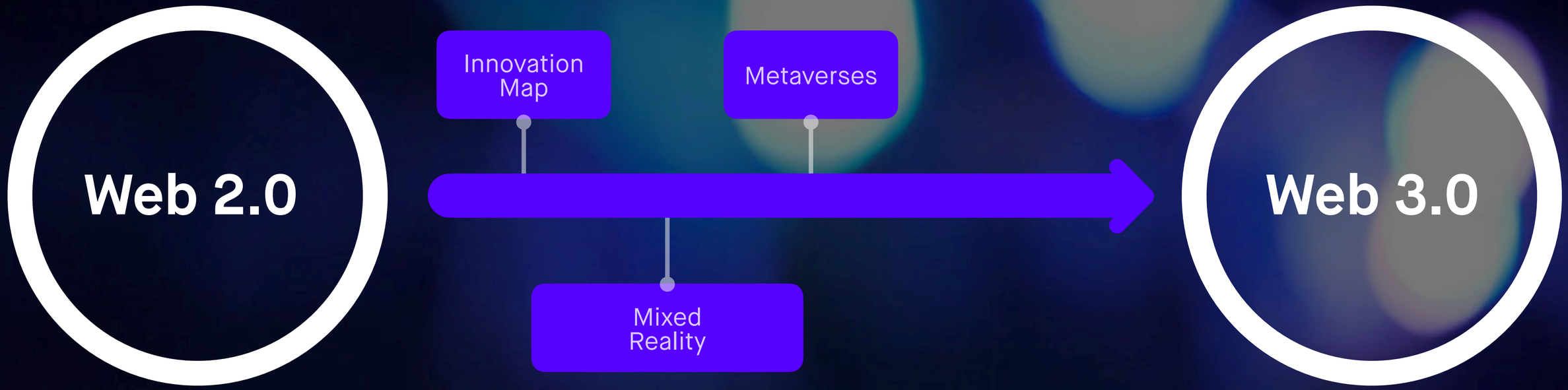
mixed reality is
becoming a trillion
dollar business

**Imagine**

chatGPT

Generative AI Art

Unique Digital ID


Web 2.0
Innovation Map
Metaverses
Mixed Reality
Web 3.0

Matthew Ball
Author
"The Metaverse: And How It Will Revolutionize Everything"

DEPT

Play

Explore

BUILD
YOUR
OWN

Metaverses

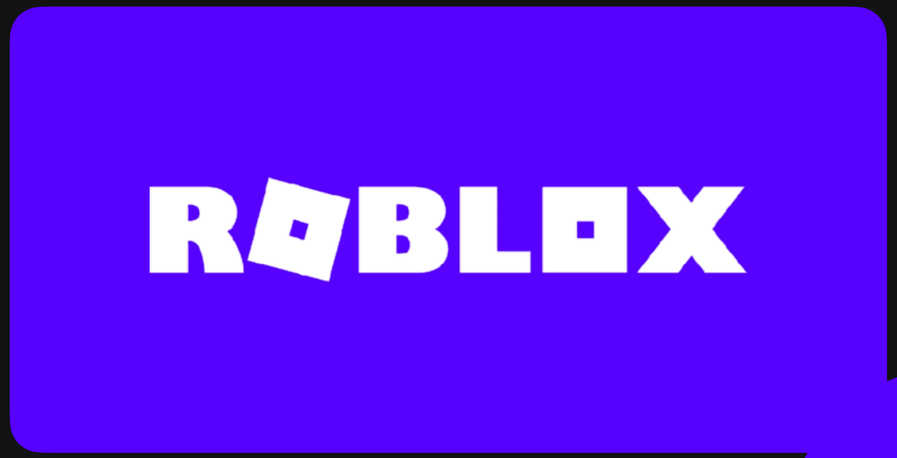
Earn

Interact

DEPT

Play

Interact




Metaverses

Earn

Explore

180
SNEAKER SPEEDWAY
Menu
Active Quest

180
SNEAKER SPEEDWAY
Menu
Active Quest

DEPT

Play

Interact

Metaverses

Earn

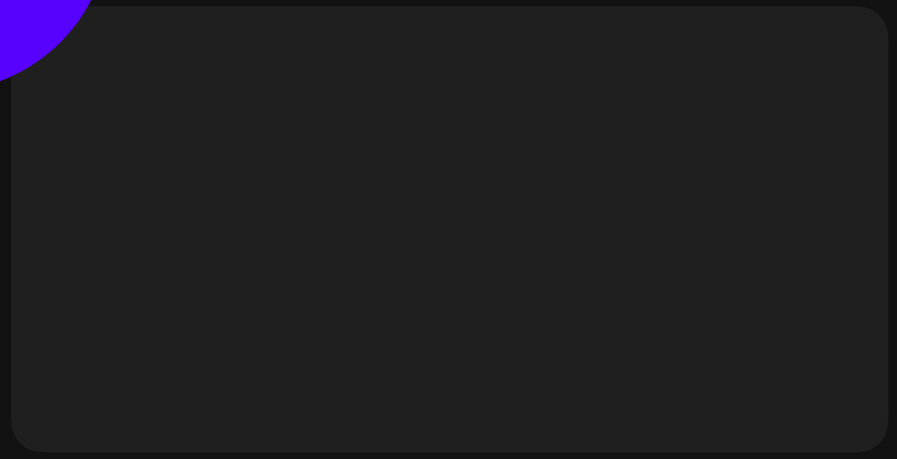
Explore

DEPT

Play

Interact

Metaverses



Earn

Explore

de Bijenkorf
Tous les articles
Faire défiler vers le bas
pour commencer votre voyage
Retourner sur le site
Volume
France

HAPE PRIME

PRESS HAPEBAR TO SWITCH

EXIT HAPEWALK

https://houseofkibaa.com

VIEW ON OPENSEA

OUR ROADMAP

PHASE 01

BRINGI
HAPES

01 • 2022

01/

FULLY 3D AND READY TO REDEFINE DIGITAL FASHION.

HAPE FASHION INDEX

FASHIO
INDEX

PRESS HAPEBAR TO SWITCH

DEPT

Play

Interact

ROBLOX

WebGL

AstroGL

Metaverses

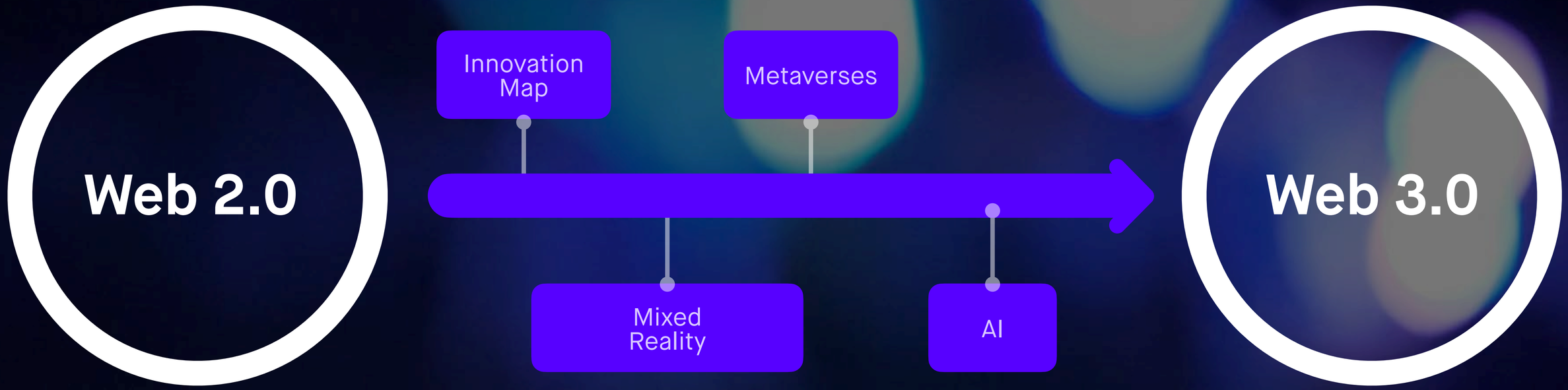
THE SANDBOX

JOURNEE

Earn

Explore

IT'S TIME TO ENTER A NEW WORLD


Web 2.0
Innovation Map
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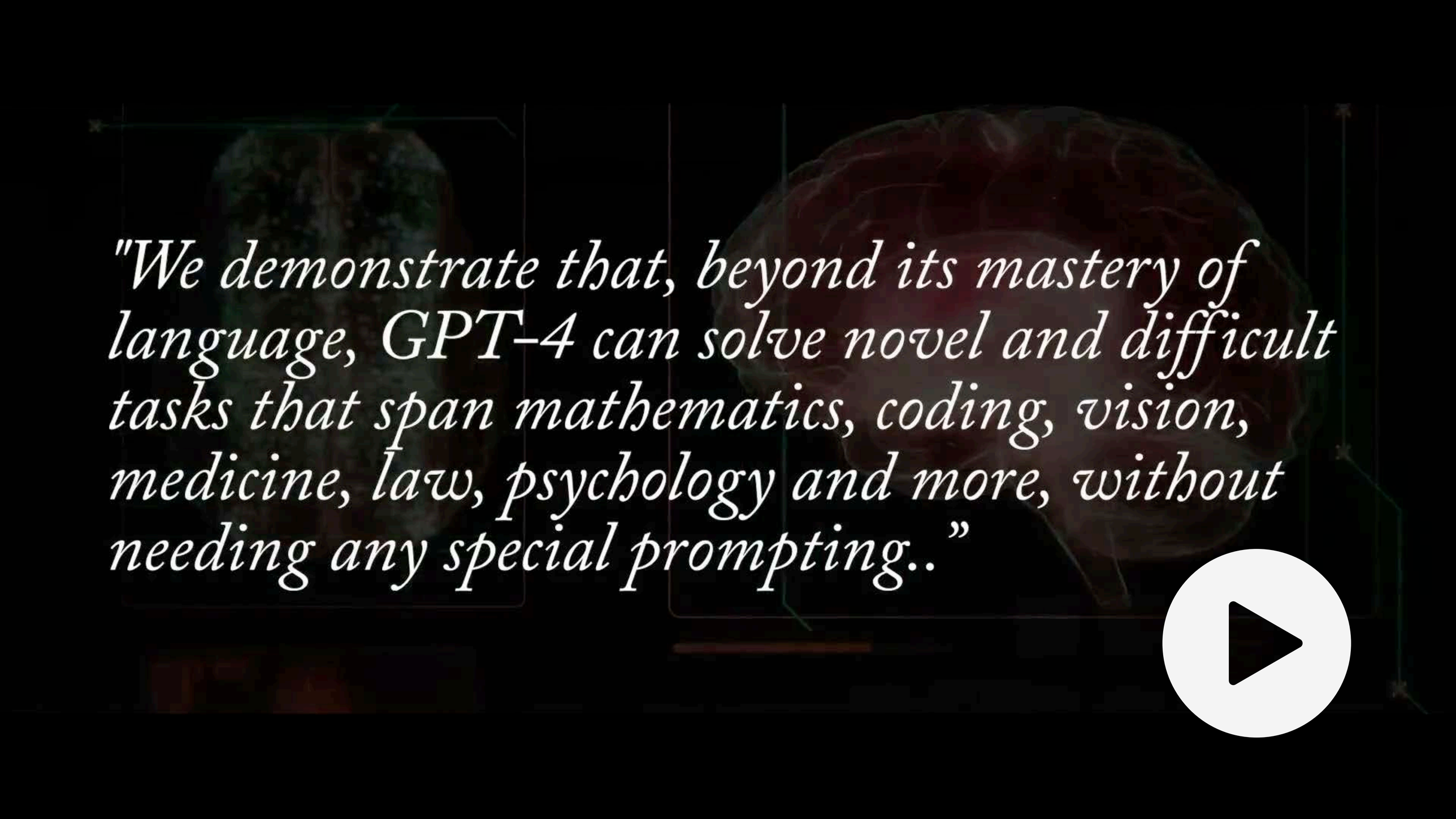
Mixed Reality
AI
Web 3.0


"We demonstrate that, beyond its mastery of language, GPT-4 can solve novel and difficult tasks that span mathematics, coding, vision, medicine, law, psychology and more, without needing any special prompting.."

# We’re using AI to create standout customer experiences

#1

Using AI tools in our workflow

#2

Using AI models in custom applications

#3

Building custom AI models to create better experiences

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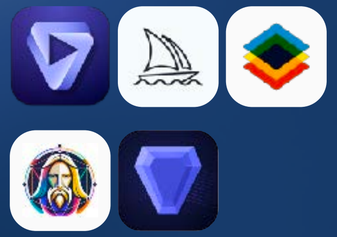
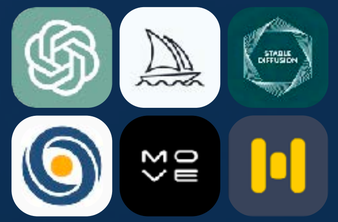
# Using AI tools in our workflow

## Design & Visualization



- *Replacing stock imagery*
- *Upscaling images*
- *Model training, consistency*
- *AI-generated imagery*

## Production & Animation

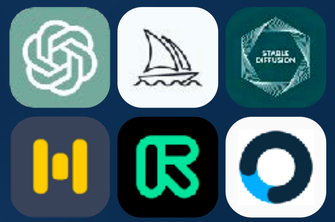


- *Keying, style transfer, text-to-video & audio*
- *Mocap alternatives*

## Brief & Concepting

- *Visualizing concepts, texturing*
- *Concepting*
- *Bullet points, insights, slogans*

## Scripting & Storyboarding



- *3D scripting, gaming mechanics*
- *AI-generated storyboards*
- *Text-to-audio flexibility*

## Execution & Post-Actions

- *Forms, spreadsheets*
- *Improved translations*
- *Summaries and reports*

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# Transforming Comic Con attendees into AI powered eBay trading cards

**6.1M**
Impressions,
no paid-media

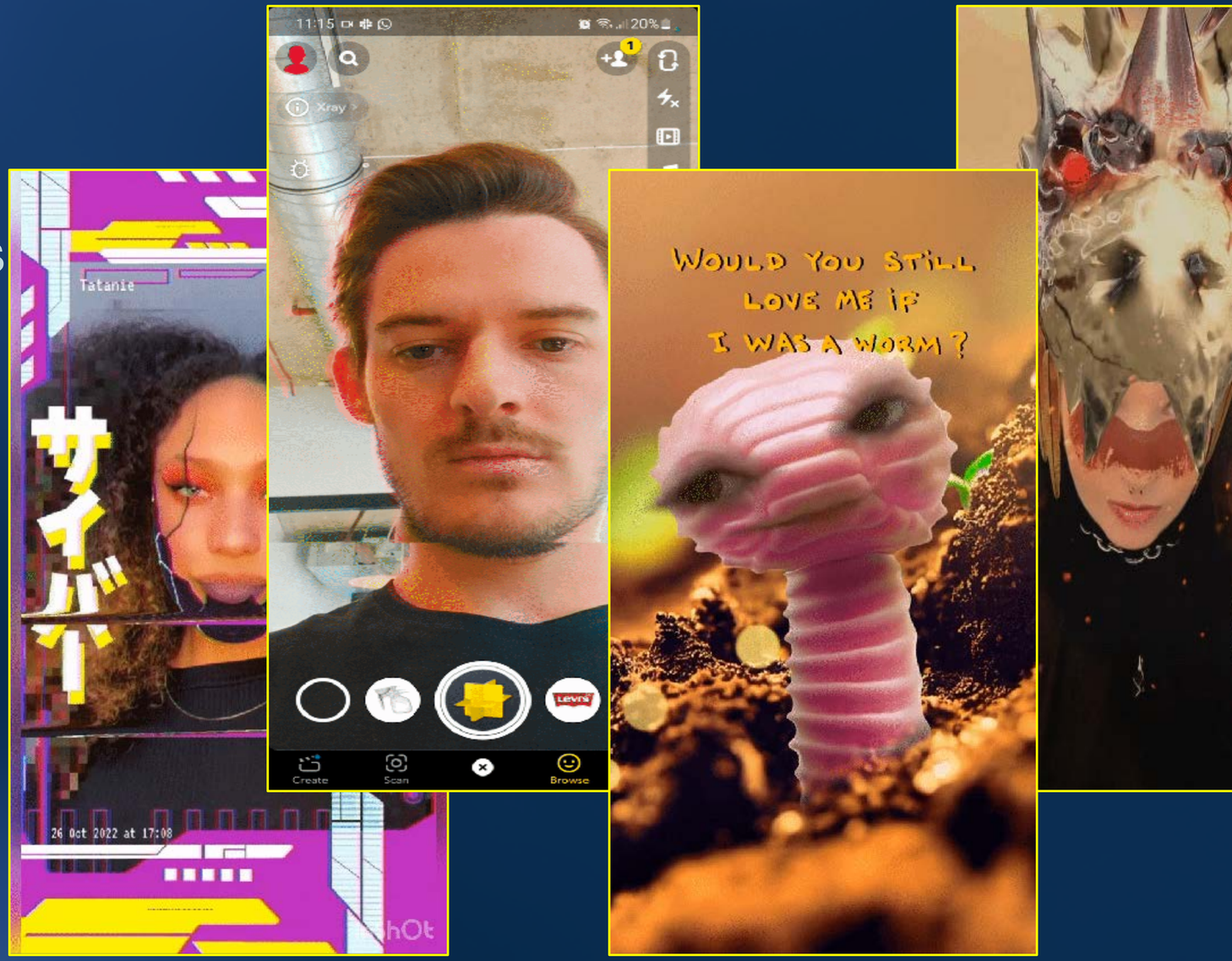
**2,000**
Unique AI Cards

Exact live

May 2023

DEPT®

# We use generative AI to rapidly create design assets for AR lenses




**7.4bn**
Plays of ASOS lens

**+1.4M**
Orders for Just Eat Takeaway

**1%**
Top TikTok Effect Creator

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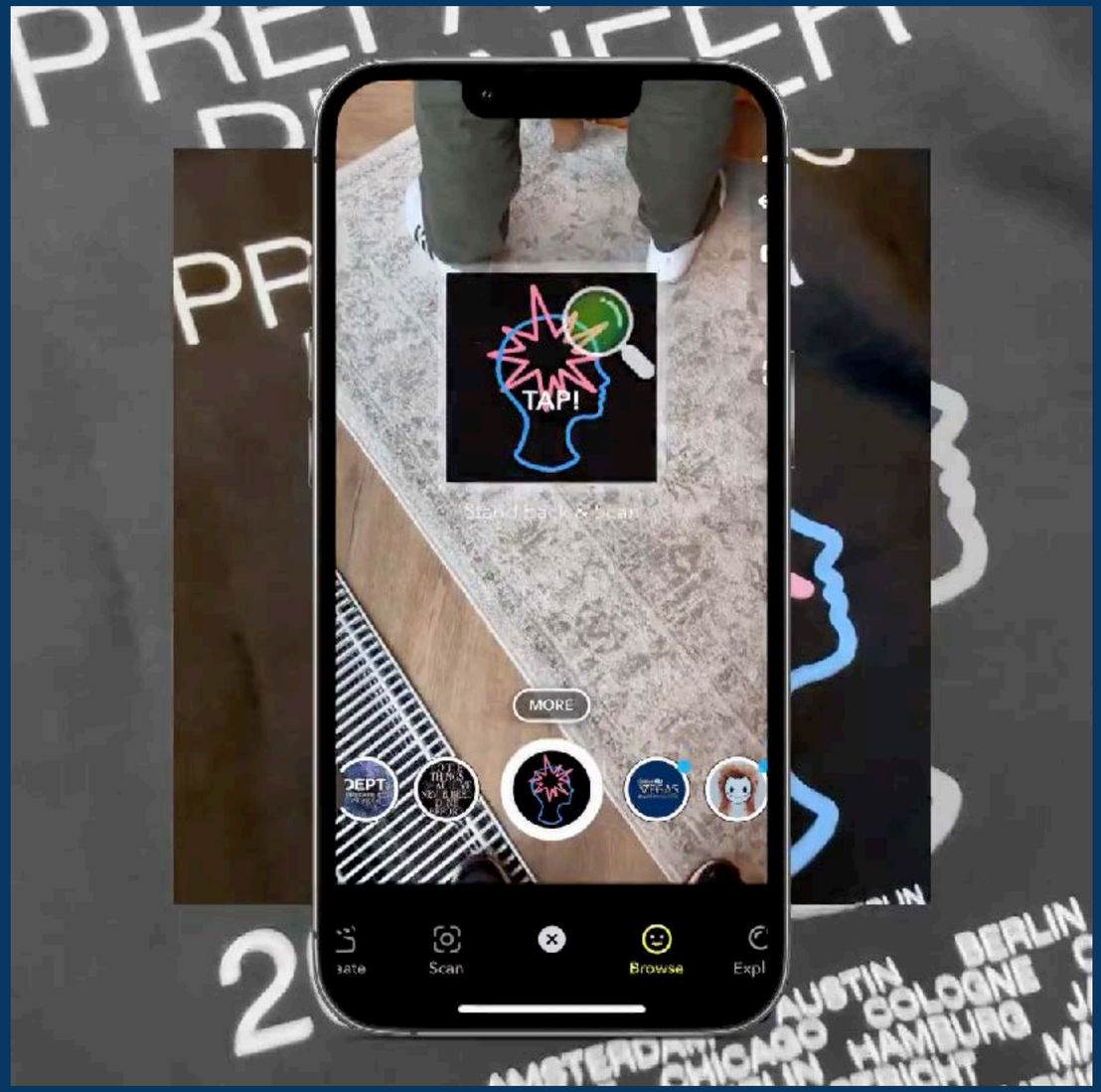
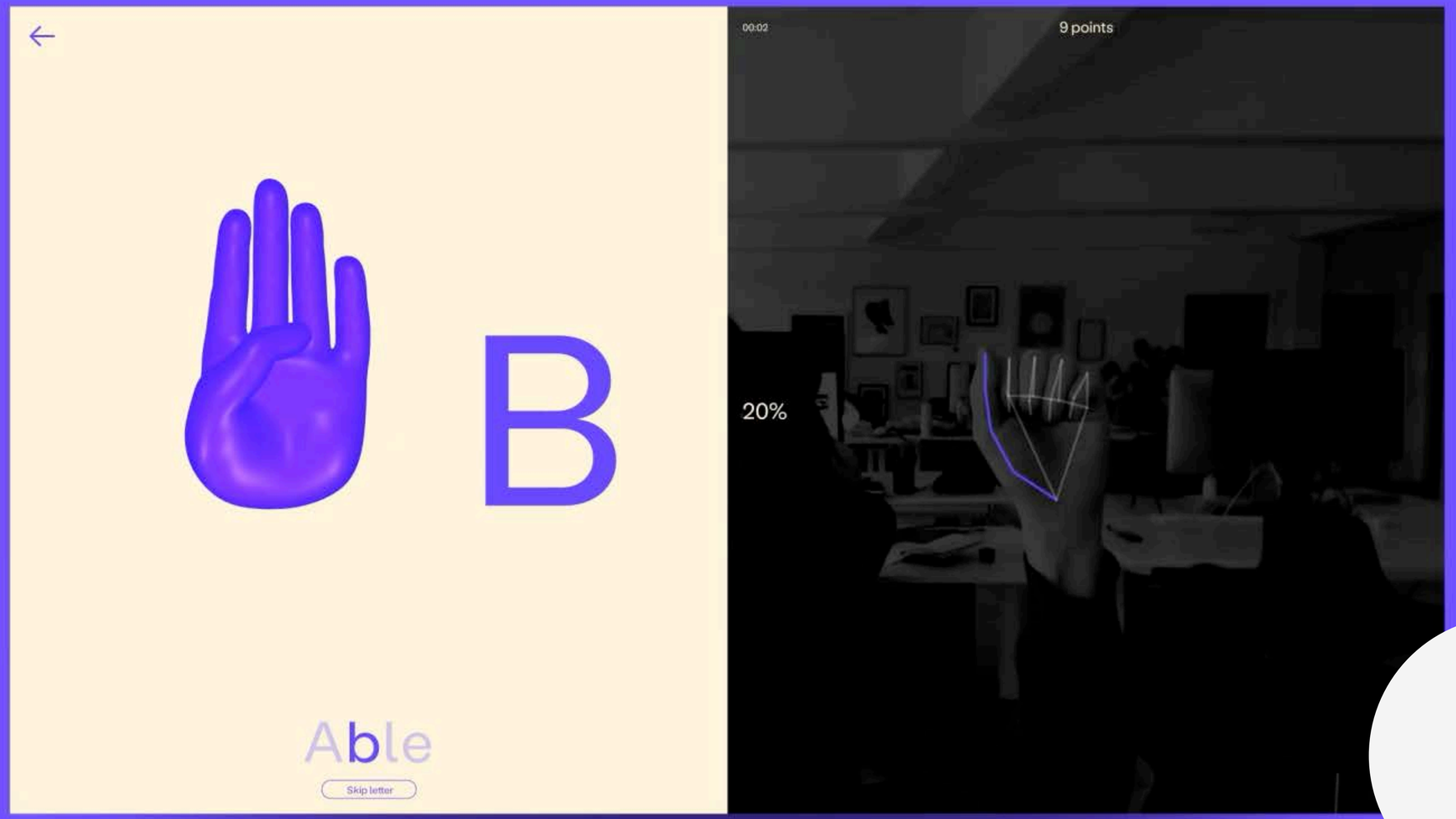



Exact live

May 2023


00:02
9 points
20%
B
Able
Skip letter

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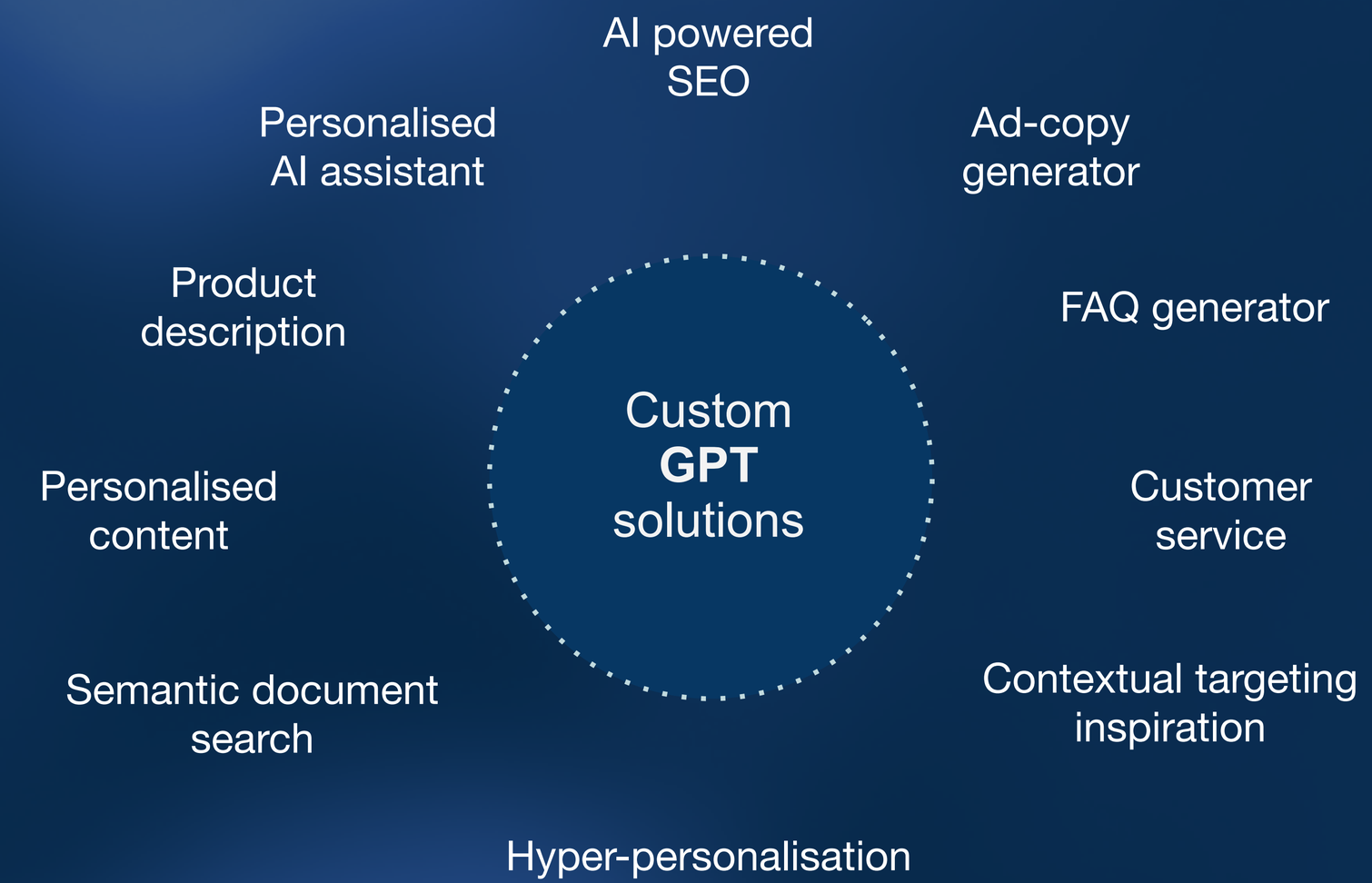
AI powered SEO

Personalised AI assistant



Ad-copy generator

Product description

FAQ generator

Custom **GPT** solutions

Personalised content

Customer service

Semantic document search

Contextual targeting inspiration

Hyper-personalisation

Physical and human interactions are fundamentally changing as we pave the way for hyper-connected digital (virtual) worlds and AI.

So stay in the loop and don't wake up one day wondering where everybody went.

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# Pioneering Ahead in **2023**

https://dept.ly/maxpinas