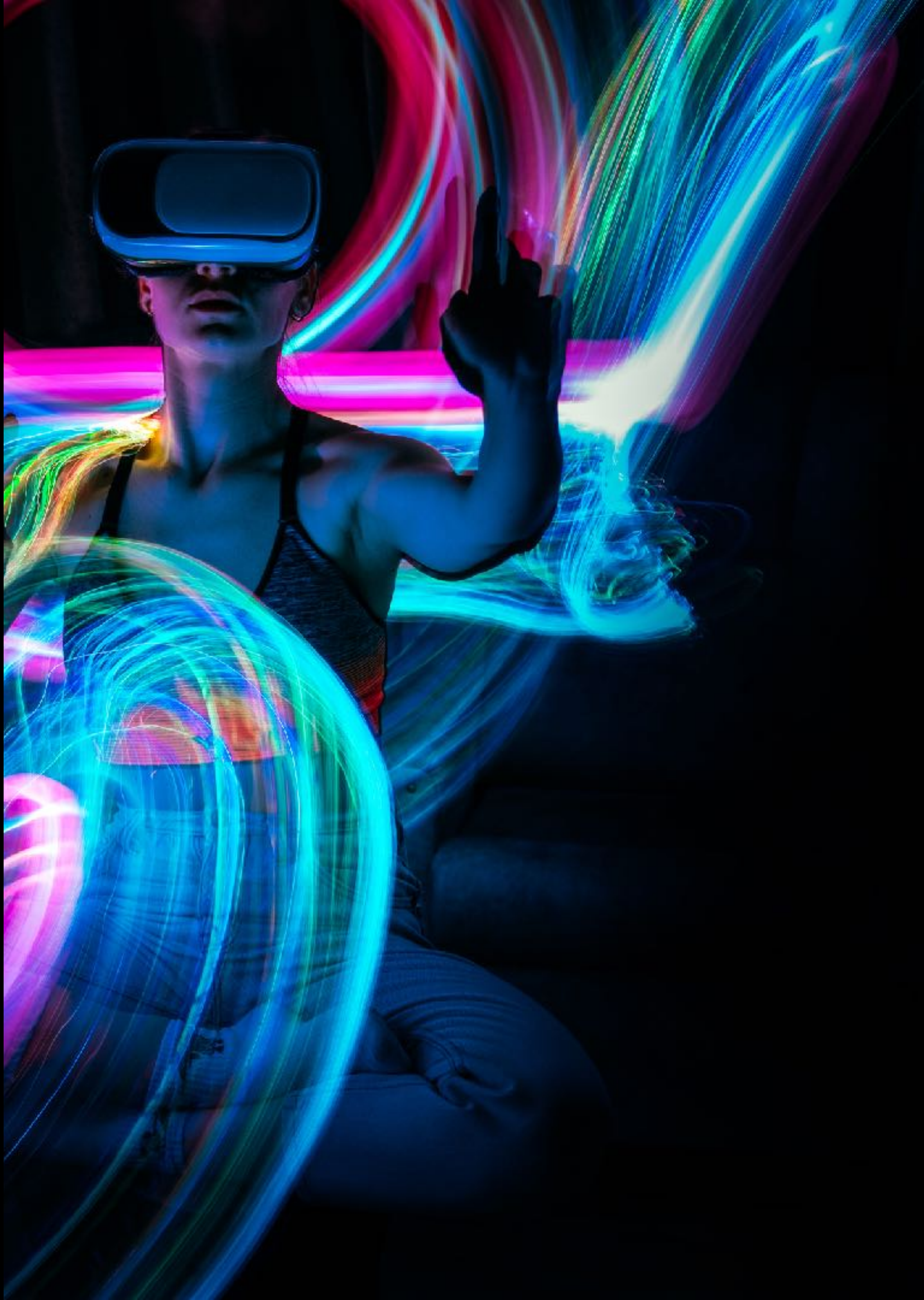


# THE METAVERSE





## **FABIAN WICKI**

Gestalt Kommunikation  
FHNW - Fachhochschule für Wirtschaft

.....  
**INTERVIEW**

Schauspieler  
Christian Clavier  
über Familien  
Seite 12

.....  
**KULINARIK**

Türkisches  
Soulfood von  
Ayran bis Yufka  
Seite 22



**Voll virtuell**

Was es mit dem Metaverse auf sich hat  
und was Sie darüber wissen müssen

Seite 14



a novel

SNOW  
CRASH

NEAL  
STEPHENSON

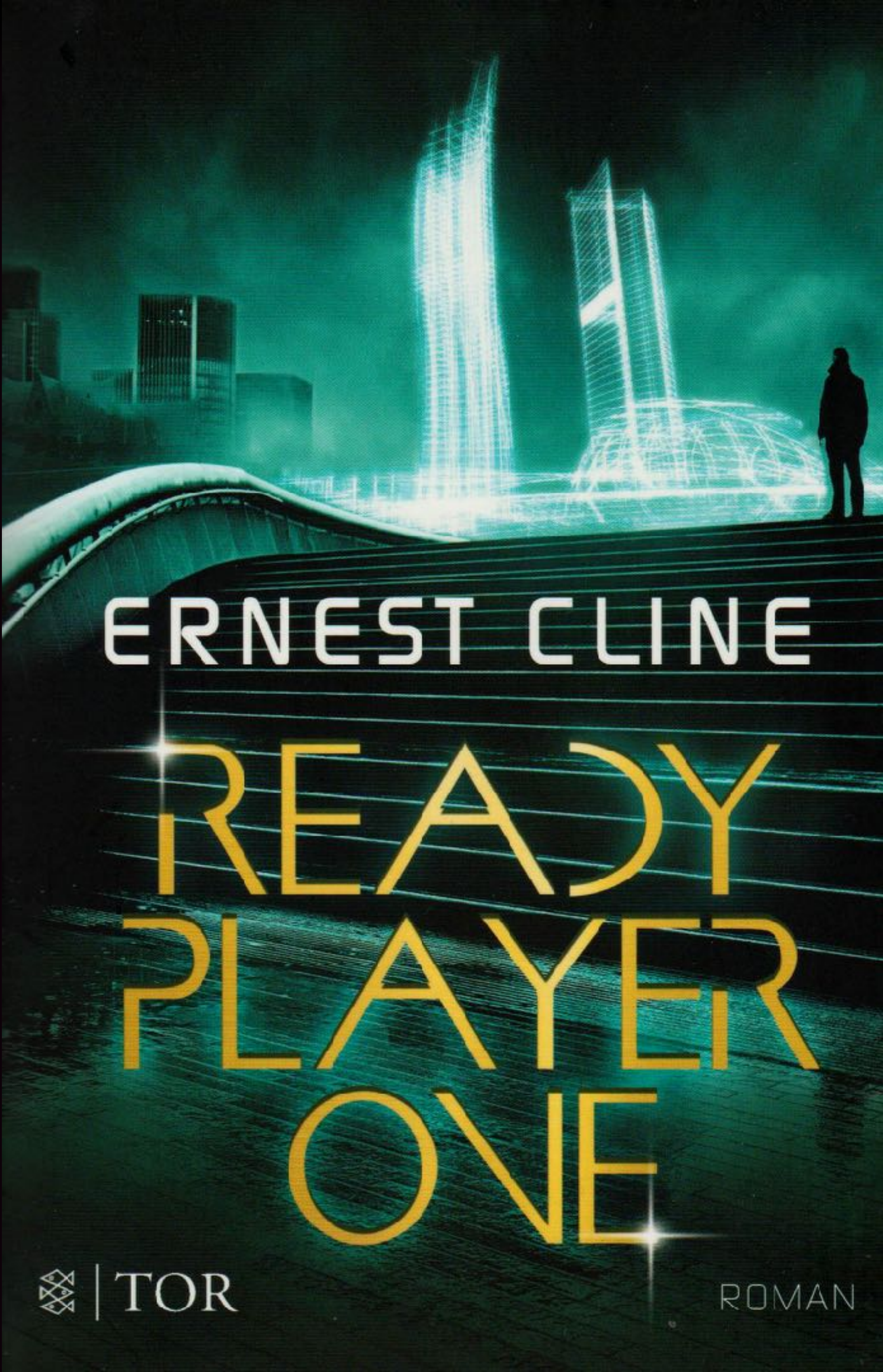


a novel

# SNOW CRASH

NEA  
STEPHE





ERNEST CLINE

READY  
PLAYER  
ONE

TOR

ROMAN





THE METAVERSE  
N'EXISTE PAS.







Erste Schweizer Bank eröffnet Filiale im Metaverse



Barbados gründet weltweit erste Metaverse-Botschaft









## METAVERSE:

**«Das Metaversum ist im formalen Sinn ein kollektiver virtueller Raum, der durch die Annäherung von einer virtuell erweiterten physischen Realität und einem physisch dauerhaften virtuellen Raum entsteht. Einschliesslich der Summe aller virtuellen Welten, der erweiterten Realität und des Internet.»** Andreas Dripke



## METAVERSE:

«**Das Metaversum** ist im formalen Sinn ein kollektiver virtueller Raum, der durch die Annäherung von einer virtuell erweiterten physischen Realität und einem physisch **dauerhaften virtuellen Raum** entsteht. Einschliesslich **der Summe aller virtuellen Welten, der erweiterten Realität und des Internet.**» Andreas Dripke



# IMMERSION


Immersive Räume, Plattformen, Erlebnisse  
{ Einbetten - Eintauchen }



## WEB 1.0

Anmelden

## WEB 2.0

 Mit Facebook anmelden

 Mit Google anmelden

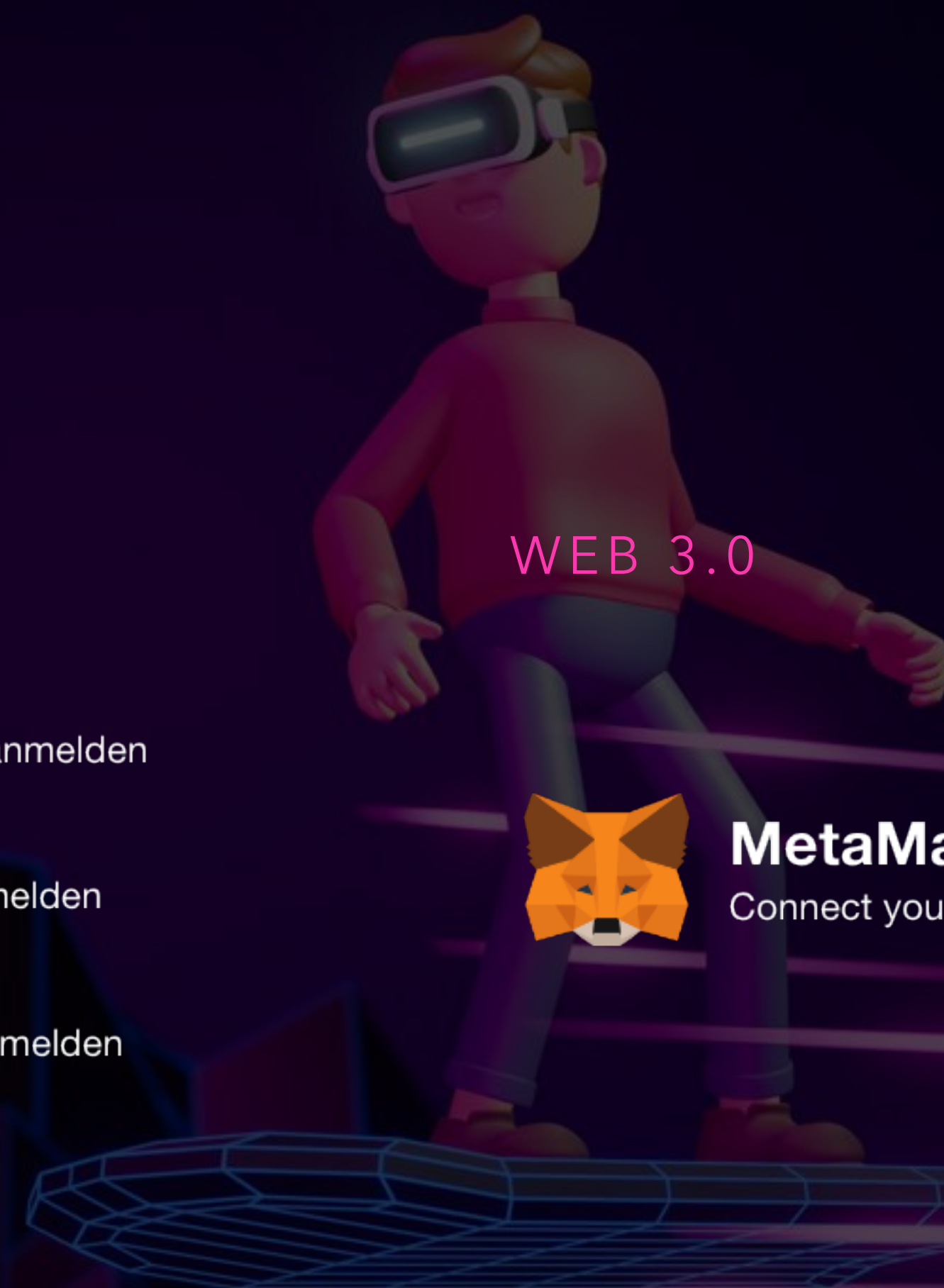
 Mit LinkedIn anmelden

## WEB 3.0



**MetaMask**

Connect your MetaMask Wallet






Anmelden

 Mit Facebook anmelden

 Mit Google anmelden

 Mit LinkedIn anmelden



**MetaMask**  
Connect your MetaMask Wallet

IDENTITÄT



DIGITAL ASSETS

**Wird es das Metaverse geben?**





Investition Metaverse:  
> 2 MRD \$

Fortnite | Unreal



Firmenübernahme:  
68 MRD \$

WOW | Call of Duty



**ROBLOX**

**SONY**



ROBLOX

SONY



Microsoft



AUTODESK



GUCCI





**EUIPO**

AMT DER EUROPÄISCHEN UNION  
FÜR GEISTIGES EIGENTUM



## Firma Nike Inc.:

Klasse 09: **Herunterladbare virtuelle Waren**, nämlich Computerprogramme mit Schuhen, Kleidung, Kopfbedeckungen, Brillen, Taschen, Sporttaschen, Rucksäcken, Sportausrüstung, Kunst, Spielzeug und Zubehör zur Verwendung online und in virtuellen Online-Welten.

Klasse 35: **Einzelhandelsdienstleistungen in Bezug auf virtuelle Waren**, nämlich Schuhe, Kleidung, Kopfbedeckungen, Brillen, Sporttaschen, Rucksäcke, Sportausrüstung, Kunst, Spielzeug und Zubehör zur Verwendung online; Online-Einzelhandelsdienstleistungen in Bezug auf virtuelle Waren, nämlich Schuhe, Kleidung, Kopfbedeckungen, Brillen, Taschen, Sporttaschen, Rucksäcke, Sportausrüstung, Kunst, Spielzeug und Zubehör.

Klasse 41: **Unterhaltungsdienstleistungen, nämlich die Bereitstellung von nicht herunterladbaren virtuellen Schuhen**, Kleidung, Kopfbedeckungen, Brillen, Taschen, Sporttaschen, Rucksäcken, Sportausrüstung, Kunst, Spielzeug und Zubehör zur Verwendung in virtuellen Umgebungen.



## Firma L'Oréal S.A.:

Klasse 09: **Herunterladbare virtuelle Waren**, nämlich, Software In Bezug auf die folgenden Waren: Parfümeriewaren, Körperpflegemittel, Mittel zur Körper- und Schönheitspflege, Make-up, Hautpflegeprodukte, Haarpflegemittel und Haarfärbemittel, Die vorstehend genannten Waren zur Online-Verwendung und zur Verwendung in virtuellen Online-Welten; **Herunterladbare Computersoftware für interaktive Spiele zur Verwendung über ein weltweites Computernetz und über verschiedene drahtlose Netzwerke und elektronische Geräte**; Herunterladbare Software für soziale Netzwerke und das Interagieren mit Online-Gemeinschaften; Herunterladbare Software für den Zugang zu und zum Streamen von Multimedia-Unterhaltungsinhalten; Herunterladbare Software zur Bereitstellung des Zugangs zu einer virtuellen Online-Umgebung; **Herunterladbare Computersoftware für die Erstellung, Produktion und Änderung animierter und nicht animierter digitaler Designs und Figuren, Avatare, digitaler Überblendungen und Skins für den Zugang zu und die Verwendung in Online-Umgebungen, virtuellen Online-Umgebungen und virtuellen Extended-Reality-Umgebungen; NFC-Token.**





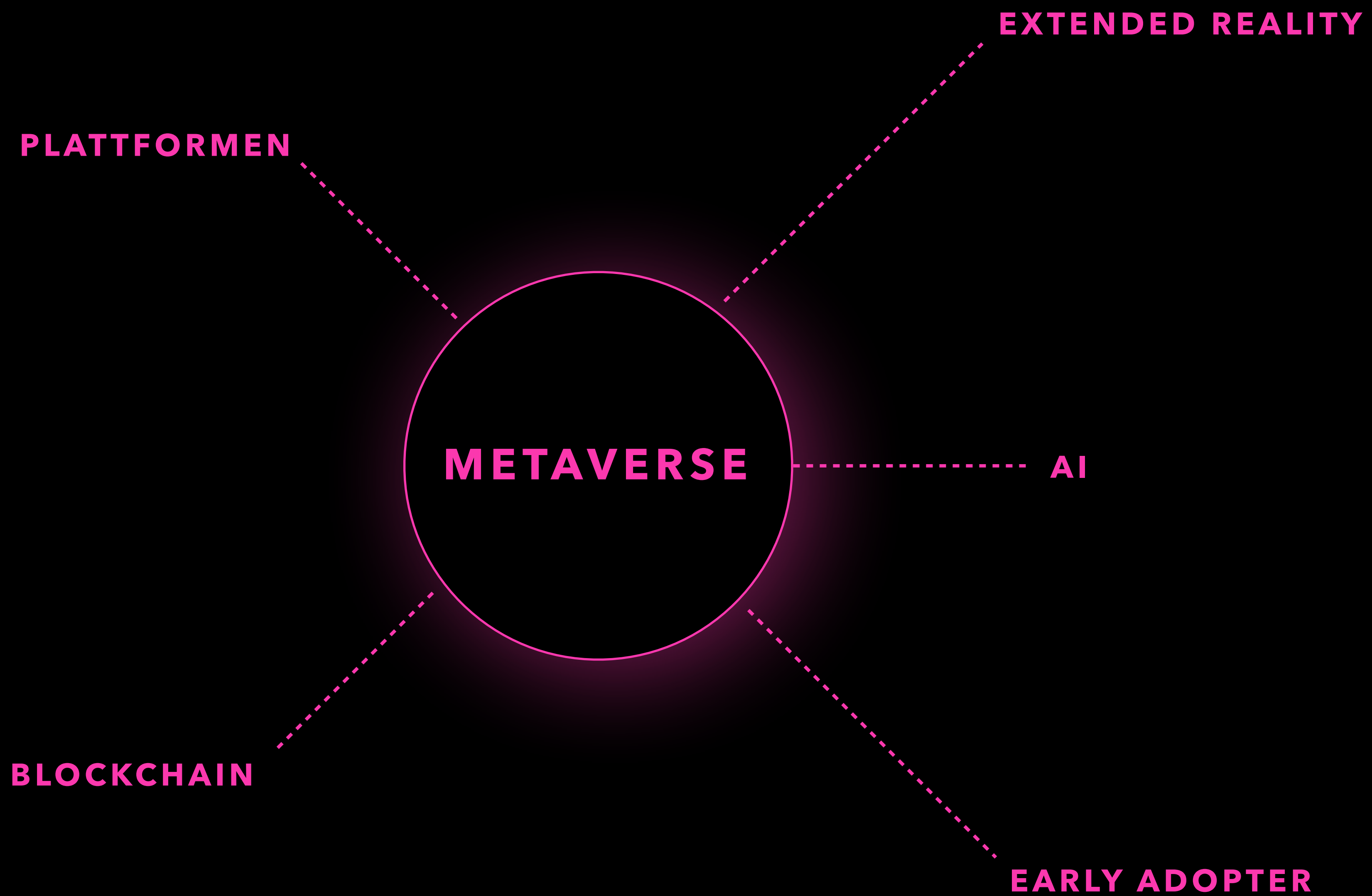
# BMW files NFT, metaverse-trademarks

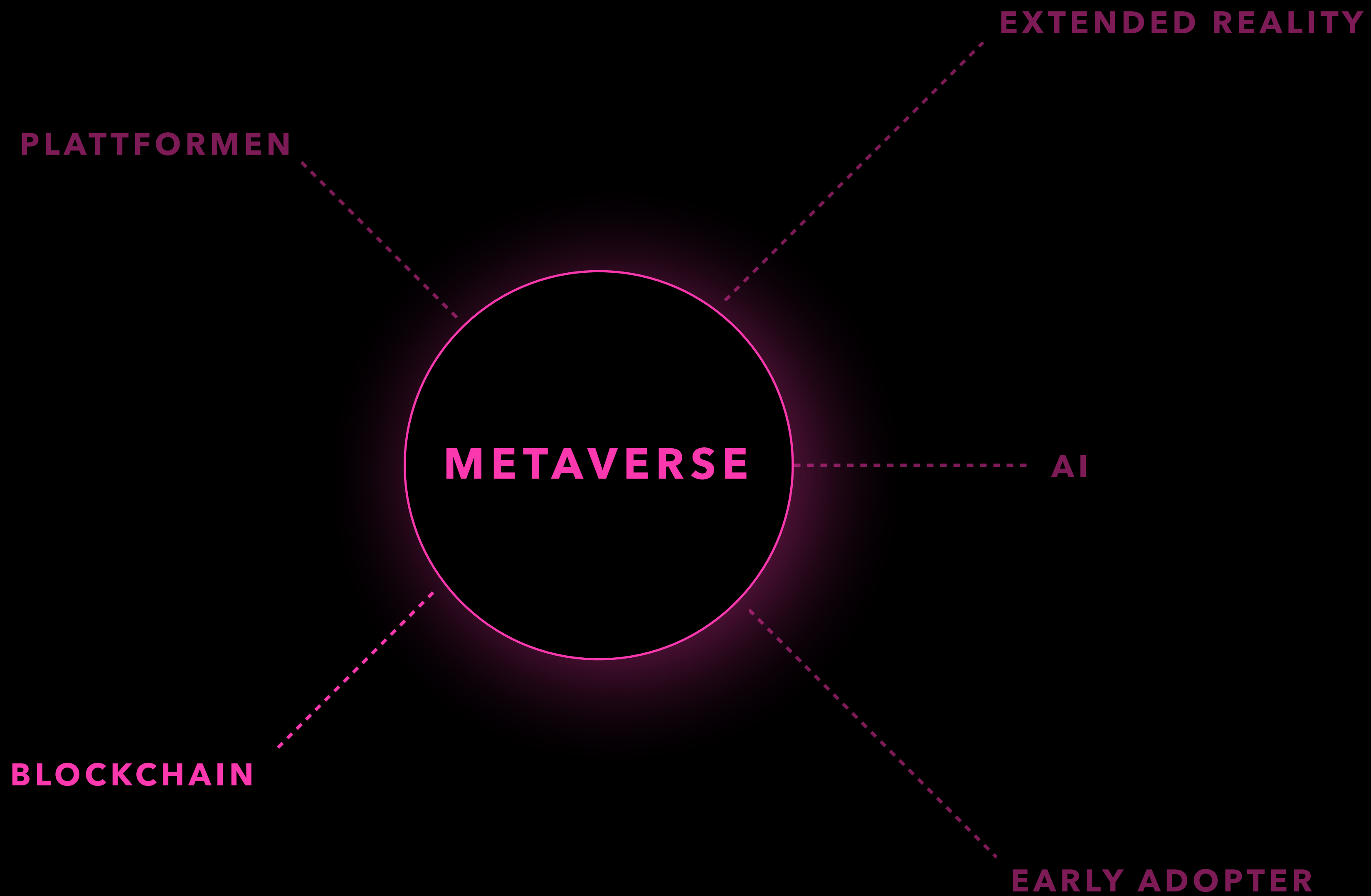
December 2, 2022 • by Ledger Insights



Luxury car manufacturer [BMW](#) has filed a US [trademark](#) application for its logo relating to non-fungible tokens (NFTs), digital collectibles and the metaverse.

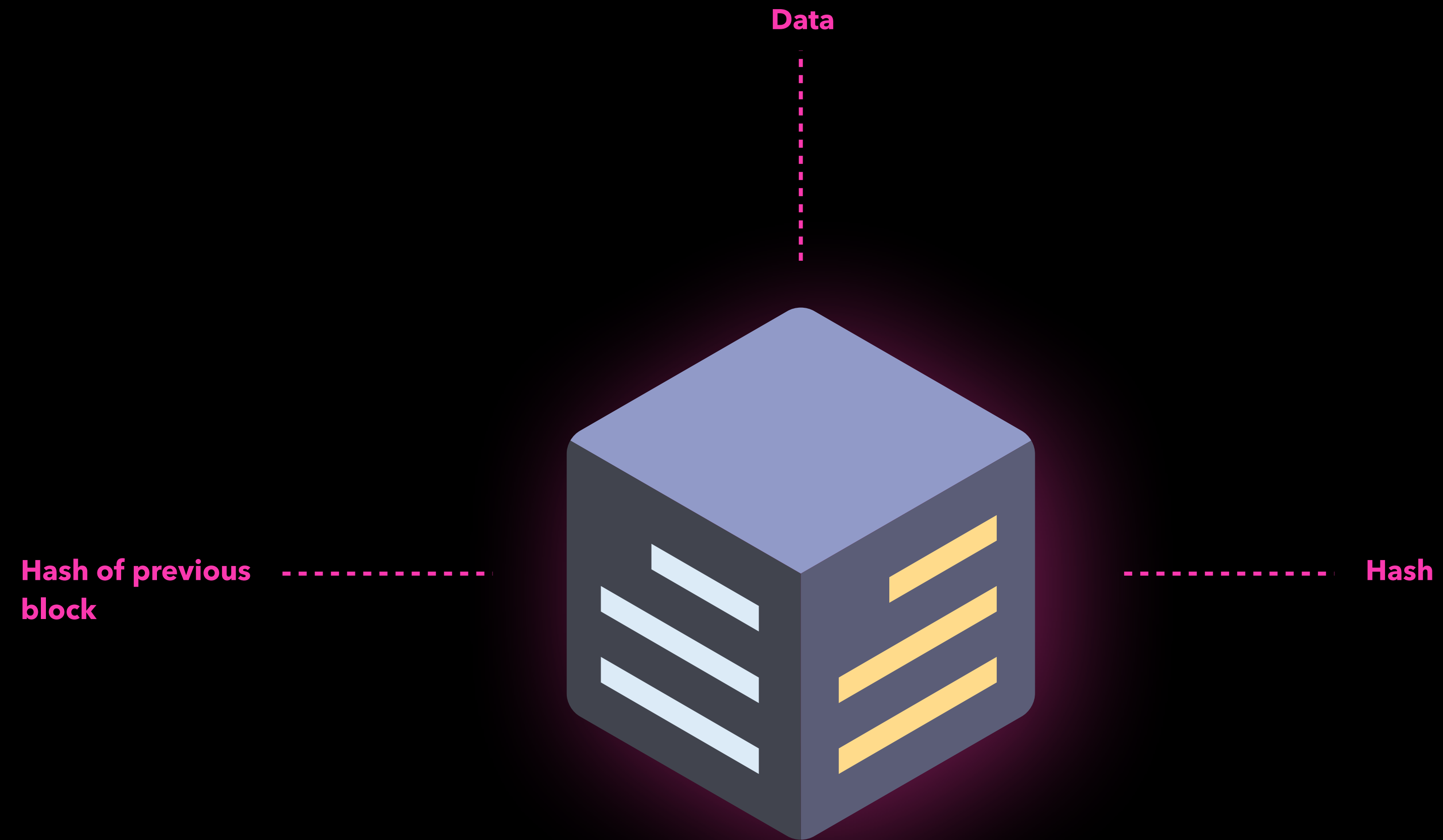


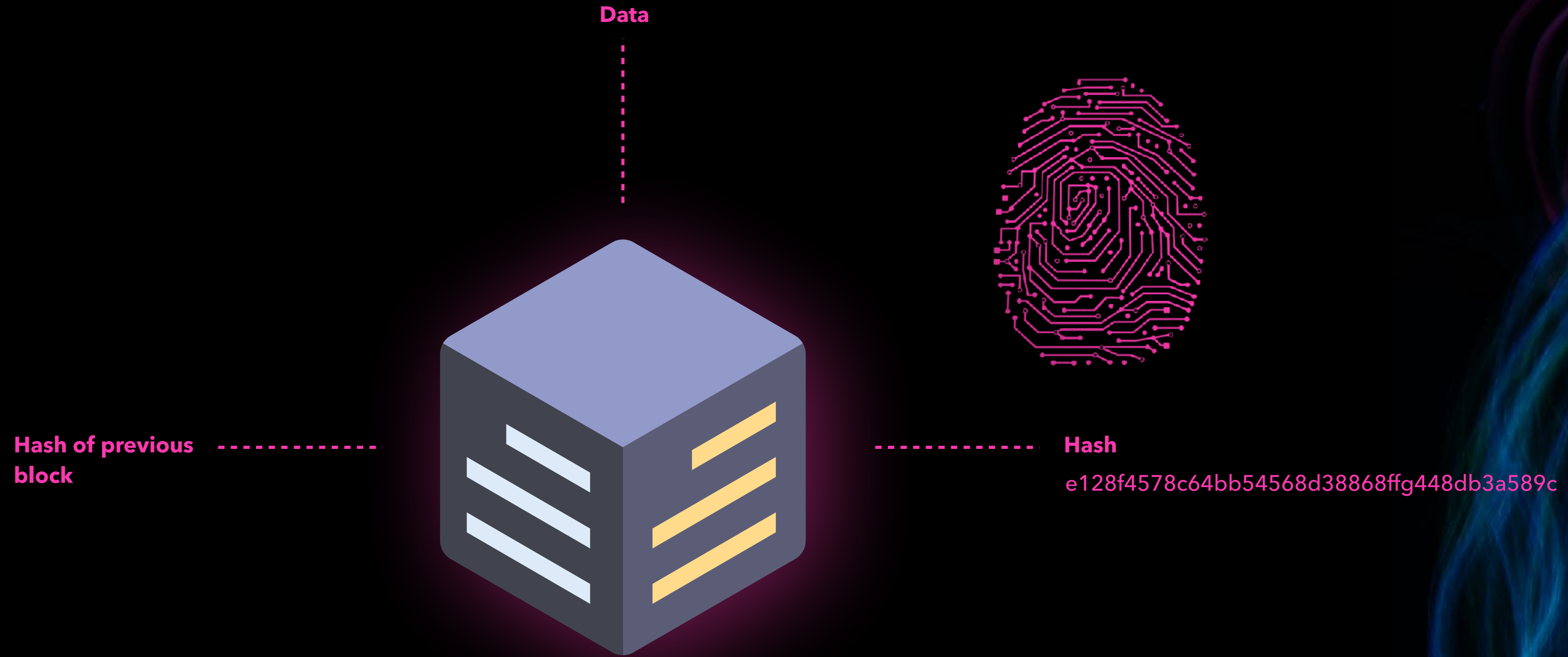


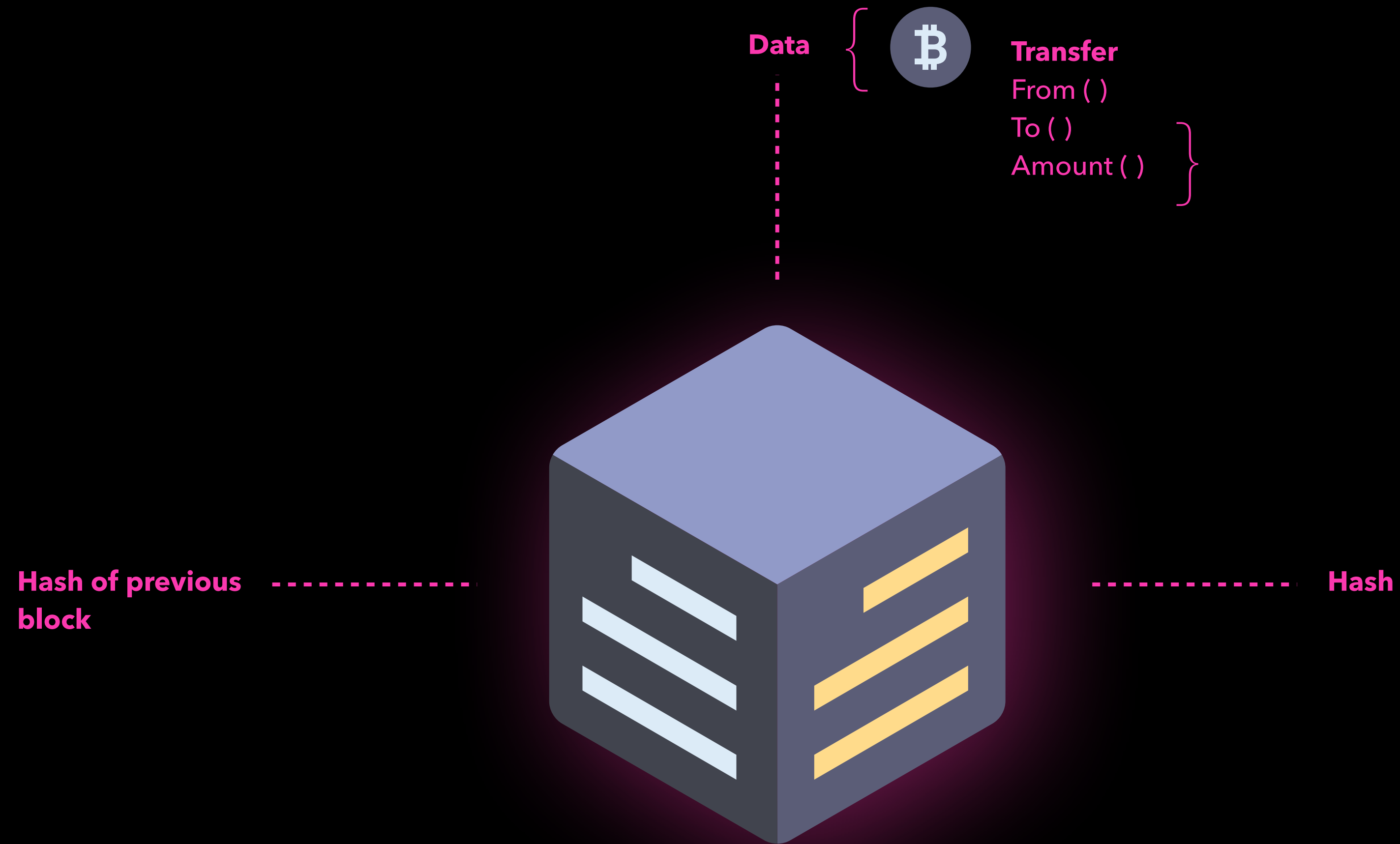




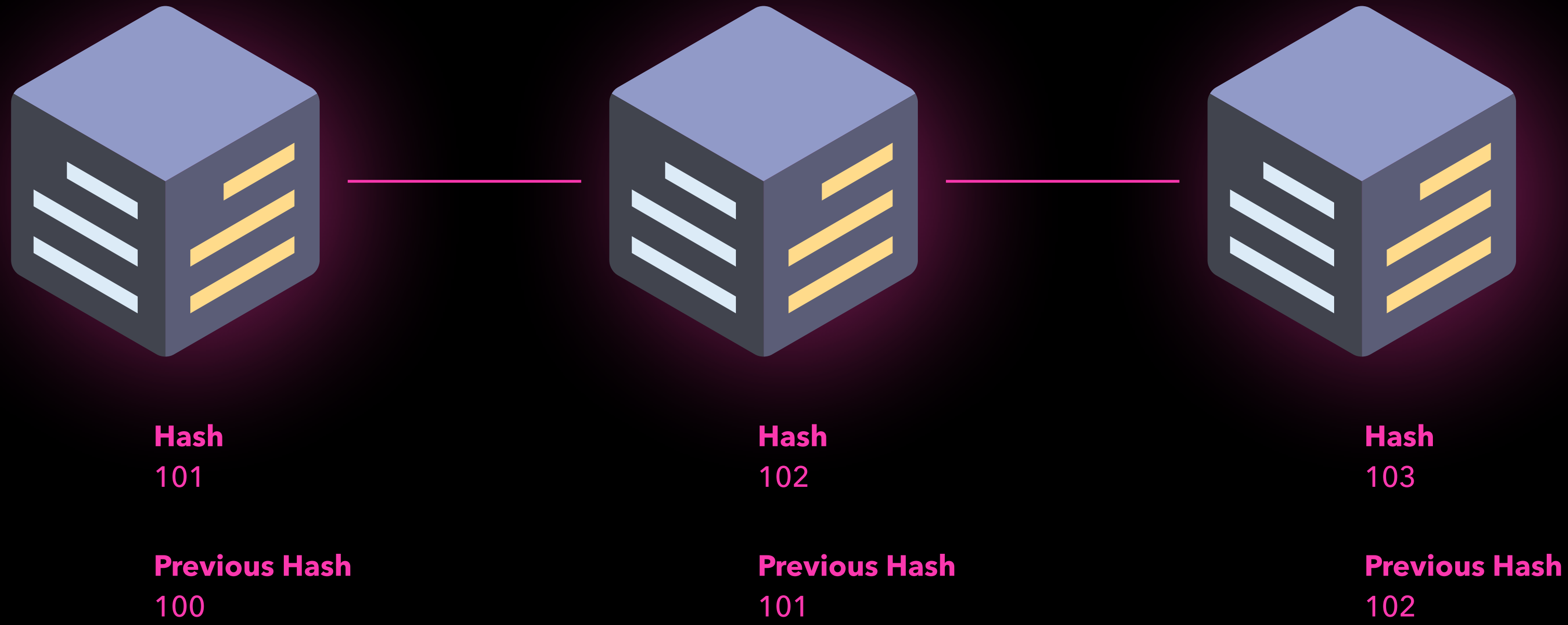


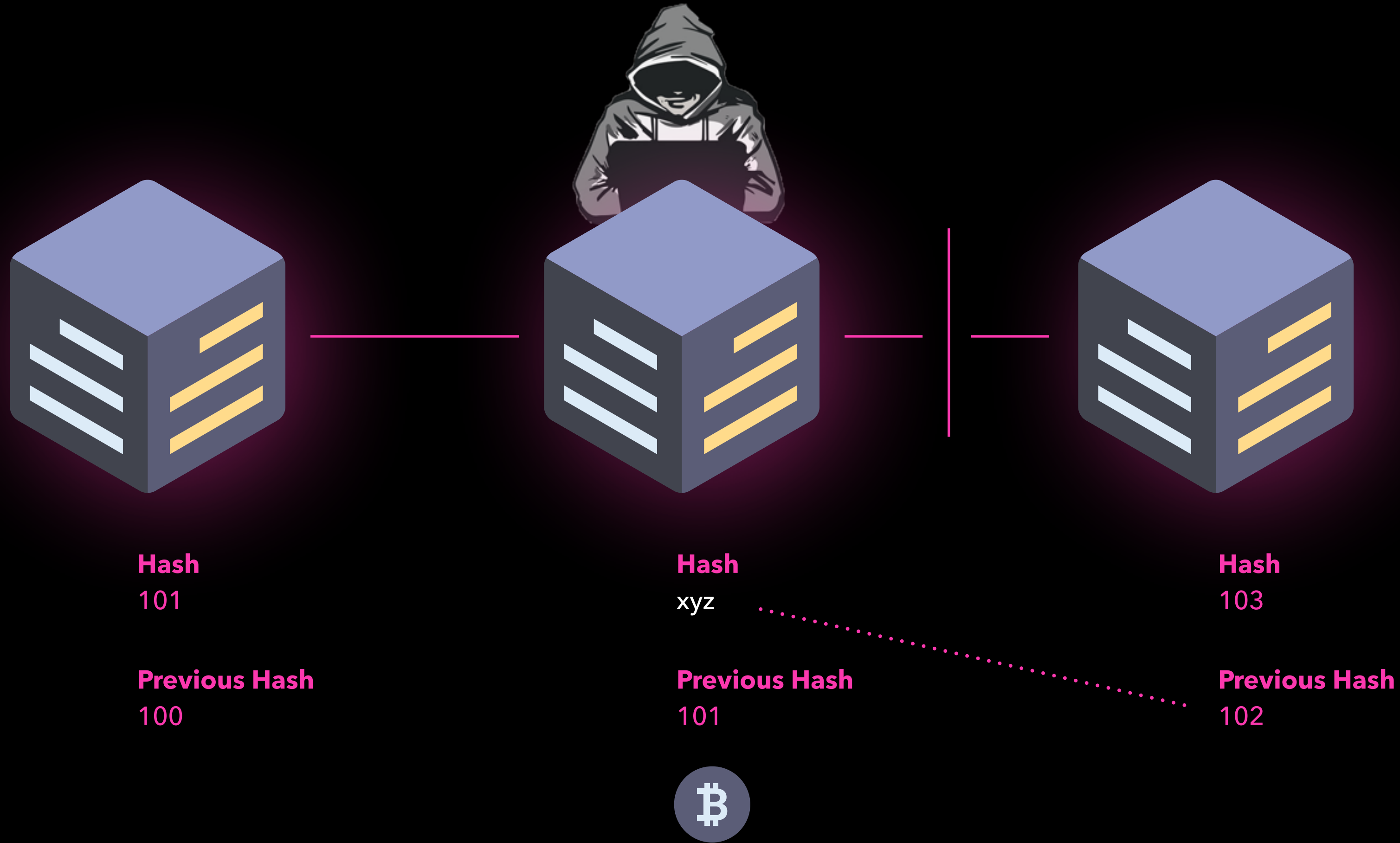


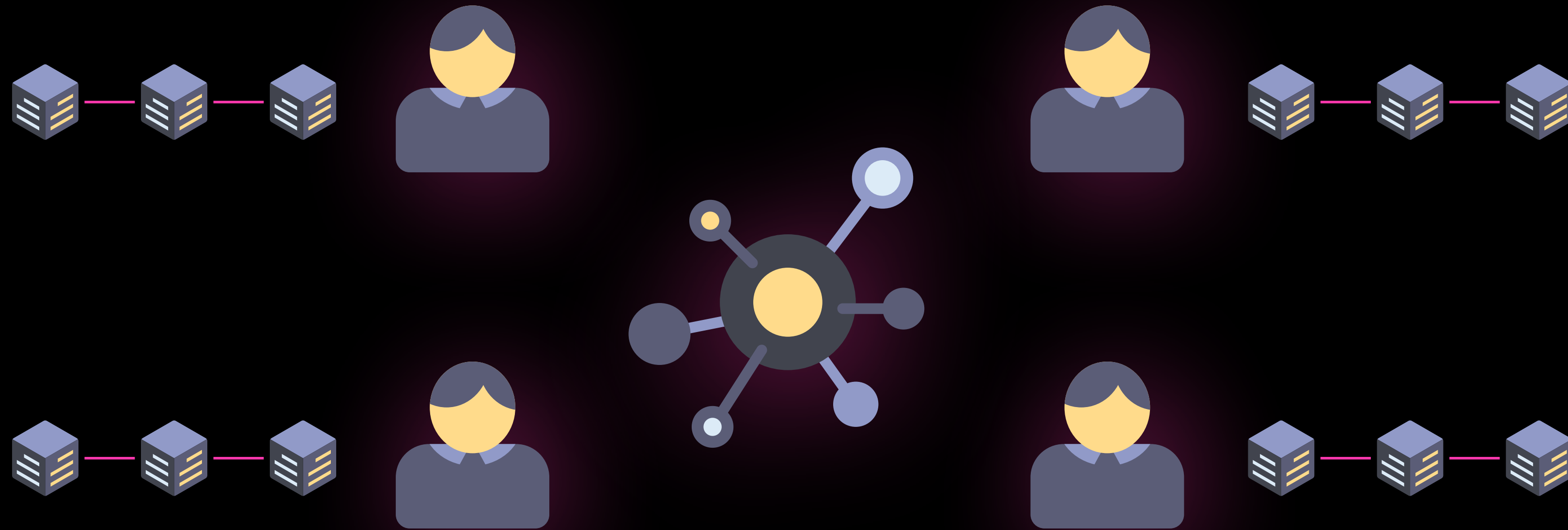














W3



STARBUCKS® × polygon

W3 NEWS

STARBUCKS HAS LAUNCHED ODYSSEY BETA, A WEB3 REWARD PROGRAM WITH POLYGON



TR3NDING

CATHOLIC CHURCHES IN THE US BEGIN TO ACCEPT CRYPTO DONATIONS



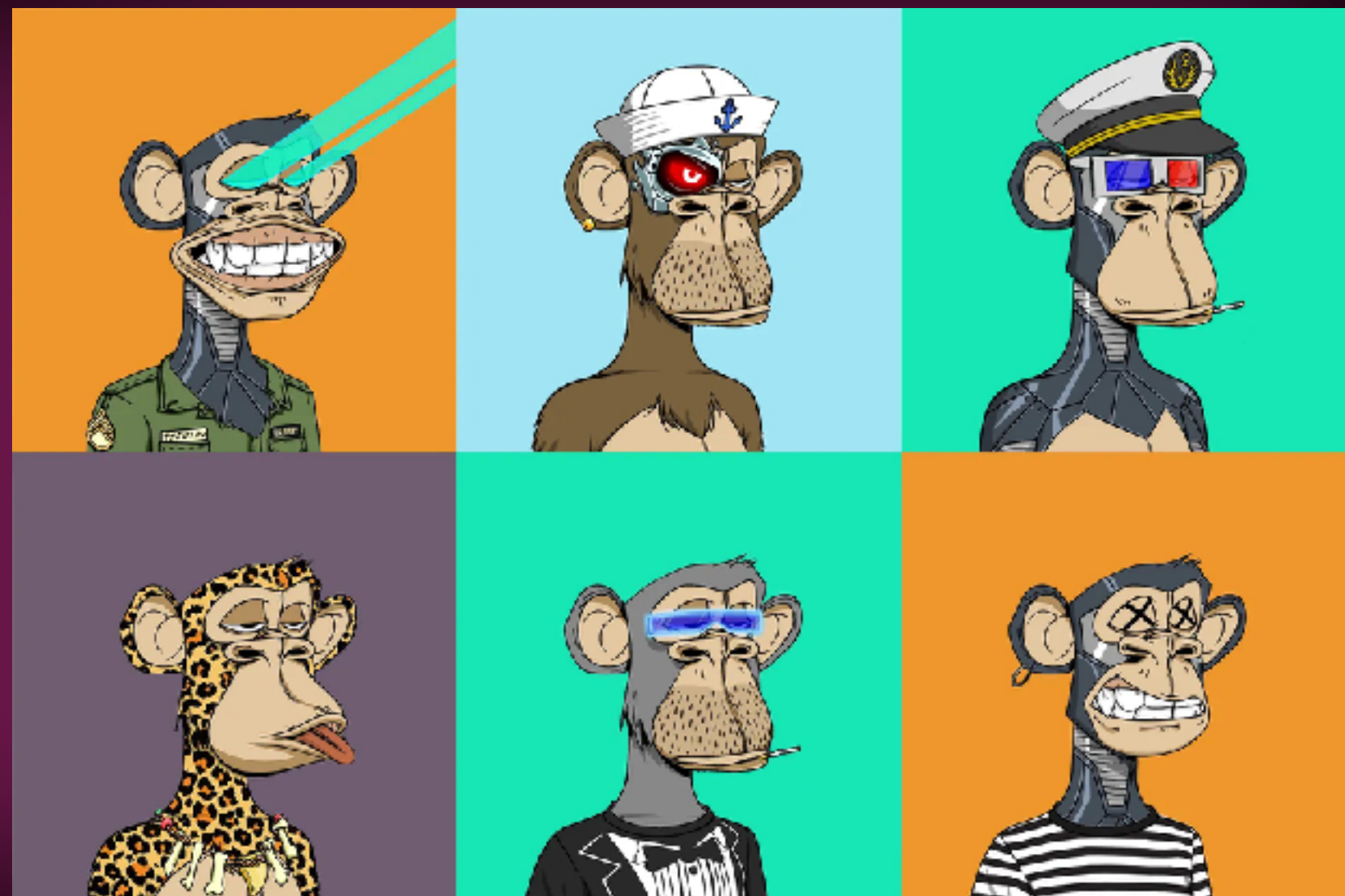
LUFTHANSA PIONEERS NFT LOYALTY PROGRAM ON POLYGON

- Smart Contracts (Verträge)
- Medizinische Gesundheitsdaten /  
Patientendaten / Behandlungsverläufe
- Versicherungen / Schadensrecording
- Supply Chain Management
- Kunsthandel
- ...



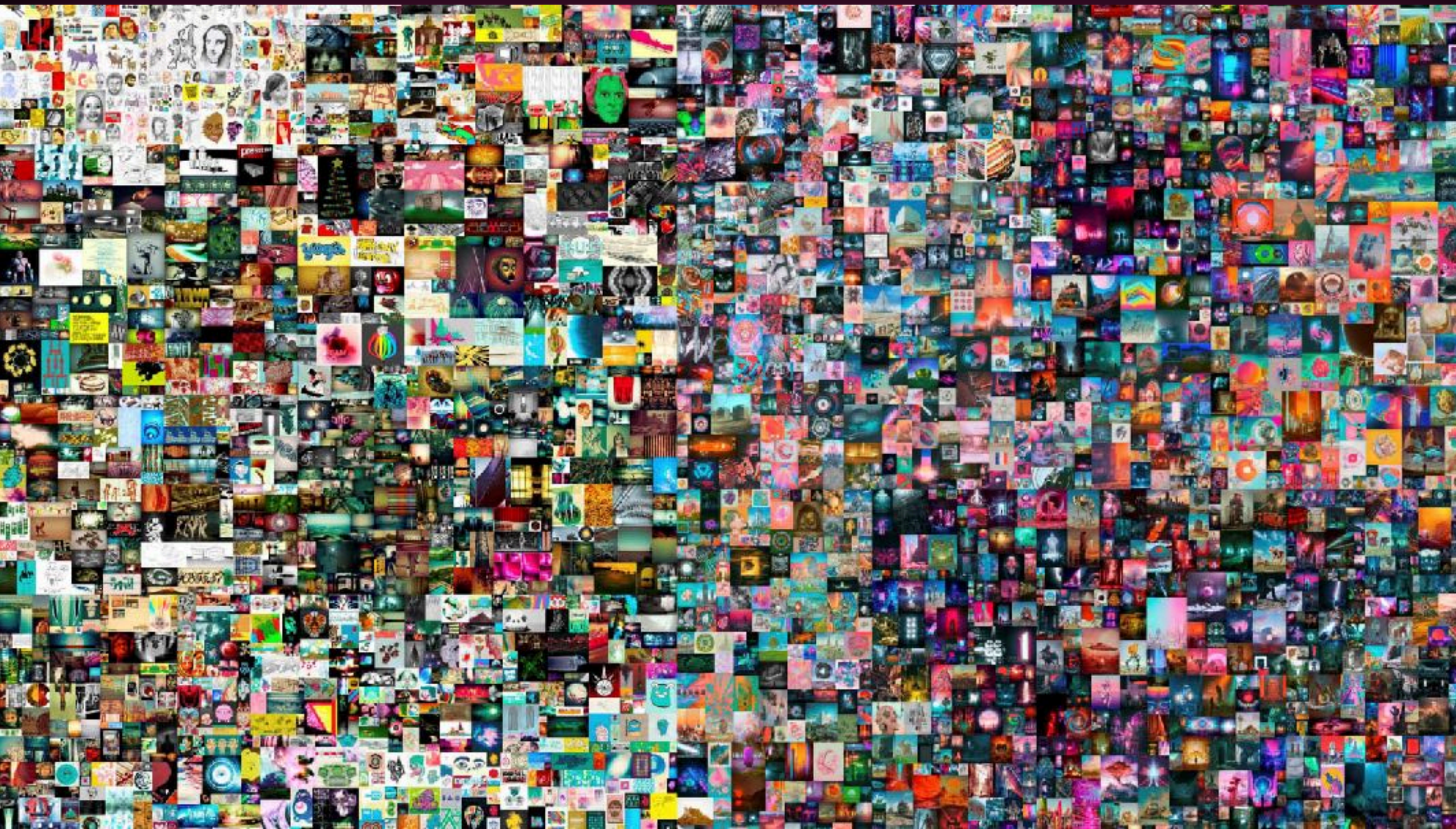
# NFT - Non-Fungible Token

DIGITAL ASSETS



# NFT – Non-Fungible Token

DIGITAL ASSETS



«Bleep»  
69.3 Mio \$





just setting up my twttr

9:50 nachm. · 21. März 2006 · Twitter Web Client

**117.705** Retweets   **12.550** Zitierte Tweets   **150.813** „Gefällt mir“-Angaben

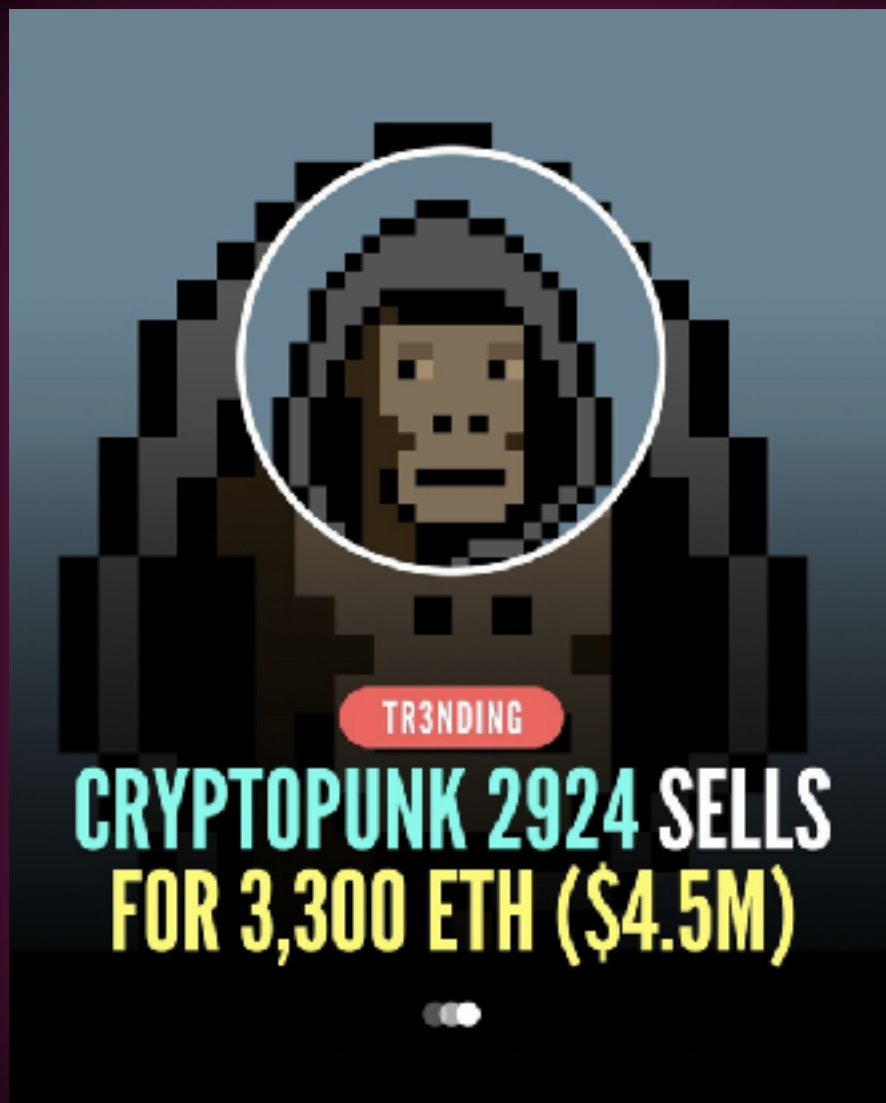


**First Tweet**  
**Jack Dorsey**  
1'630 ETH  
(2.9 Mio \$)



# NFT - Non-Fungible Token

DIGITAL ASSETS



TR3NDING

**CRYPTOPUNK 2924 SELLS FOR 3,300 ETH (\$4.5M)**

This advertisement features a pixelated character with a white hood and a black mask, set against a dark background. A white circle highlights the character's face. The text is in a bold, sans-serif font.



TR3NDING

**MEGA MUTANT 4318 SELLS FOR 1,000 ETH OR \$1.3M USD**

This advertisement shows a green, alien-like creature with a glowing blue eye and a white mask, set against a dark background. A white circle highlights the creature's face. The text is in a bold, sans-serif font.



TR3NDING

**NIKE HAS MADE ALMOST \$200M OFF NFTS SO FAR**

This advertisement features a person in a black, futuristic, tactical suit with a helmet and a purple-haired character in a circular inset. The text is in a bold, sans-serif font.

Limitierte NFT Edition



amag

This advertisement shows a yellow and white Volkswagen car on a stage with people. The VW logo is visible in the bottom right corner, and the 'amag' logo is at the bottom.



# NFT - Non-Fungible Token

DIGITAL ASSETS

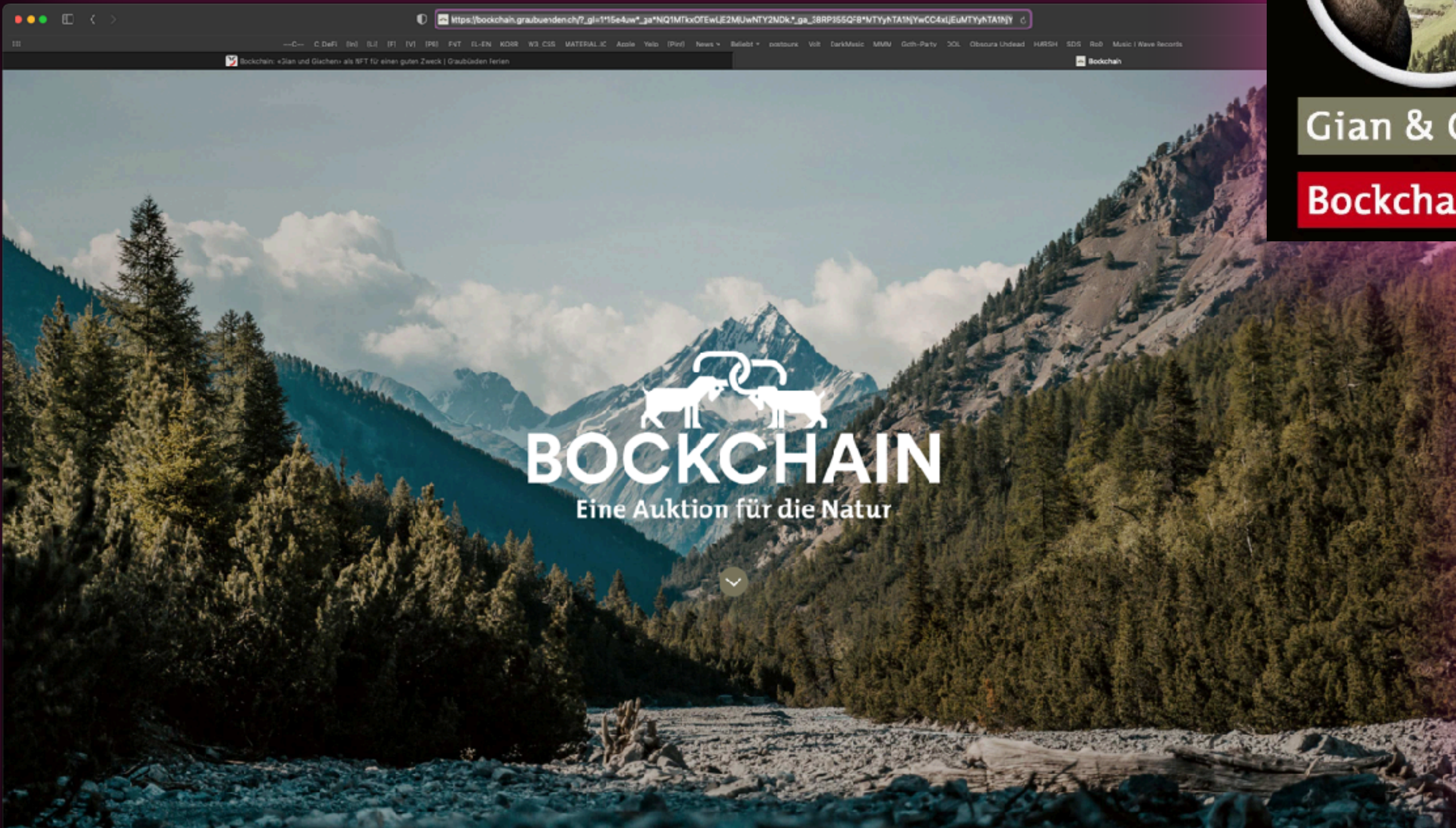


« With the McRib NFT, you'll never again have to say goodbye to the sandwich you love. »



# NFT - Non-Fungible Token

DIGITAL ASSETS



Gian & Giachen

Bockchain



«Khum wird's stail, bruchand's as Sail.»

Mindestgebot  
**0.03 ETH**

Auktion endet  
**18/07/2021**

GEBOT ABGEBEN

# NFT – Non-Fungible Token

DIGITAL ASSETS

## Digitaler Baustein

Schlüssel zur Durchführung einer Transaktion auf einer Blockchain.

Nicht austauschbar



# NFT - Non-Fungible Token

DIGITAL ASSETS

Fungible

Non-Fungible

Physical

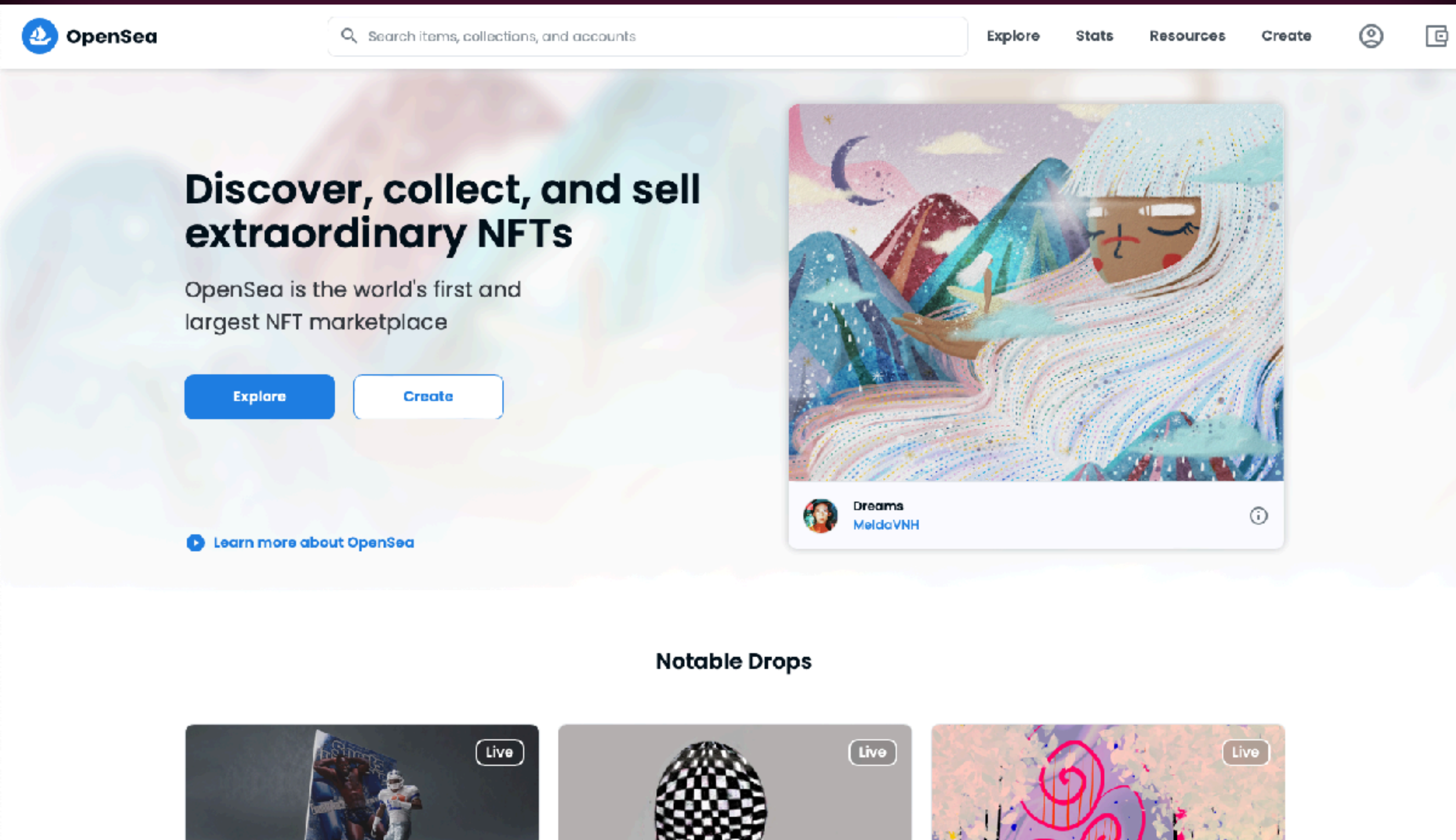


Digital



# NFT - Non-Fungible Token

DIGITAL ASSETS



# NFT – Non-Fungible Token

DIGITAL ASSETS



LAND IN SANDBOX



# NFT - Non-Fungible Token

DIGITAL ASSETS

CATEGORIES

All Assets

Land

Wearables

Head

Upper Body

Lower Body

Feet

Accessories

Names

Search +1,000 results...

RECENTLY LISTED ON SALE



Decentraland Hat 199

Expires in about 4 hours

RARE



Blue Atari Cap 550

Expires in 28 days

EPIC



Casino Visor 333

Expires in about 22 years

EPIC



Purple RTFKT X ... 600

Expires in 28 days



GhostBlaster Sui... 420

Expires in 5 months



Purple RTFKT X ... 850

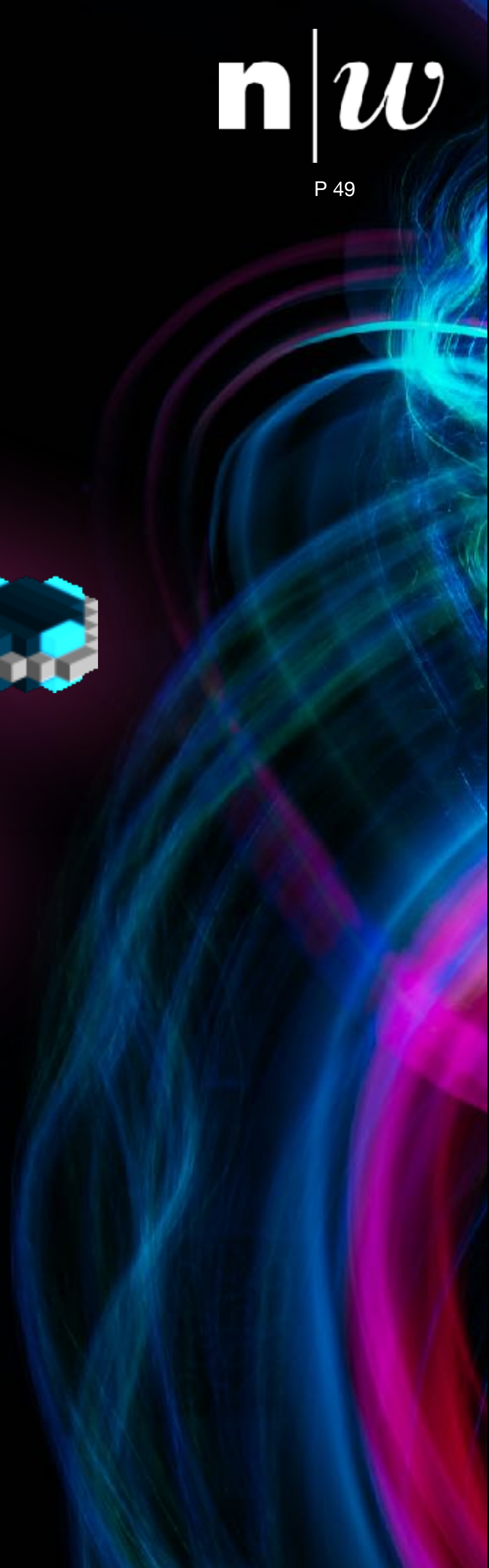
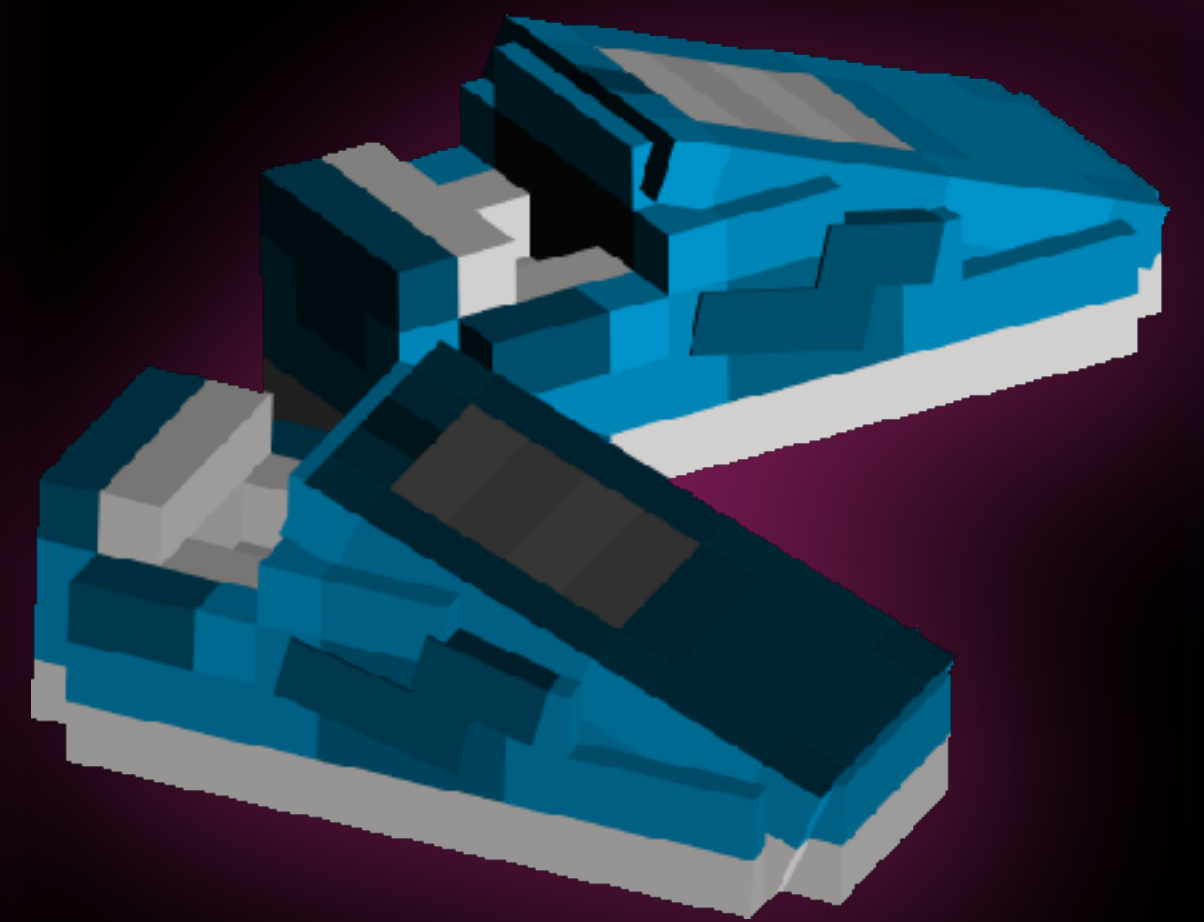
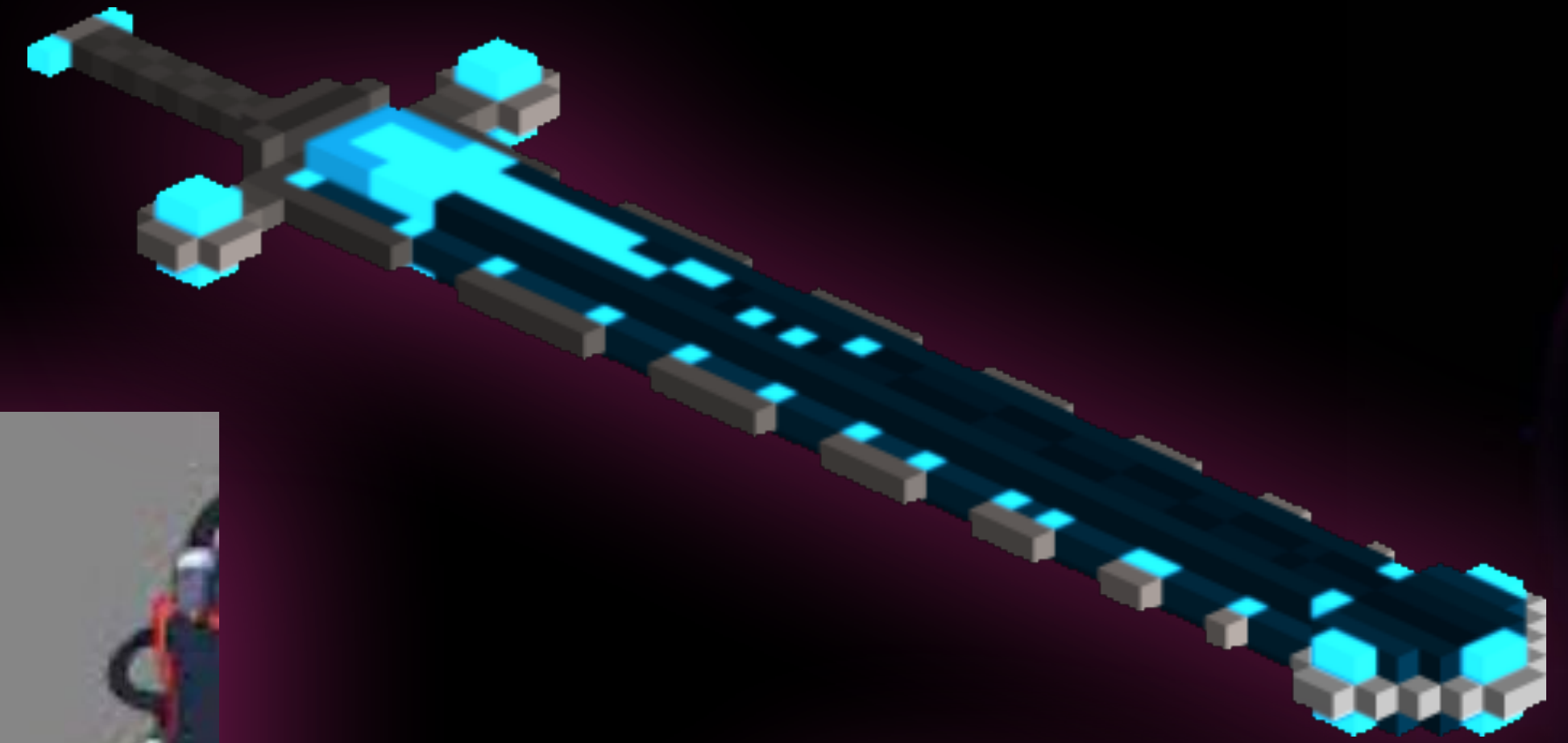
Expires in 20 days





# NFT - Non-Fungible Token

DIGITAL ASSETS



# NFT - Non-Fungible Token

DIGITAL ASSETS



MCDonald - Lunar NY | spatial.io

# NFT - Non-Fungible Token

DIGITAL ASSETS



# NFT - Non-Fungible Token

DIGITAL ASSETS



«I finally entered the MetaVerse. My very own Ape! What should I name her?»

Madonna - Instagram



# NFT - Non-Fungible Token

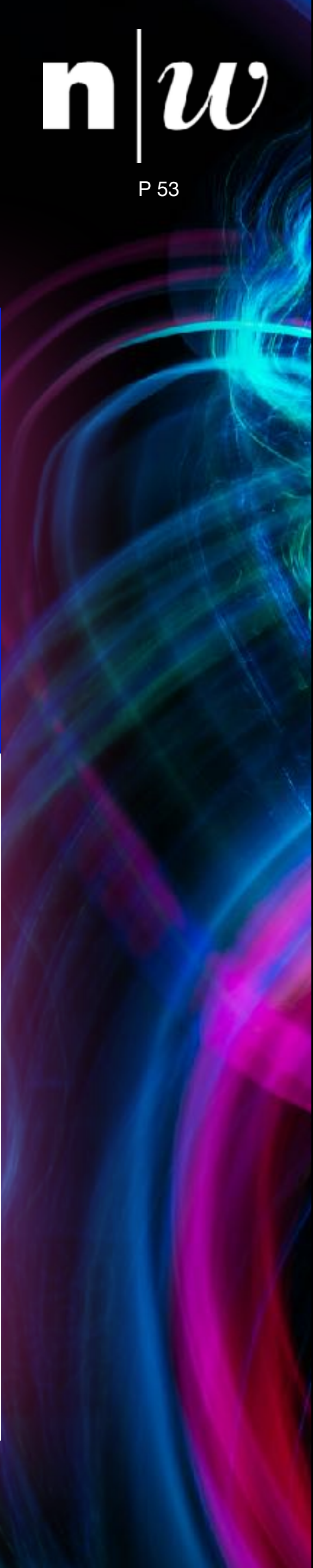
DIGITAL ASSETS



[TIMELINE](#) [JOBS](#) [DISCORD](#) [TWITTER](#) [REVEAL NOW](#) [VOTE FOR /// COUNCIL](#)

[STYLE YOUR PFP](#)

[SHOP NOW](#)



# NFT - Non-Fungible Token

DIGITAL ASSETS

**OpenSea** Search items, collections, and accounts

adidas Virtual Gear - Genesis Collection

By adidas

Items 11,1K · Created Aug 2022 · Creator earnings 10% · Chain Ethereum

Unveiling the genesis collection of adidas Virtual Gear. An eclectic mix of impossible silhouettes, tying together...

See more

155 ETH total volume | 0,0249 ETH floor price | 0,0223 WETH best offer | 1% listed | 6.347 owners | 57% unique owners

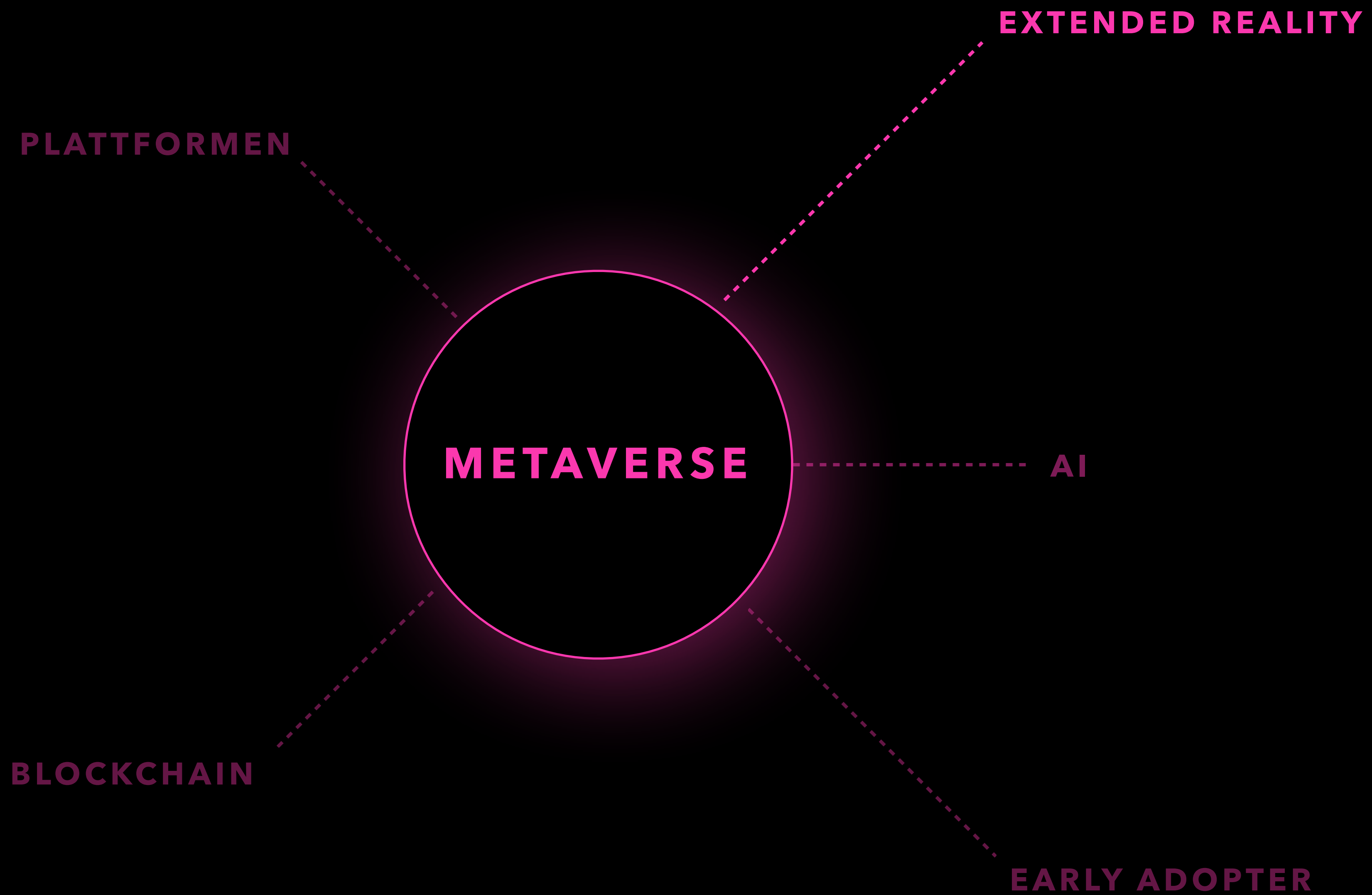
Items | Analytics | Activity

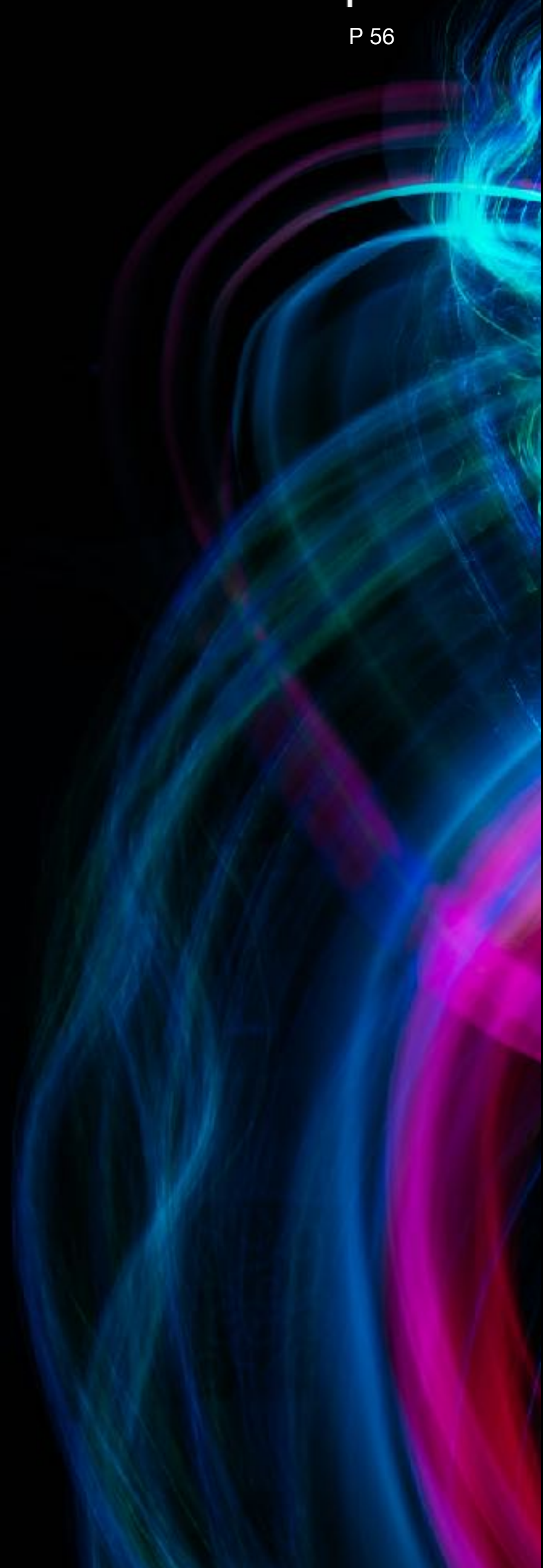
Live BETA 11,132 results

Price low to high

Status	Item	Price
<input type="checkbox"/> Buy Now	adidas Virtual Gear: Genesis 01 - C2172	0,025 ETH
<input type="checkbox"/> On Auction	adidas Virtual Gear: Genesis 01 - P.F.D. ...	0,0259 ETH
<input type="checkbox"/> New	adidas Virtual Gear: Genesis 01 - P.F.D. ...	0,0259 ETH
<input type="checkbox"/> Has Offers	adidas Virtual Gear: Genesis 01 - P.F.D. ...	0,026 ETH
	adidas Virtual Gear: Genesis 01 - C2172	0,0269 ETH
	adidas Virtual Gear: Genesis 01 - C2172	0,027 ETH









# REALITY-VIRTUALITY-CONTINUUM

REAL - VIRTUELL

RE

AR

AV

VR

REAL ENVIRONMENT

AUGMENTED REALITY

AUGMENTED VIRTUALITY

VIRTUAL REALITY



Direkte Sicht auf die Realität



Virtuelle Elemente überlagern die Realität



Reale Objekte kontrolliert in einer virtuellen Umgebung



Eintauchen in eine komplett virtuelle Umgebung

MIXED REALITY



# REALITY-VIRTUALITY-CONTINUUM

REAL - VIRTUELL

RE

AR

AV

VR

REAL ENVIRONMENT



Direkte Sicht auf die Realität

AUGMENTED REALITY



Virtuelle Elemente überlagern die Realität

AUGMENTED VIRTUALITY



Reale Objekte kontrolliert in einer virtuellen Umgebung

VIRTUAL REALITY



Eintauchen in eine komplett virtuelle Umgebung

MIXED REALITY



# AUGMENTED REALITY

REAL - VIRTUELL



# AUGMENTED REALITY

REAL - VIRTUELL



# AUGMENTED REALITY

REAL - VIRTUELL



# AUGMENTED REALITY

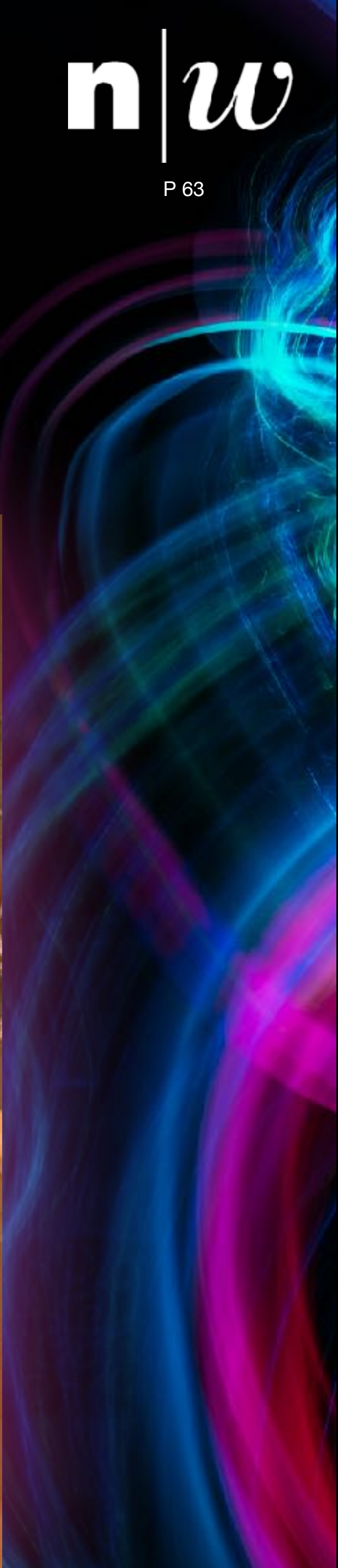
REAL - VIRTUELL

Gaming: **145.7 MRD \$**  
Kino: **42.5 MRD \$**  
Musik: **20.2 MRD \$**



# AUGMENTED REALITY

REAL - VIRTUELL



# AUGMENTED REALITY

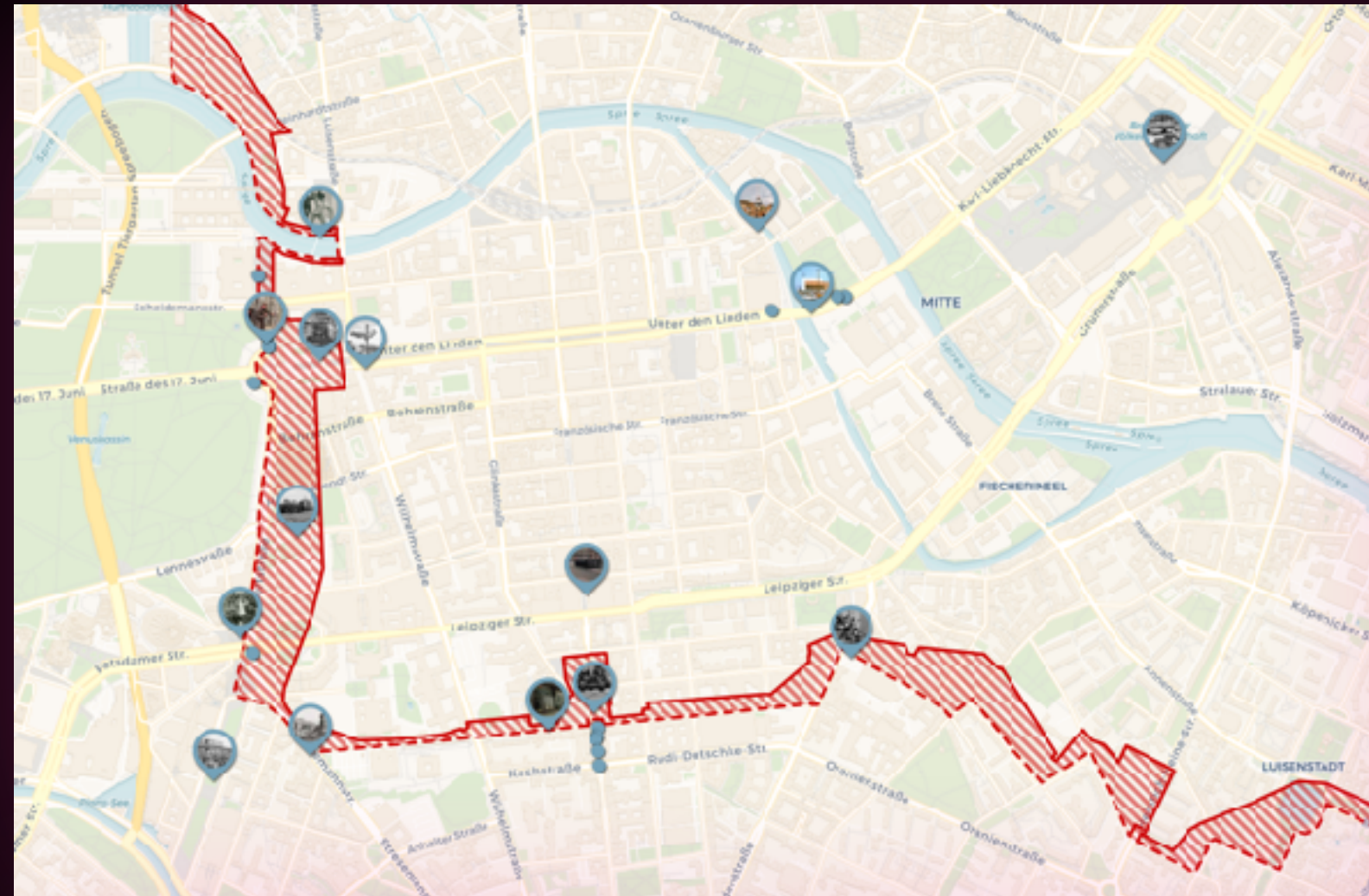
REAL - VIRTUELL





# AUGMENTED REALITY

REAL - VIRTUELL



# AUGMENTED REALITY

REAL - VIRTUELL

watch from the  
future by me

n|w

P 66

<https://piperzy.com/>



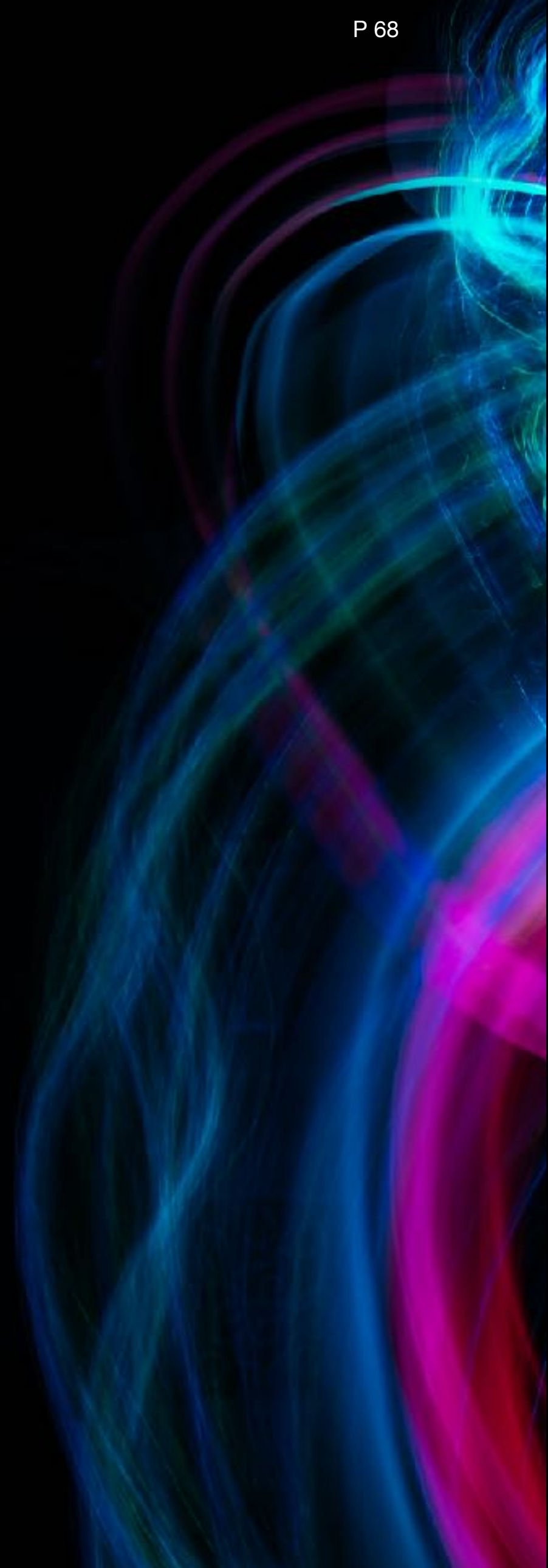
# AUGMENTED REALITY

REAL - VIRTUELL



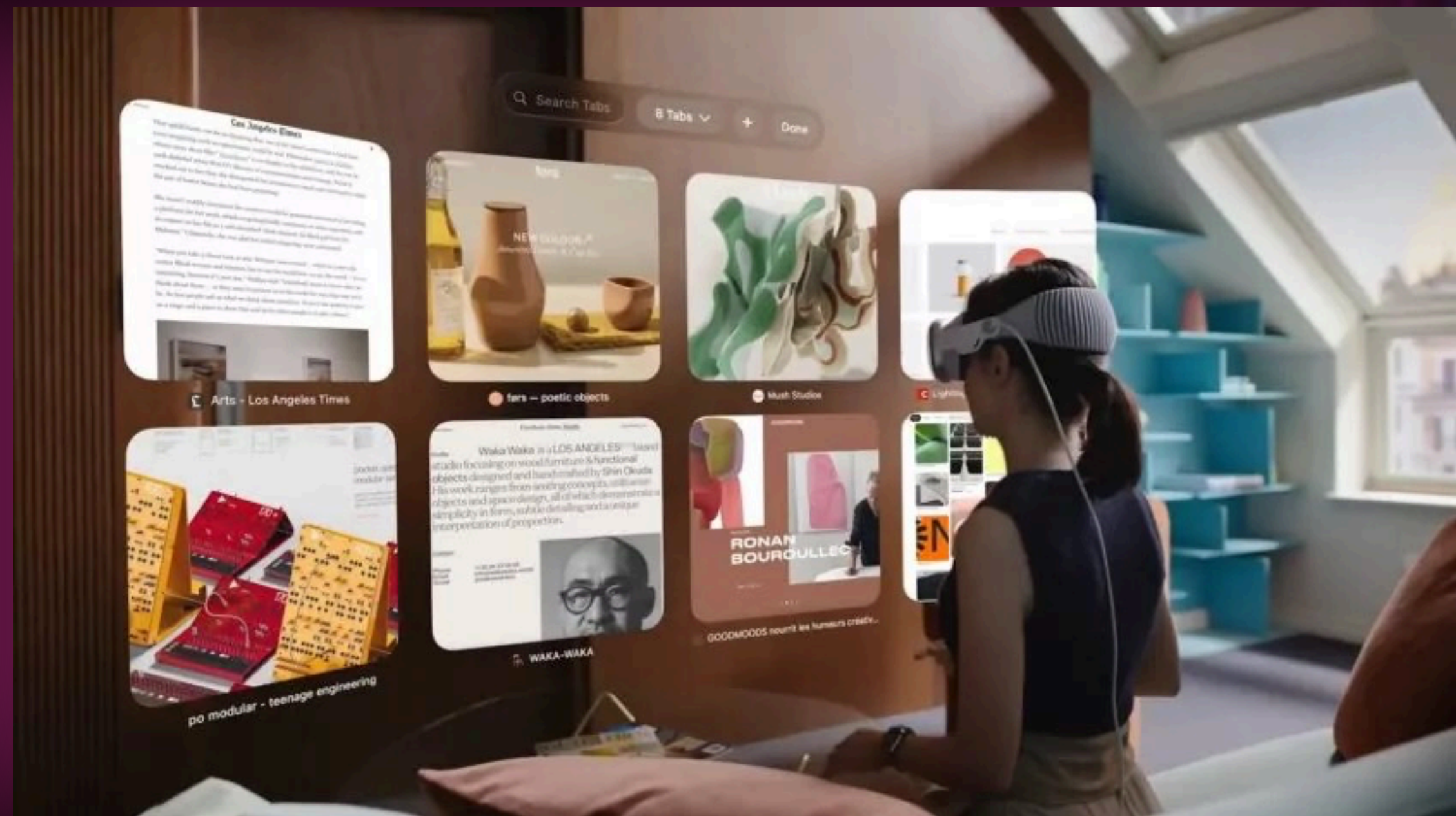
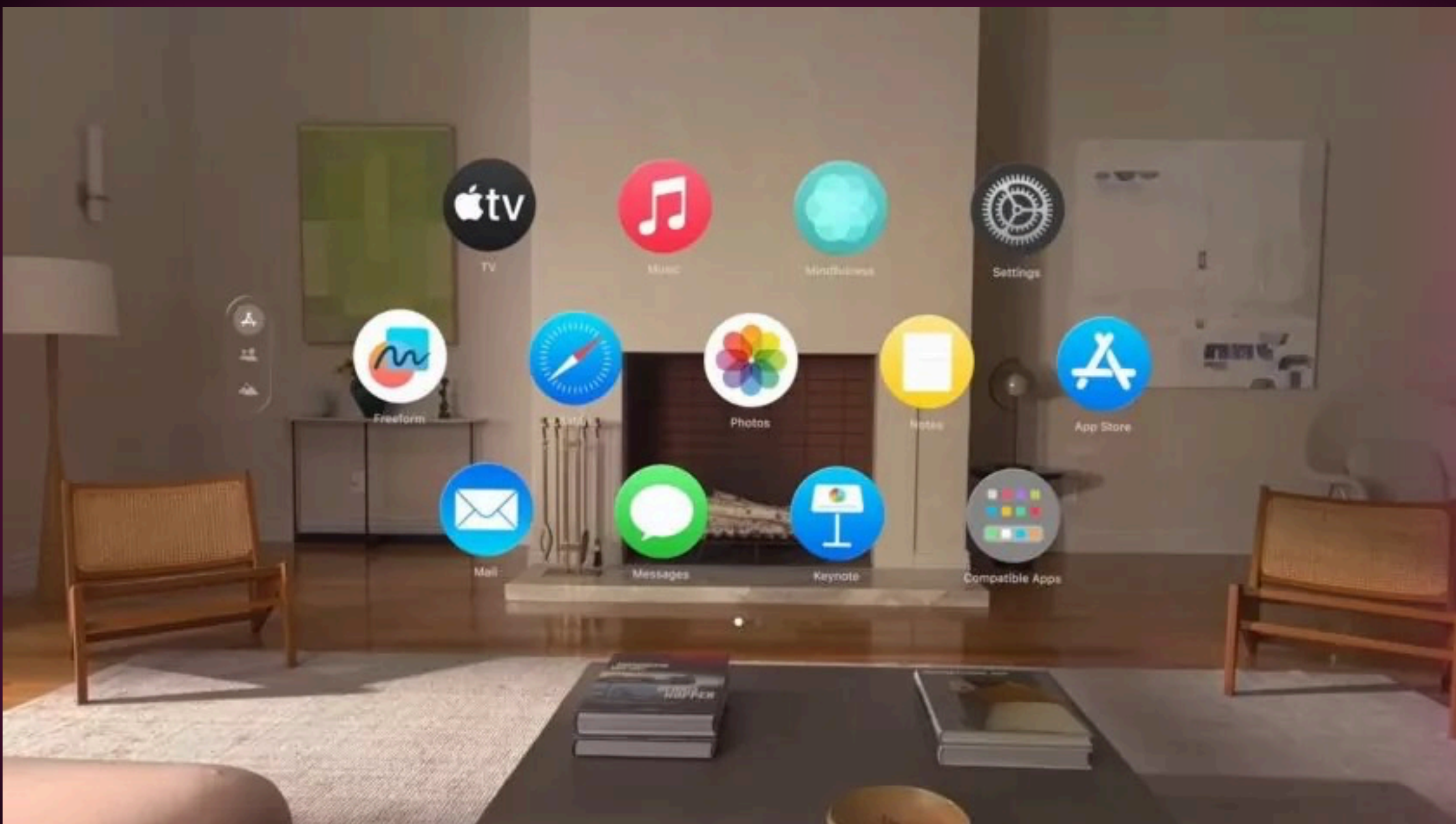
# AUGMENTED REALITY

REAL - VIRTUELL



# AUGMENTED REALITY

REAL - VIRTUELL



# AUGMENTED REALITY

REAL - VIRTUELL



**«We will one day look back and wonder how we lived without AR.»**

Tim Cook, CEO - Apple



# AUGMENTED REALITY

REAL - VIRTUELL



Meta Reality Labs



# VIRTUAL REALITY

REAL - VIRTUELL





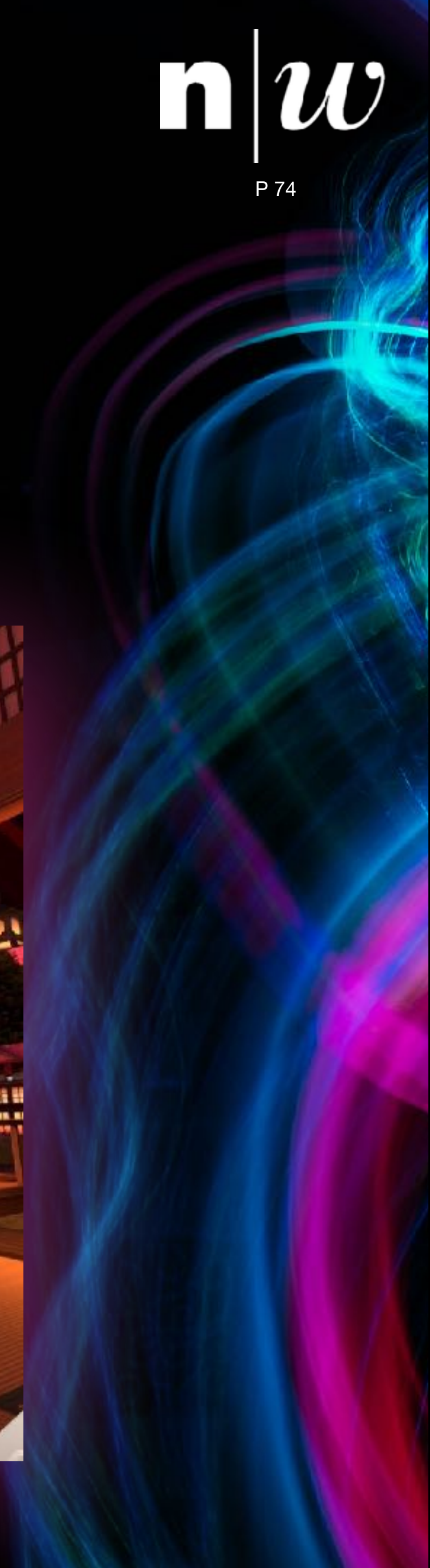
# VIRTUAL REALITY

REAL - VIRTUELL



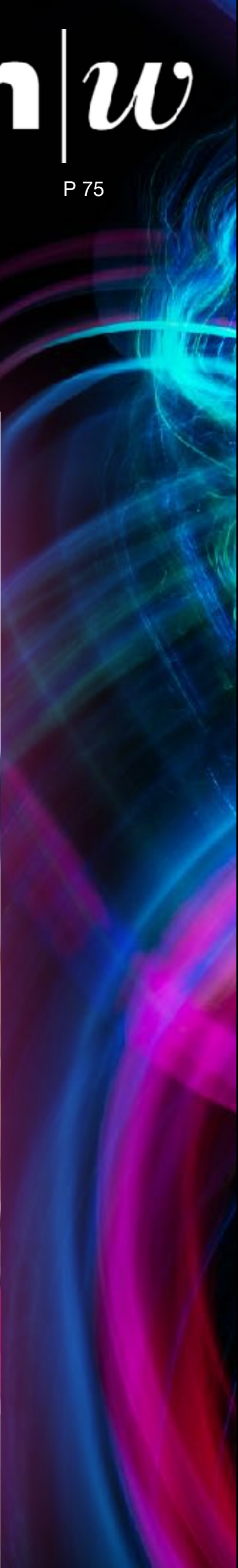
# VIRTUAL REALITY

REAL - VIRTUELL



# VIRTUAL REALITY

REAL - VIRTUELL



# VIRTUAL REALITY

REAL - VIRTUELL



# VIRTUAL REALITY

REAL - VIRTUELL



# VIRTUAL REALITY

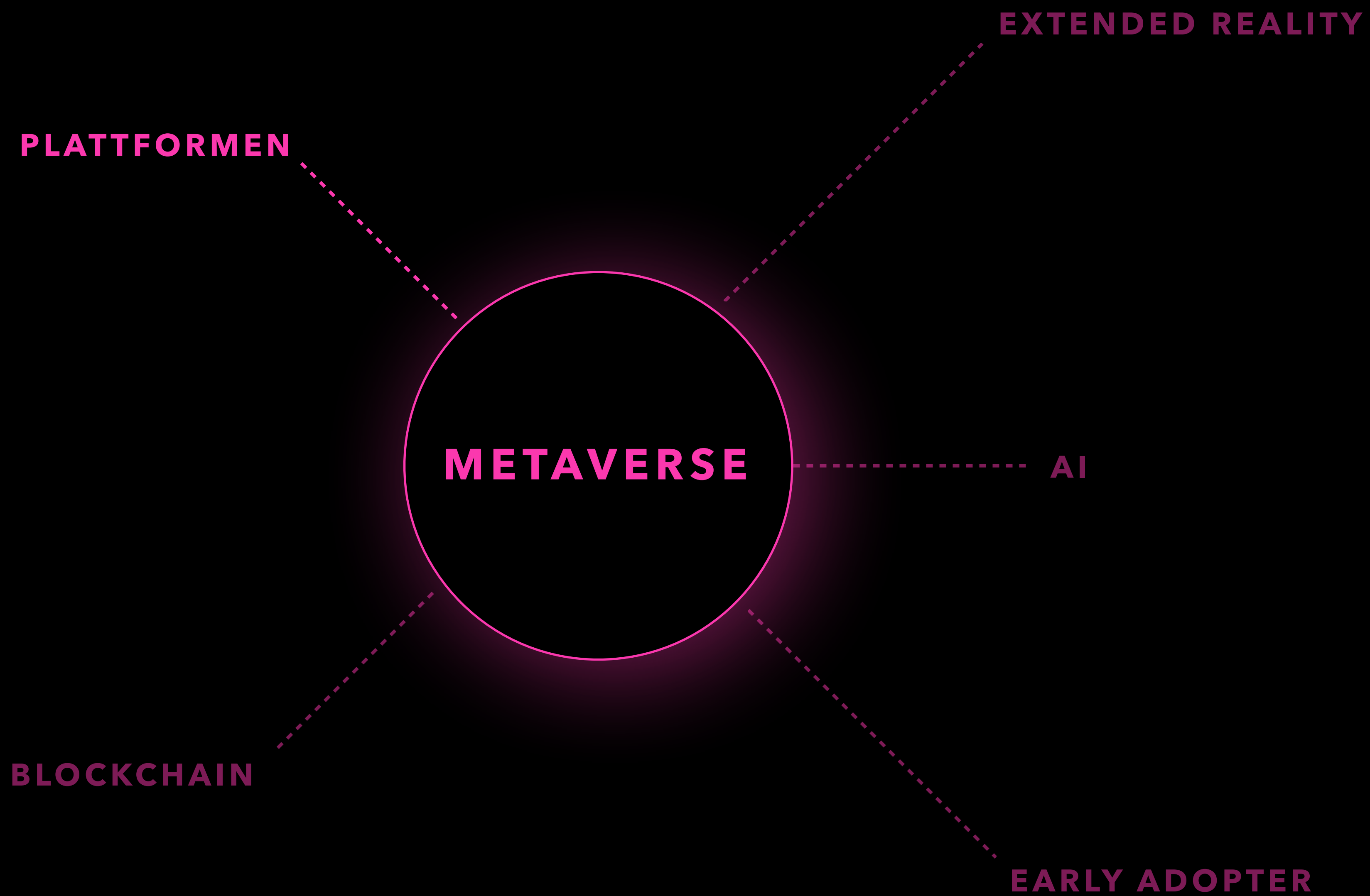
REAL - VIRTUELL



# VIRTUAL REALITY

REAL - VIRTUELL







# WELTEN IM METAVERSE

ROBLOX



# ROBLOX



# WELTEN IM METAVERSE

ROBLOX

Börse: **RBLX**  
Umsatz: **1,92 MRD \$**  
Gründung: **2006**  
Nutzer/Mt.: **164 MIO**  
Spiele: **40 MIO**  
Währung: **Robux**

**Roblox Client**  
**Roblox Studio**  
**Roblox Cloud**

ROBLOX



# WELTEN IM METAVERSE

ROBLOX



GUCCI



...



# WELTEN IM METAVERSE

ROBLOX



# WELTEN IM METAVERSE

ROBLOX



# Celebrate football and the FIFA World Cup Qatar 2022™



## adidas Footbowling







# Meet and greet the next generation of football stars



# Watch exciting original FIFA+ content with friends



# WELTEN IM METAVERSE

ROBLOX



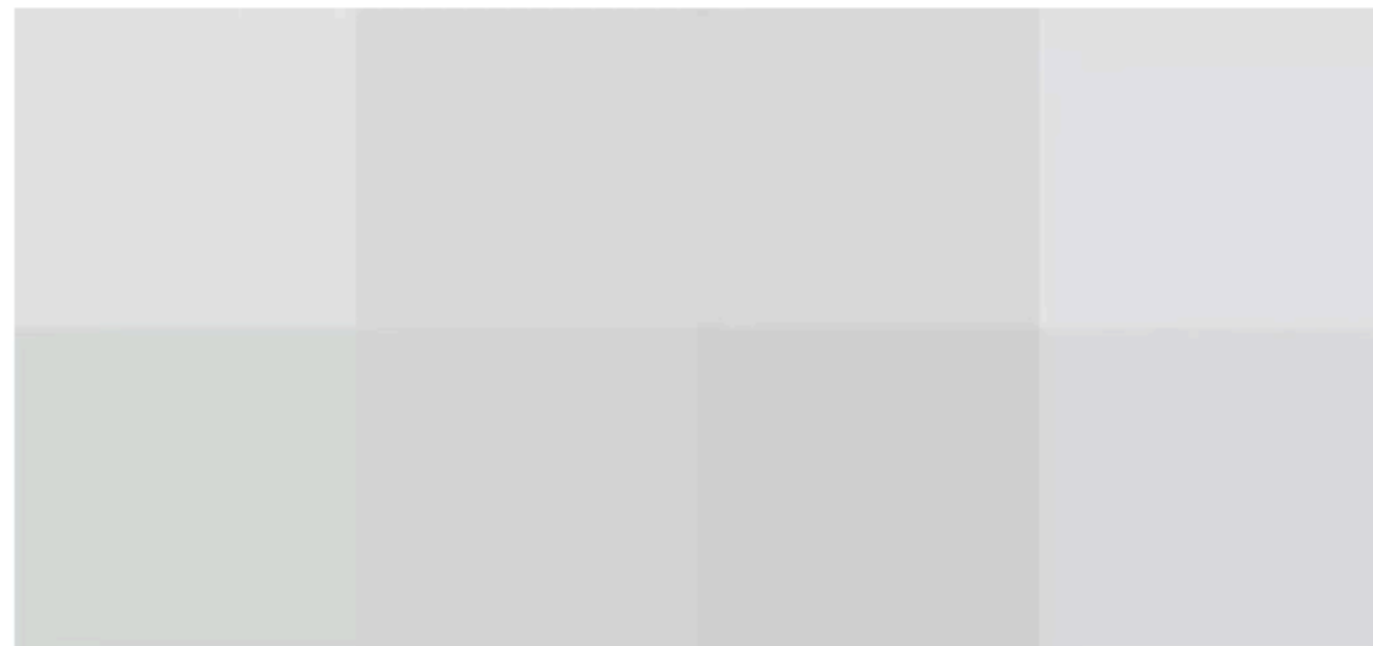
# WELTEN IM METAVERSE

SANDBOX



# WELTEN IM METAVERSE

SANDBOX



# WELTEN IM METAVERSE

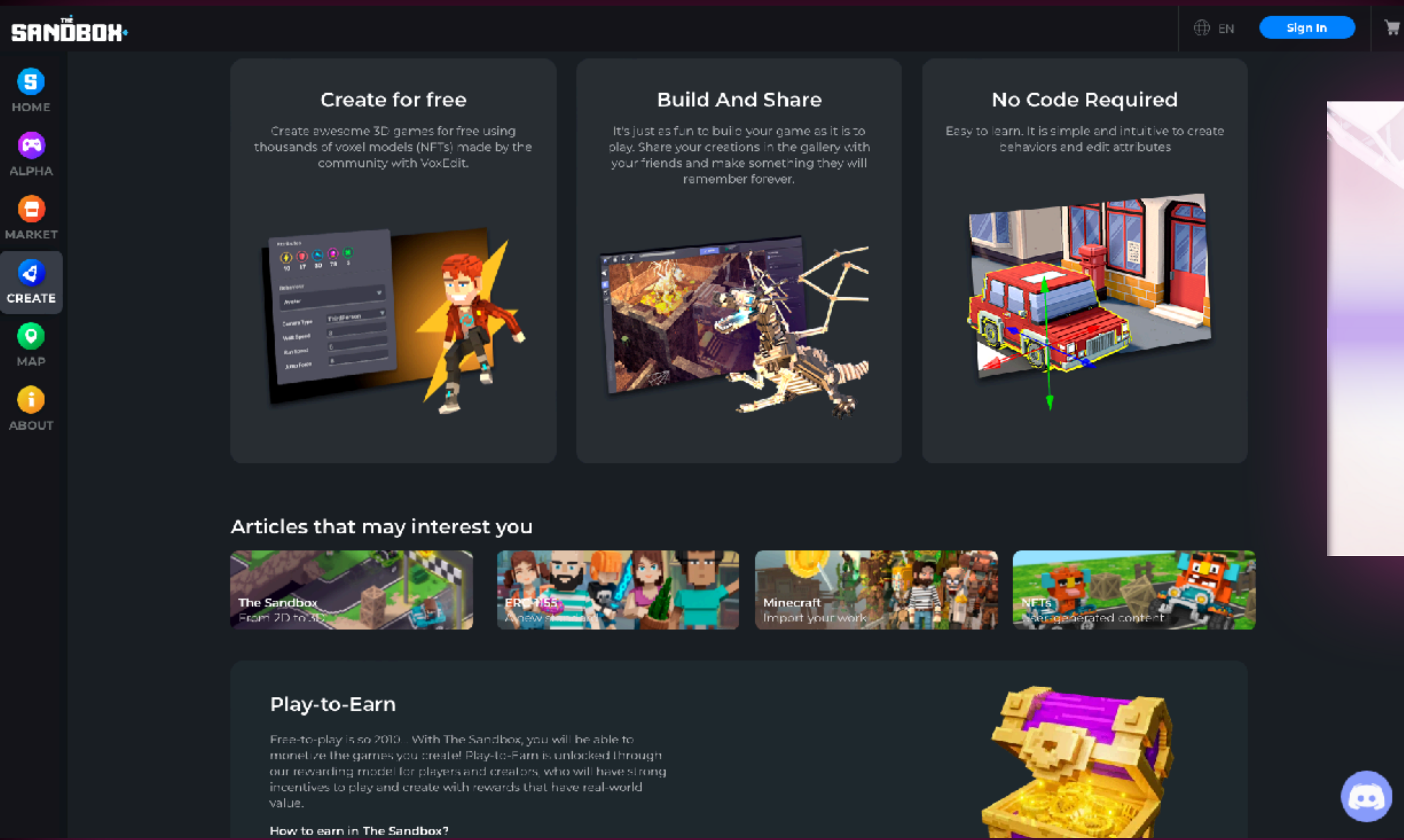
SANDBOX

The screenshot displays the 'The Sandbox' NFT Marketplace. At the top left, the 'The Sandbox' logo is visible. A search bar is located at the top center. On the right side of the top bar, there are options for 'EN' (English) and a 'Sign In' button. A vertical navigation menu on the left includes links for HOME, ALPHA, MARKET (highlighted), CREATE, MAP, and ABOUT. The main content area features a 'SHOP' section with a 'For Sale' toggle. Below this, there are 'NFT COLLECTIONS' and 'FEATURED' items like Snoop Dogg, Care Bears, and Atari. A 'sort by' dropdown menu is set to 'Newest'. The 'NFTs For Sale' section shows 1085 results in a grid. Each item card includes an image, title, supply count, price in SAND and USD, and a shopping cart icon. The items shown are: Chinese Oil Paper U... (500/500, 6.93 SAND / 21.80 USD), Lantern Tiger (60/60, 63.00 SAND / 198.08 USD), Chinese Archway Bu... (50/50, 99.75 SAND / 315.21 USD), Red Packet Of Lion (200/200, 19.95 SAND / 63.04 USD), Sandy's Motel Sign, Retro Hoverboard, GOROBOT-SEEREET, and GOROBOT-LUMERO... A Discord icon is located in the bottom right corner of the marketplace interface.



# WELTEN IM METAVERSE

SANDBOX

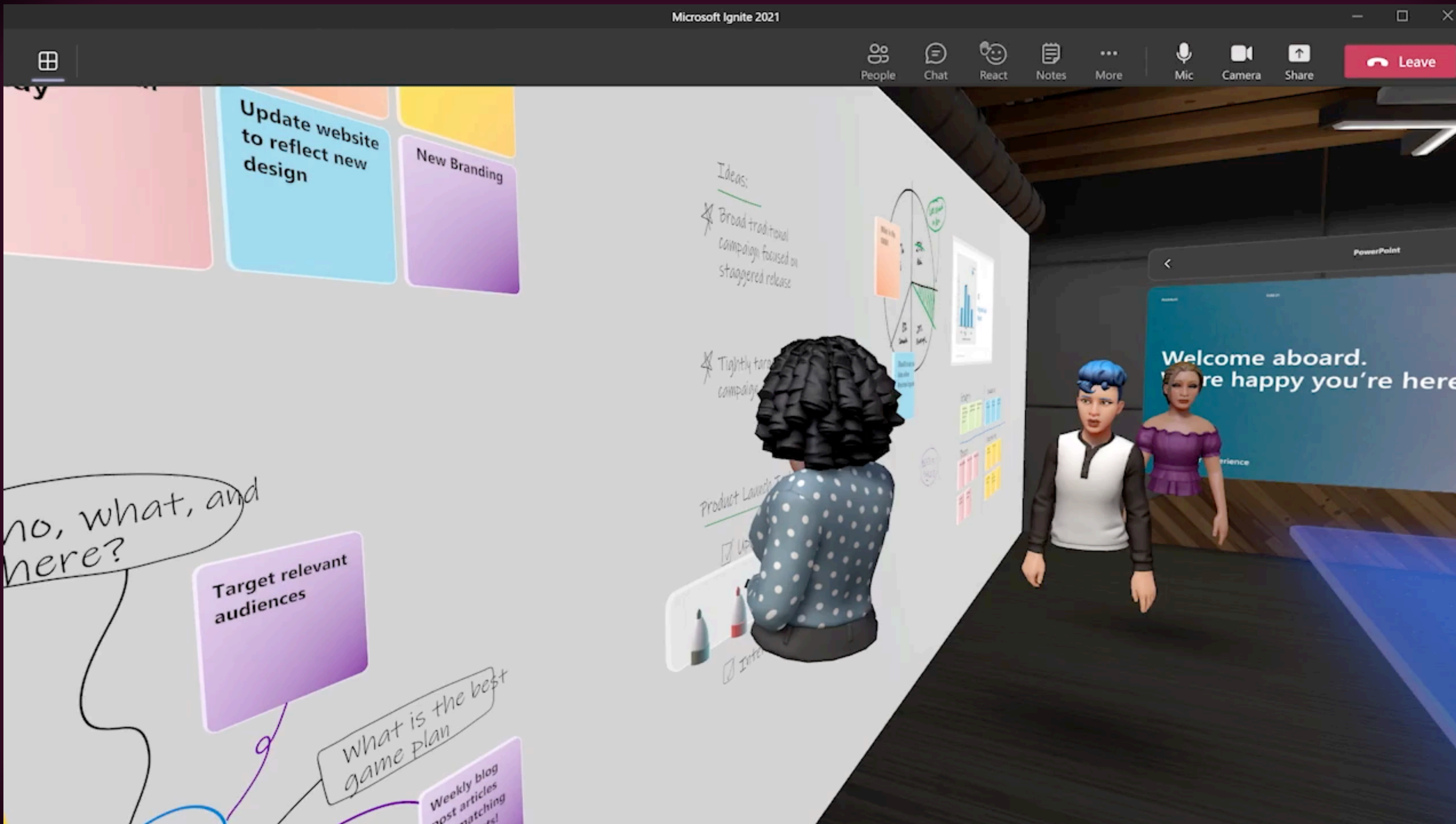


The screenshot shows the homepage of 'The Sandbox' website. At the top left is the 'The Sandbox' logo. On the right, there are links for 'EN' (language), 'Sign In', and a shopping cart icon. A vertical navigation menu on the left includes: HOME (S icon), ALPHA (PS icon), MARKET (M icon), CREATE (C icon), MAP (M icon), and ABOUT (A icon). The main content area features three columns: 'Create for free' (with a character creation interface), 'Build And Share' (with a 3D model of a creature), and 'No Code Required' (with a 3D car model). Below this is a section 'Articles that may interest you' with four article thumbnails: 'The Sandbox From 2D to 3D', 'ERC-2055 A new standard', 'Minecraft Import your work', and 'NFTs User-generated content'. At the bottom, there is a 'Play-to-Earn' section with text and an image of a treasure chest, and a 'How to earn in The Sandbox?' link. A Discord icon is visible in the bottom right corner of the interface.



# WELTEN IM METAVERSE

MESH





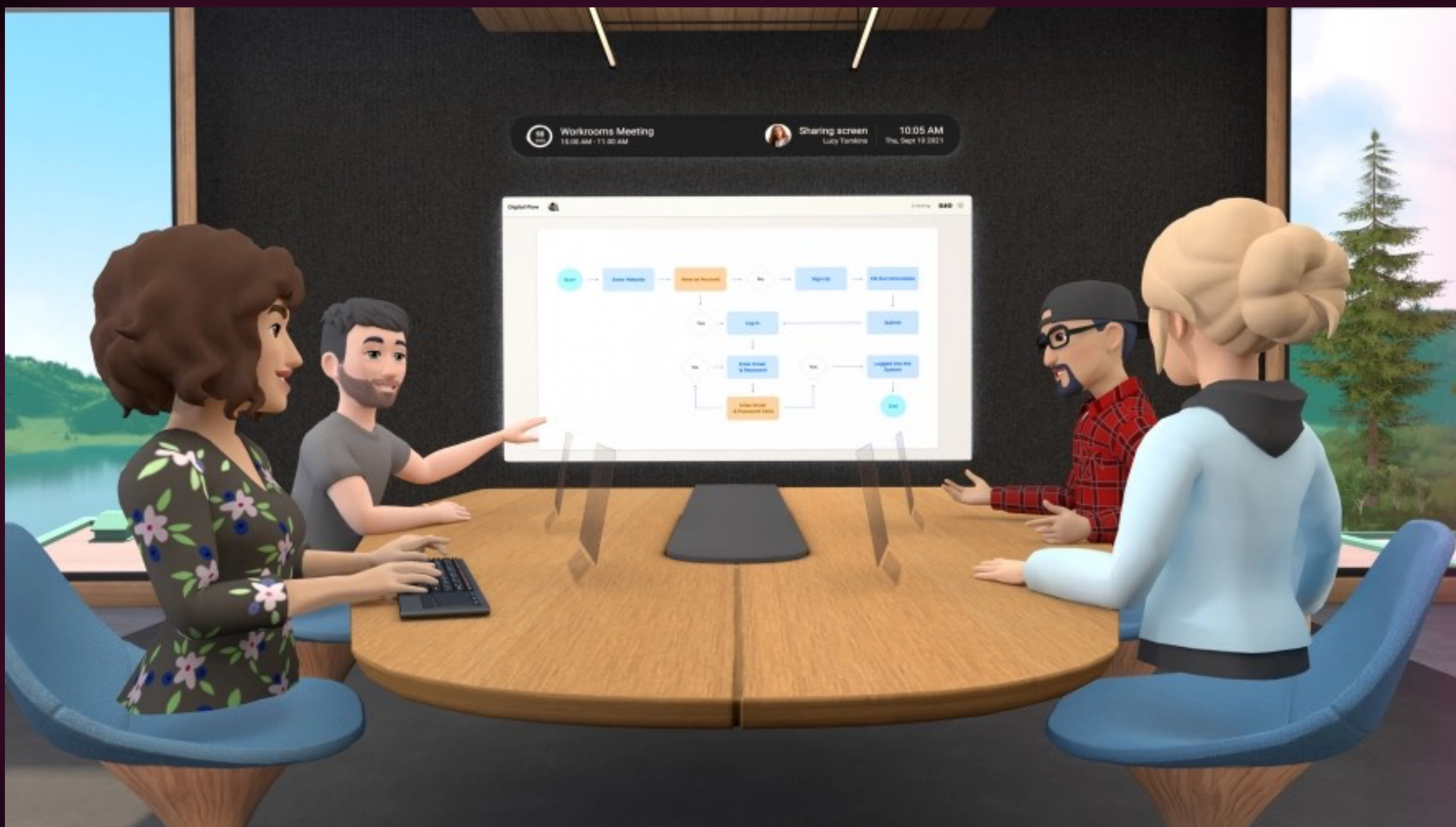
# WELTEN IM METAVERSE

MESH



# WELTEN IM METAVERSE

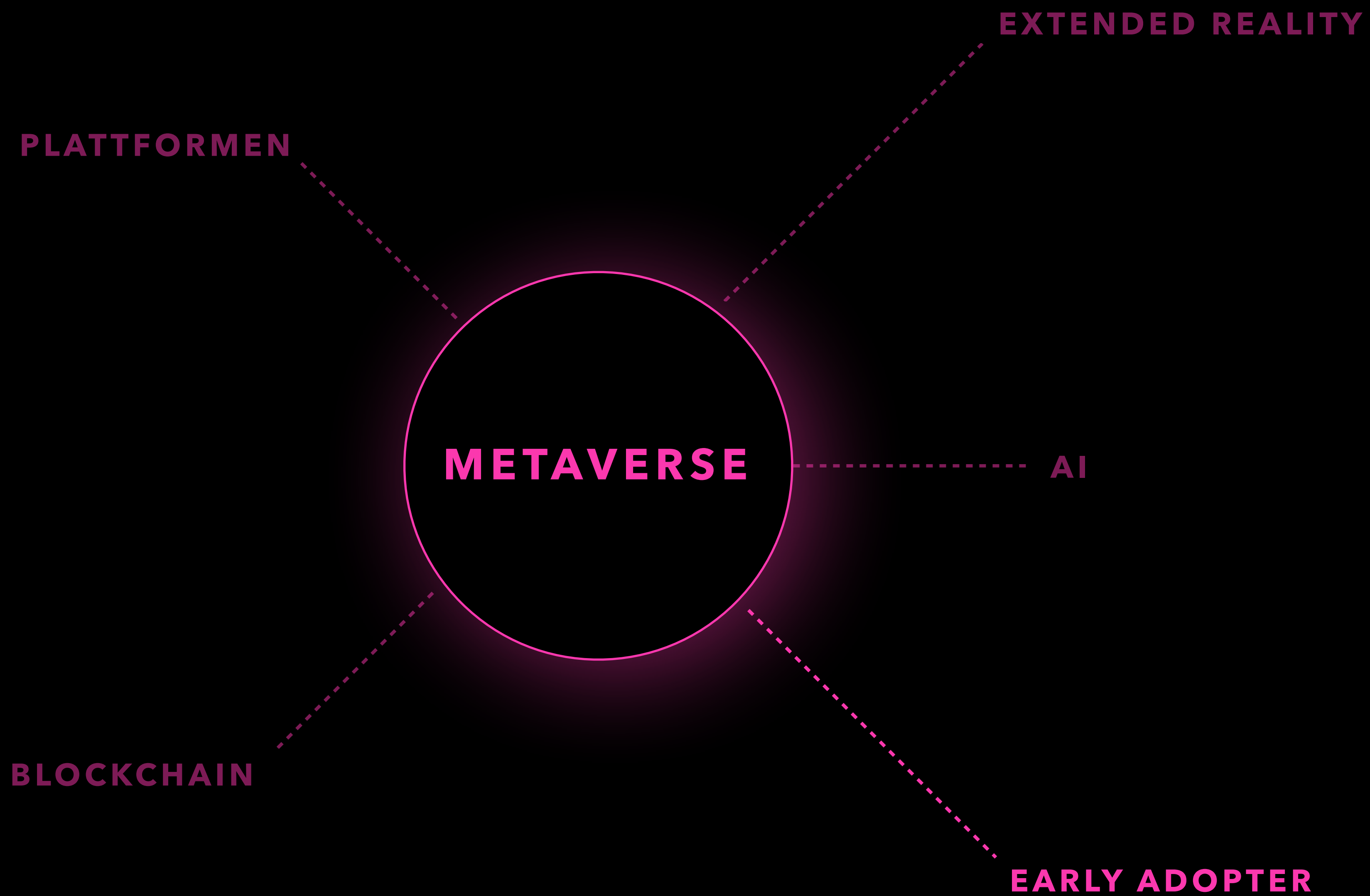
META HORIZON BUSINESS



# WELTEN IM METAVERSE

META HORIZON BUSINESS





**EARLY ADOPTER**

GAMES & FASHION

**n|w**

P 101

# GAMES & FASHION



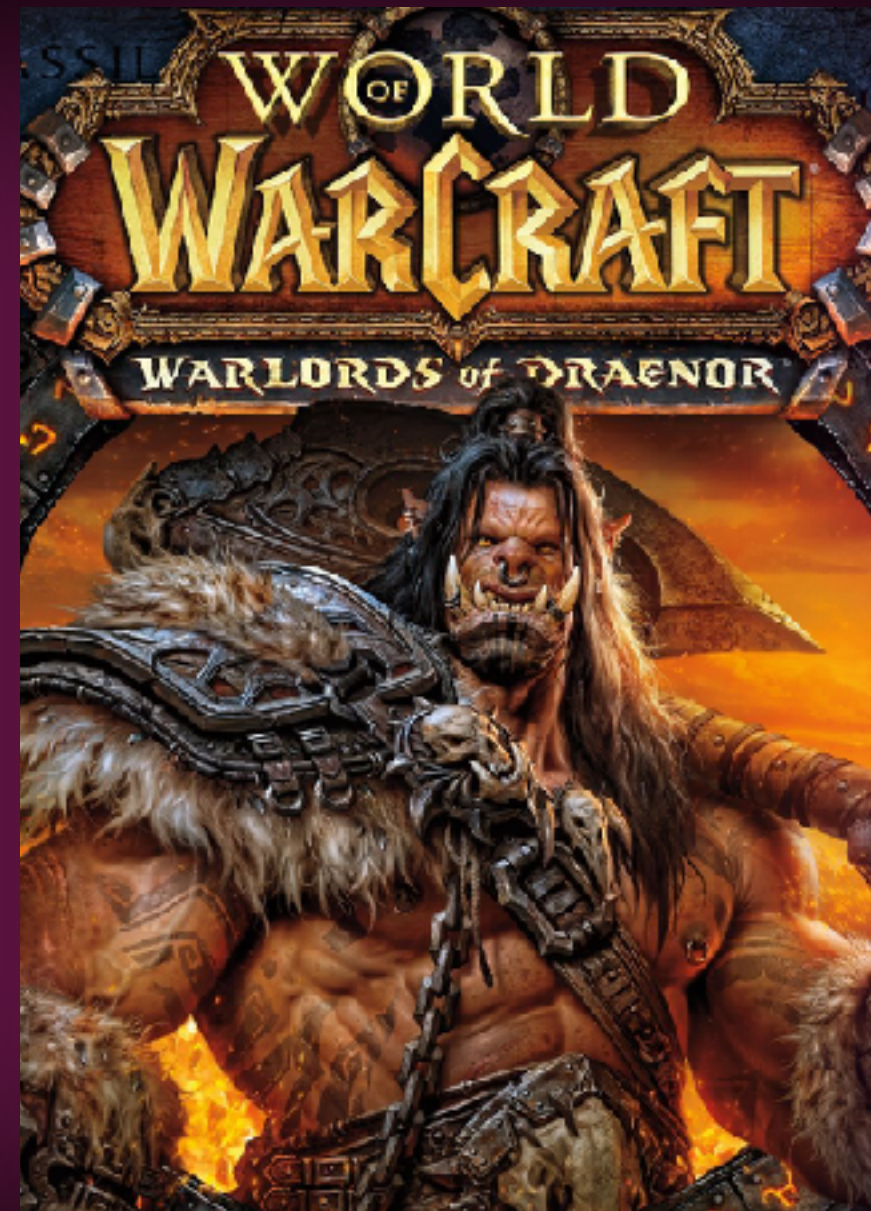
# EARLY ADOPTER

GAMES & FASHION



# EARLY ADOPTER

GAMES & FASHION





# MMO

Massively Multiplayer  
Online Game





# EARLY ADOPTER

GAMES & FASHION



Paris Hilton - Sandbox

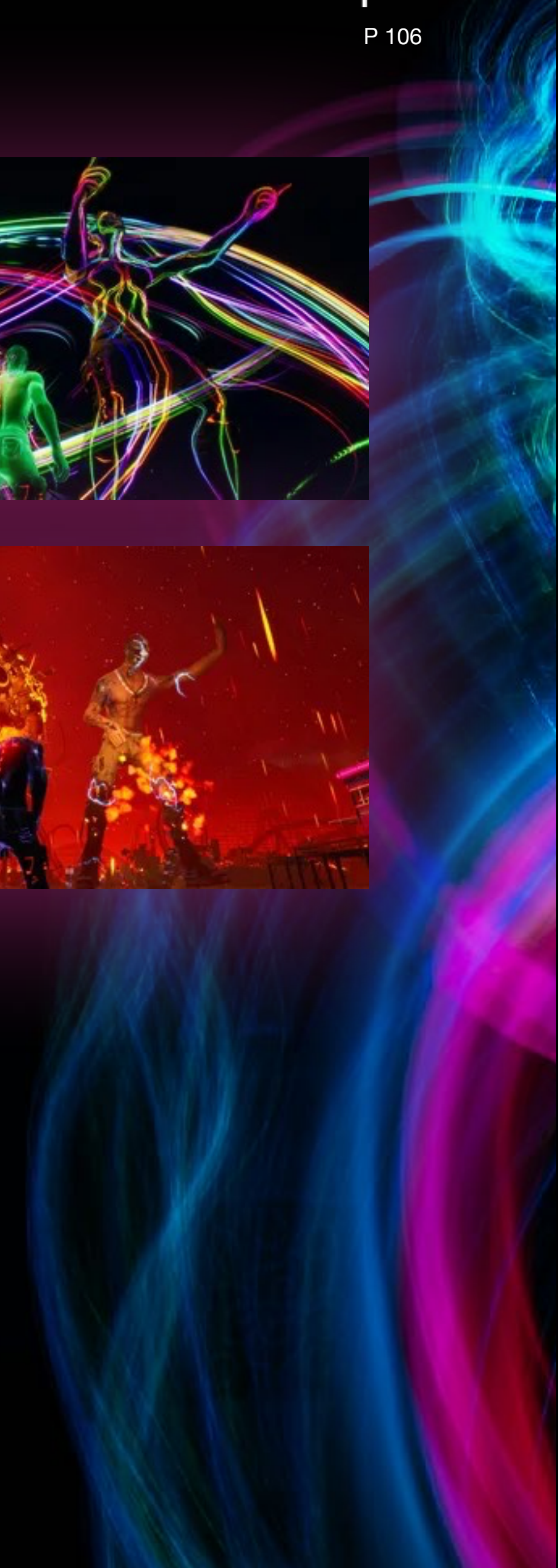


Paris Hilton - Roblox

400,000 Roblox users

# EARLY ADOPTER

GAMES & FASHION



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**n|w**

P 107

18 – 22 March 2022

Crypto Fashion Week



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Search web3

Connect Wallet



CFW22DX

## Crypto Fashion Week 2022

@dressx

Collection of	Owned by	Floor Price	Total Sales
11	8    	0.15 ETH	1,416 ETH

Share Earn 1%



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## META SPUME GOWN by INJURY x REAL PARENT

Minted on Mar 18, 2022

Created by

@dressx

Split with



Collection

Crypto Fashion Week 2022

Last sold  
0.15 ETH

Make offer

Owned by 0x145d...c6e3

### Description

Designed to walk above water, the Meta Spume Gown itself offers the swaying motion of the sea, transcending the limitation of the physical world.

This NFT is a wearable that you can wear in augmented reality. Join DRESSX Discord server to redeem your stilt!

### Provenance

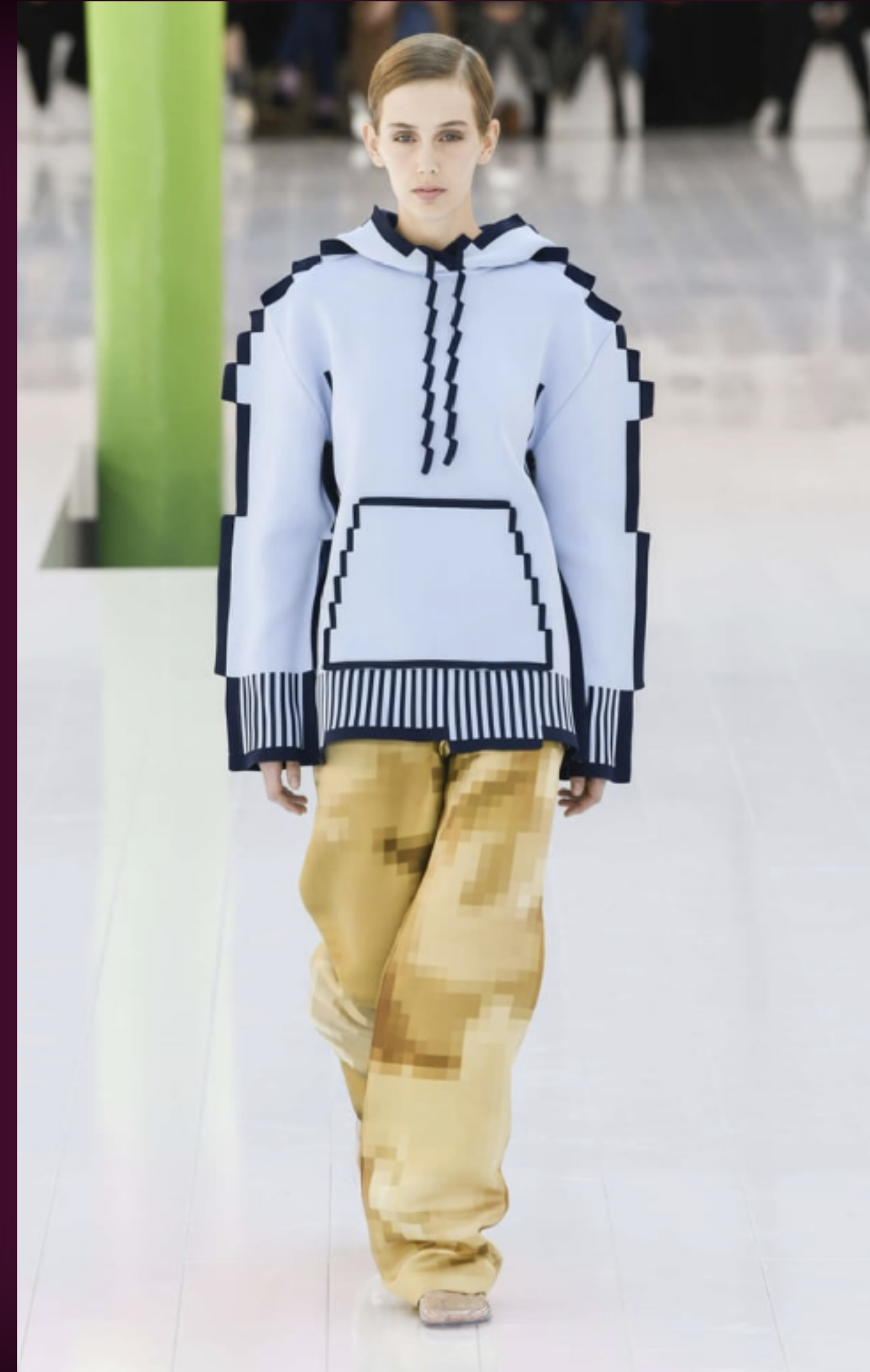


Auction won by 0x145d...c6e3

Sold for 0.15 ETH

Mar 24, 2022 at 5:37pm

Auction settled by @dressx



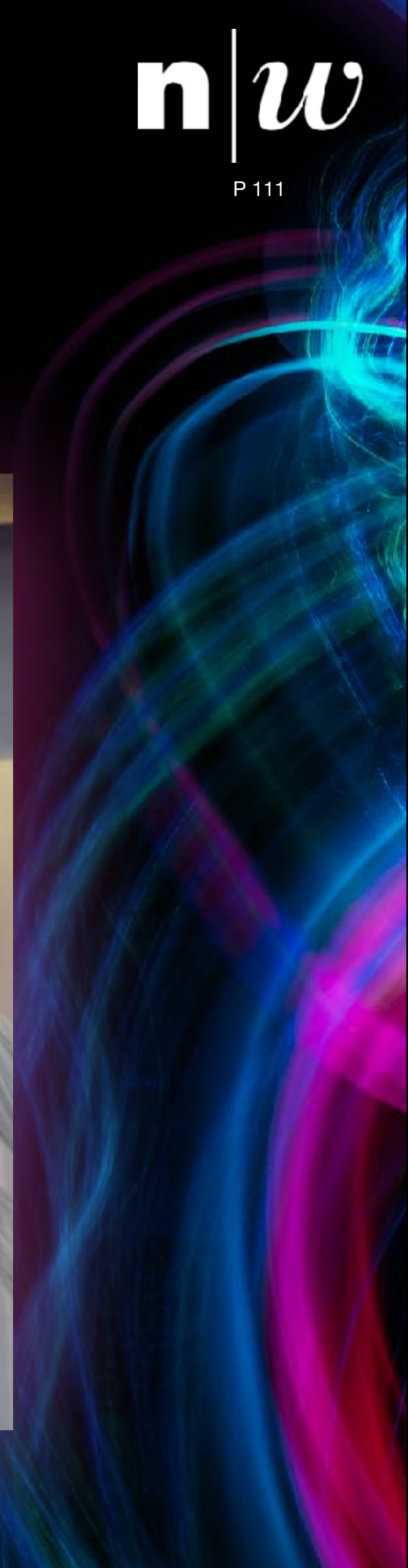
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# EARLY ADOPTER

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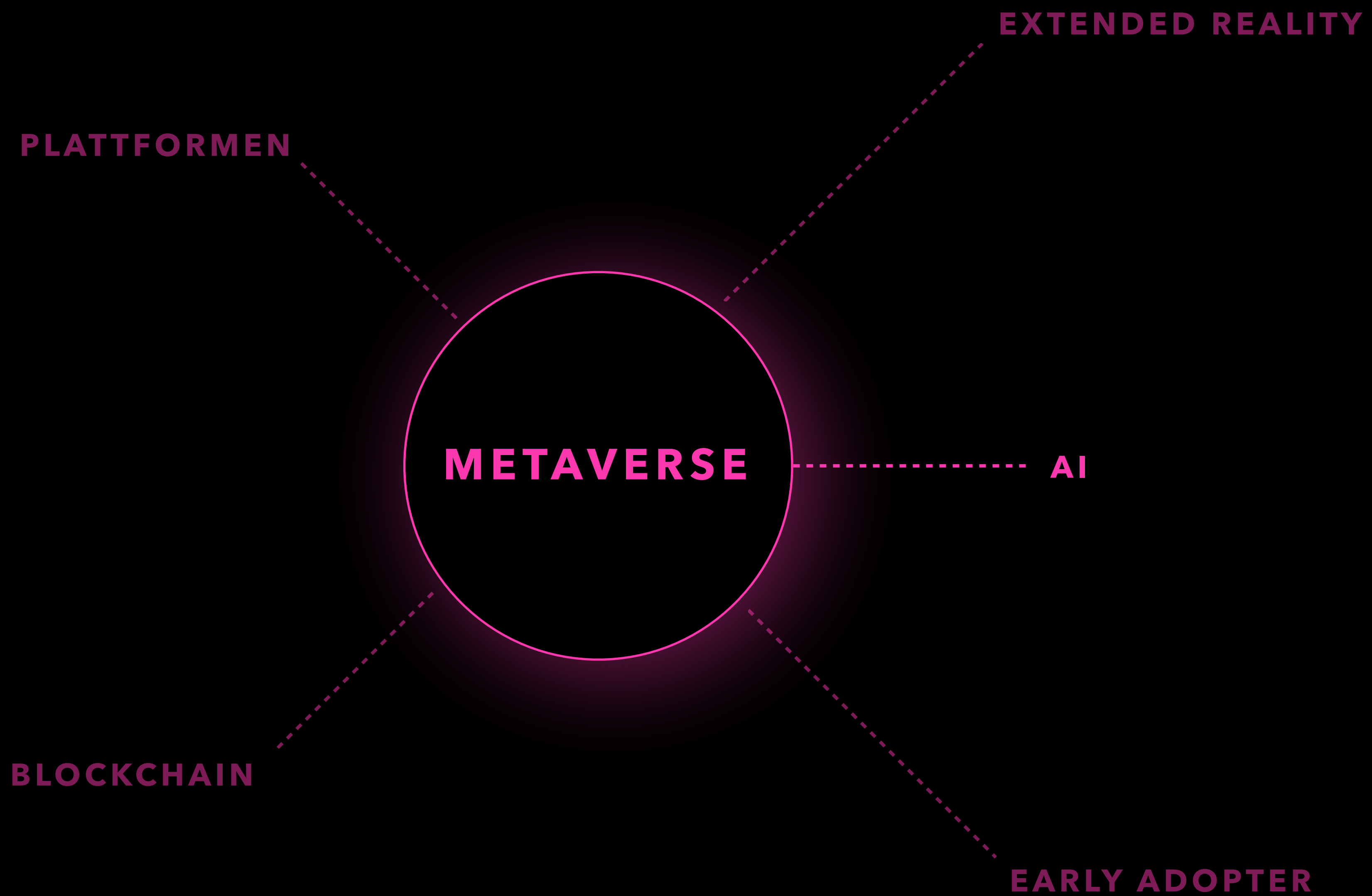


# EARLY ADOPTER

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Hallo, ich habe eine Frage zu meiner letzten Rechnung.



**Service Bot**

Lassen Sie mich kurz Ihre Telefonnummer notieren, bevor ich Sie mit dem richtigen Agenten zum Thema Rechnungen verbinde.



OK. Sie lautet 605-475-6962



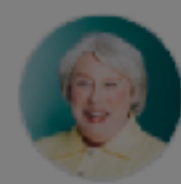


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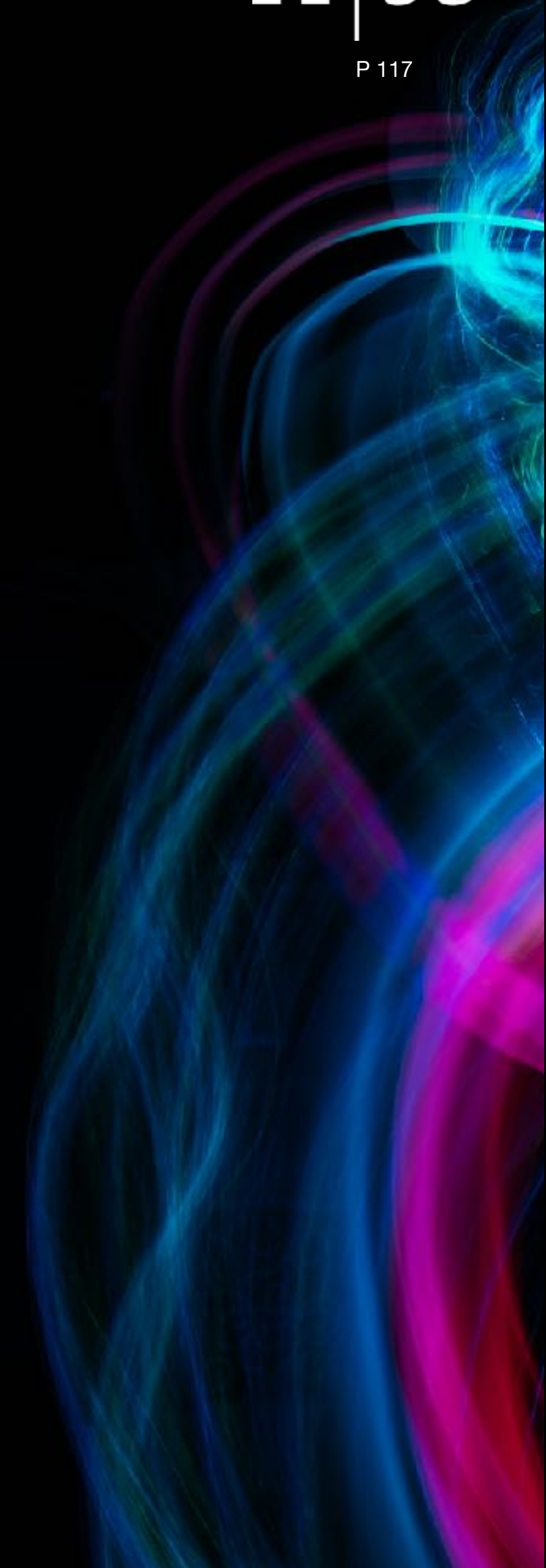
«As soon as it works, no one  
calls it AI anymore.»

John McCarthy, 1955





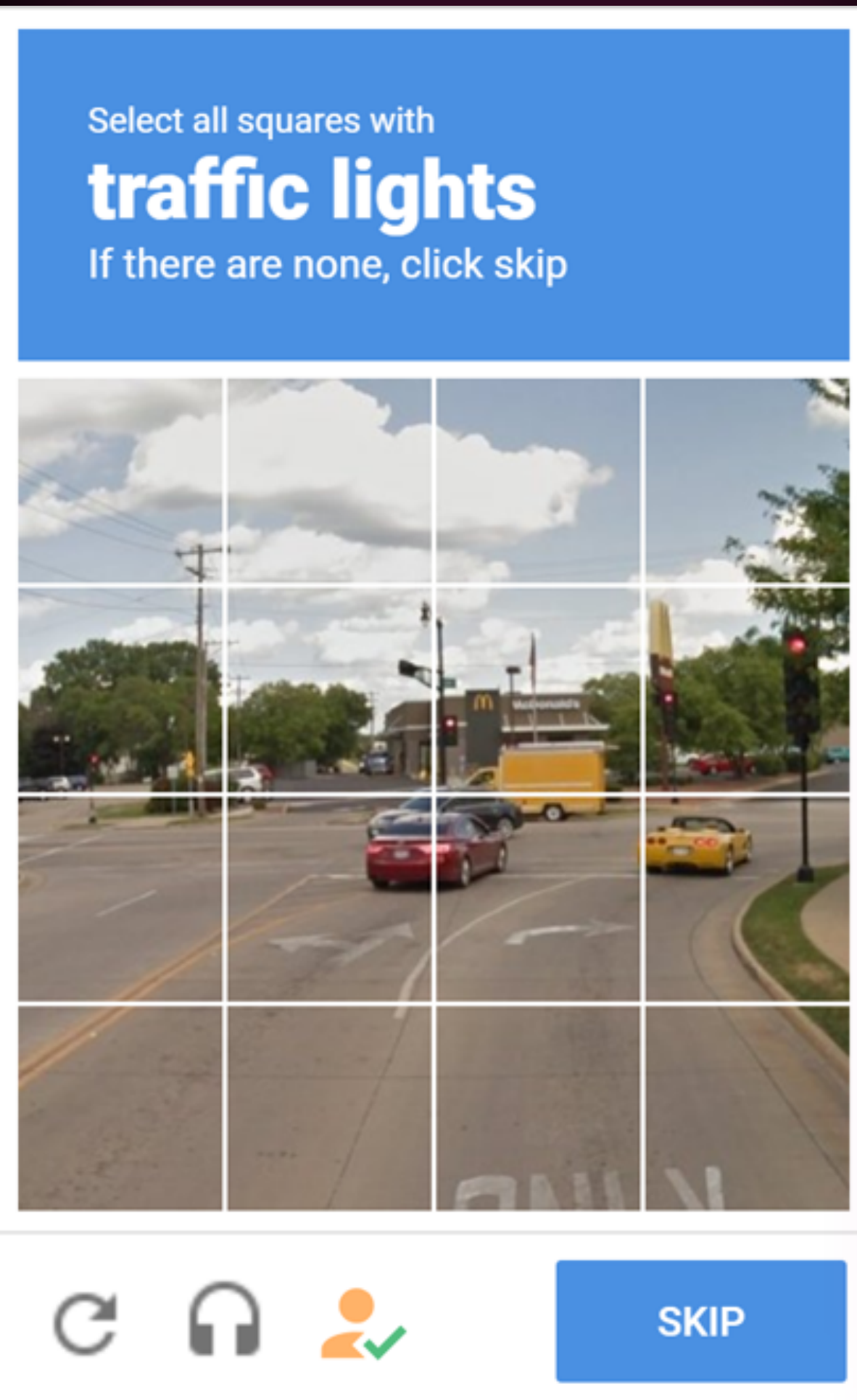
Alan Turing



«God asked Abraham to sacrifice his son Isaac because he wanted to test his faith.»

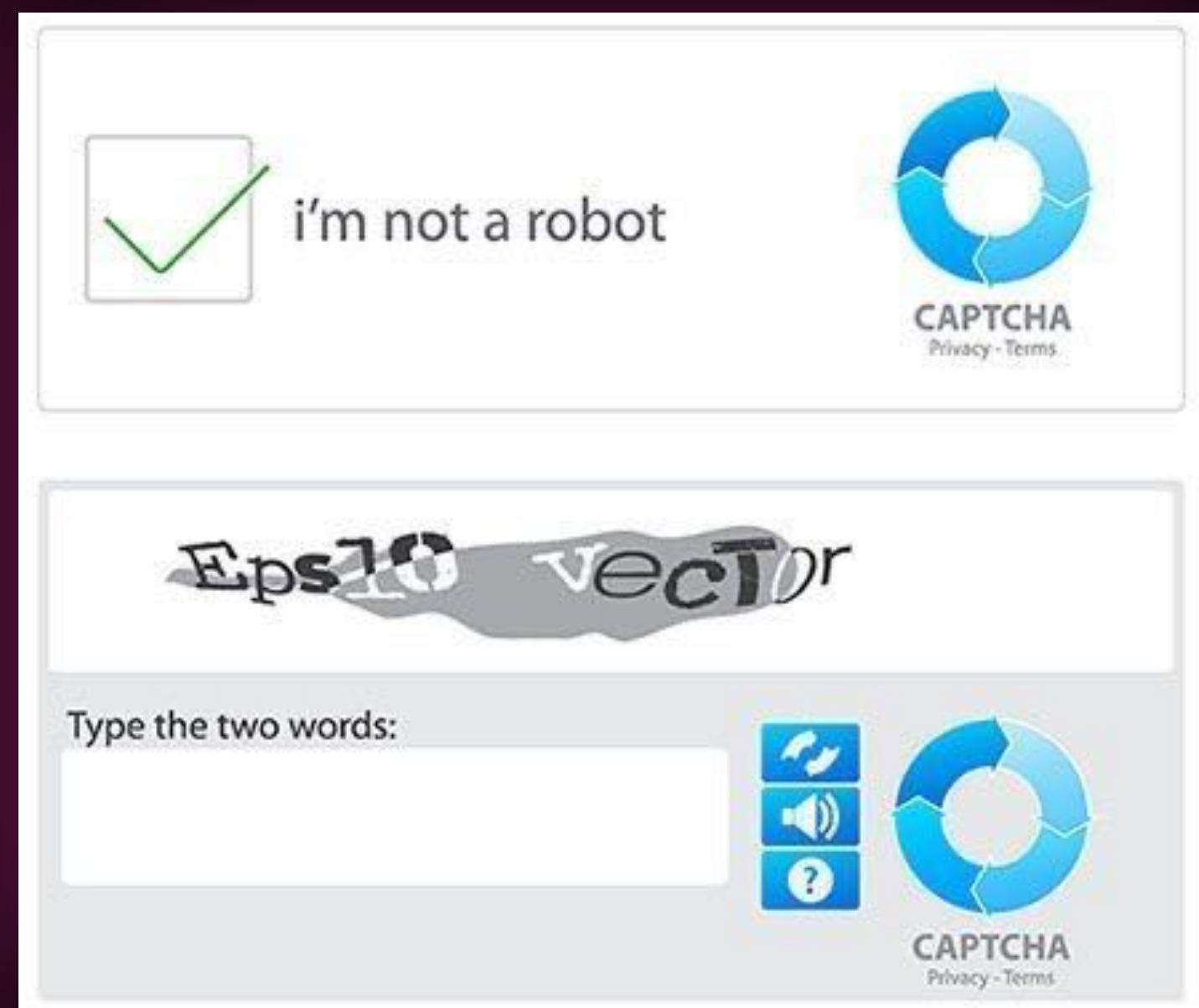
Whose son and whose faith are we talking about?





## CAPTCHA

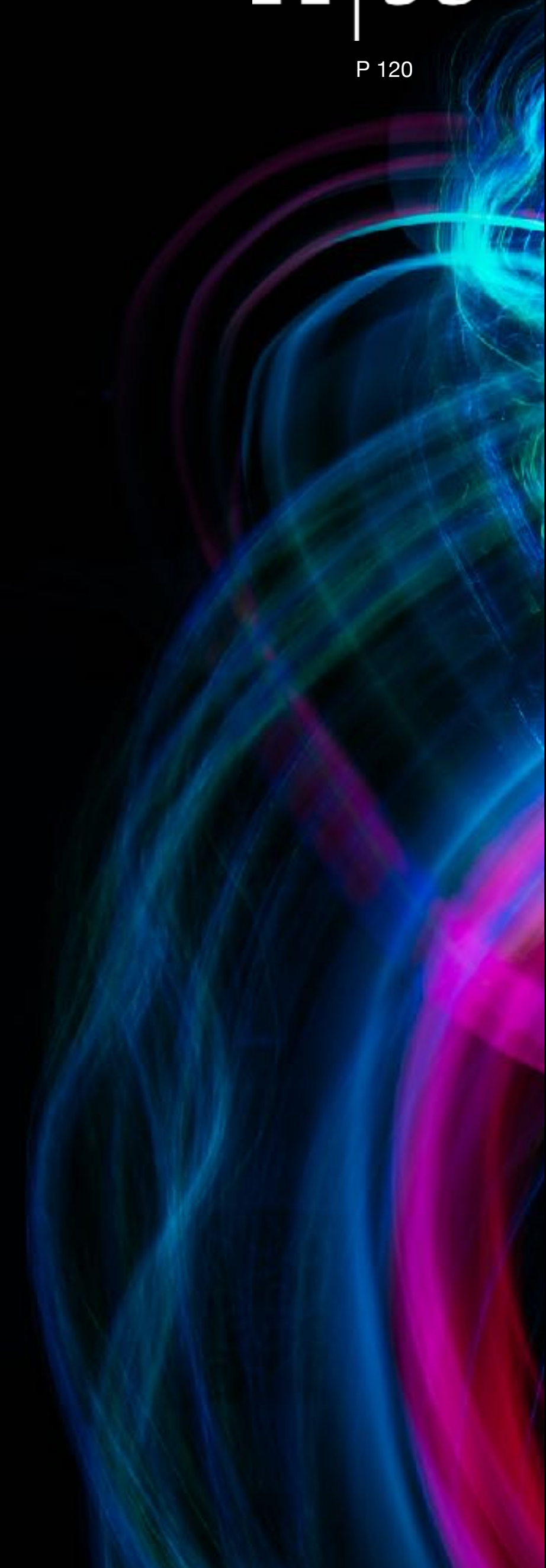
Completely Automated Public Turing test to tell Computers and Humans Apart





# OpenAI

CHAT GPT







# OpenAI

CHAT GPT

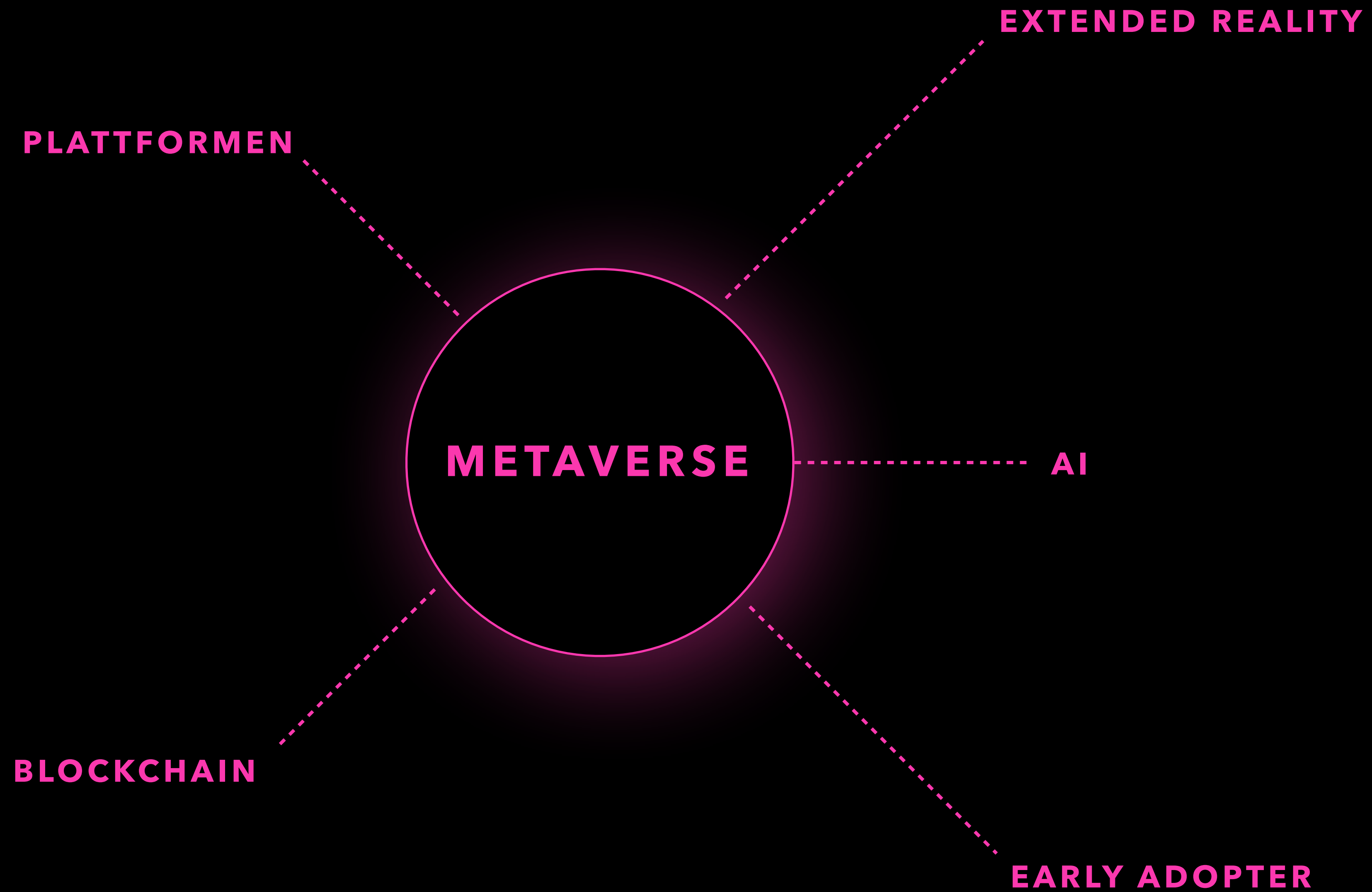
FA

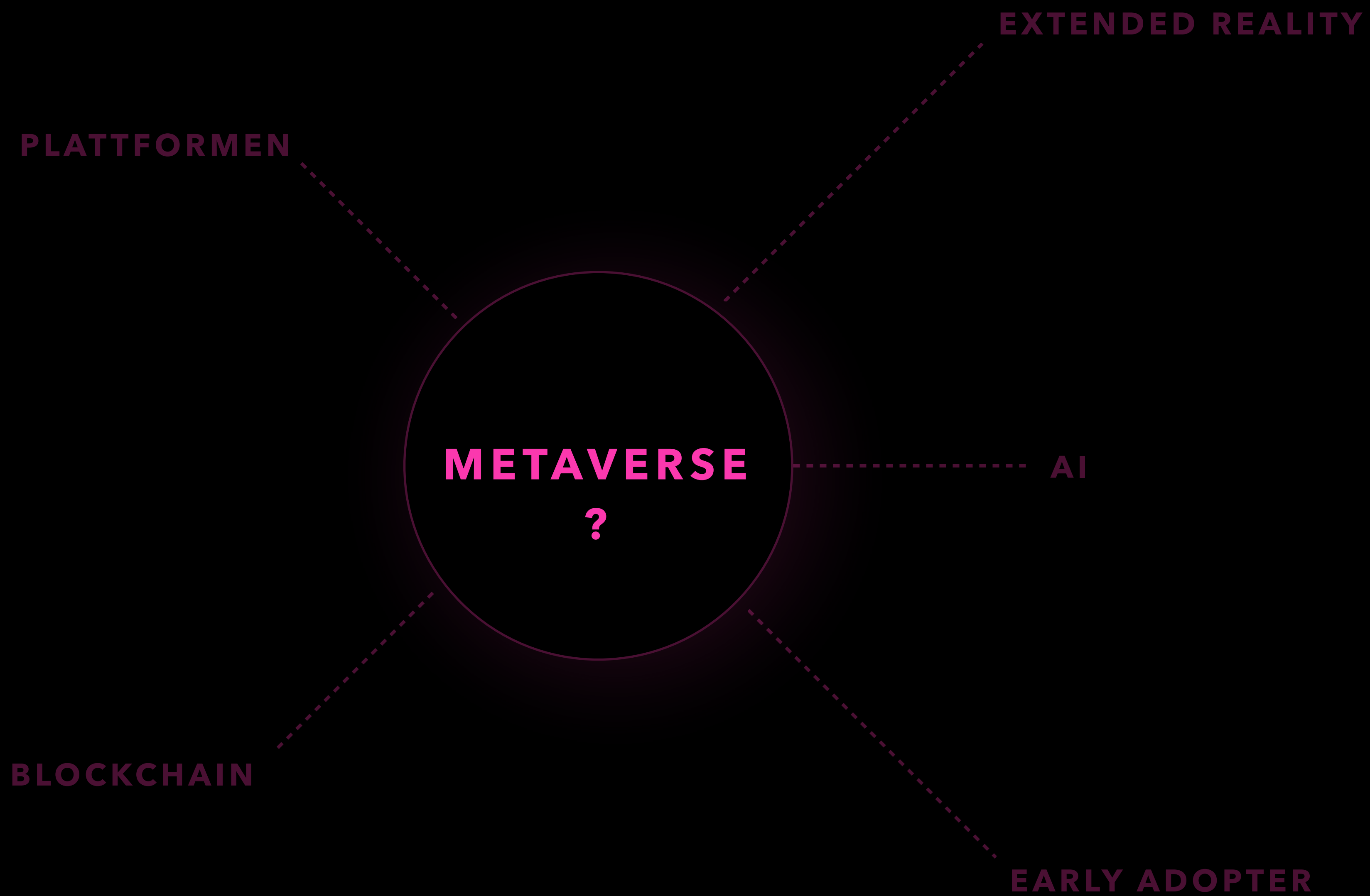
«God asked Abraham to sacrifice his son Isaac because he wanted to test his faith.»

Whose son and whose faith are we talking about?



The son being referred to is Isaac, the son of Abraham, and the faith being tested is Abraham's.

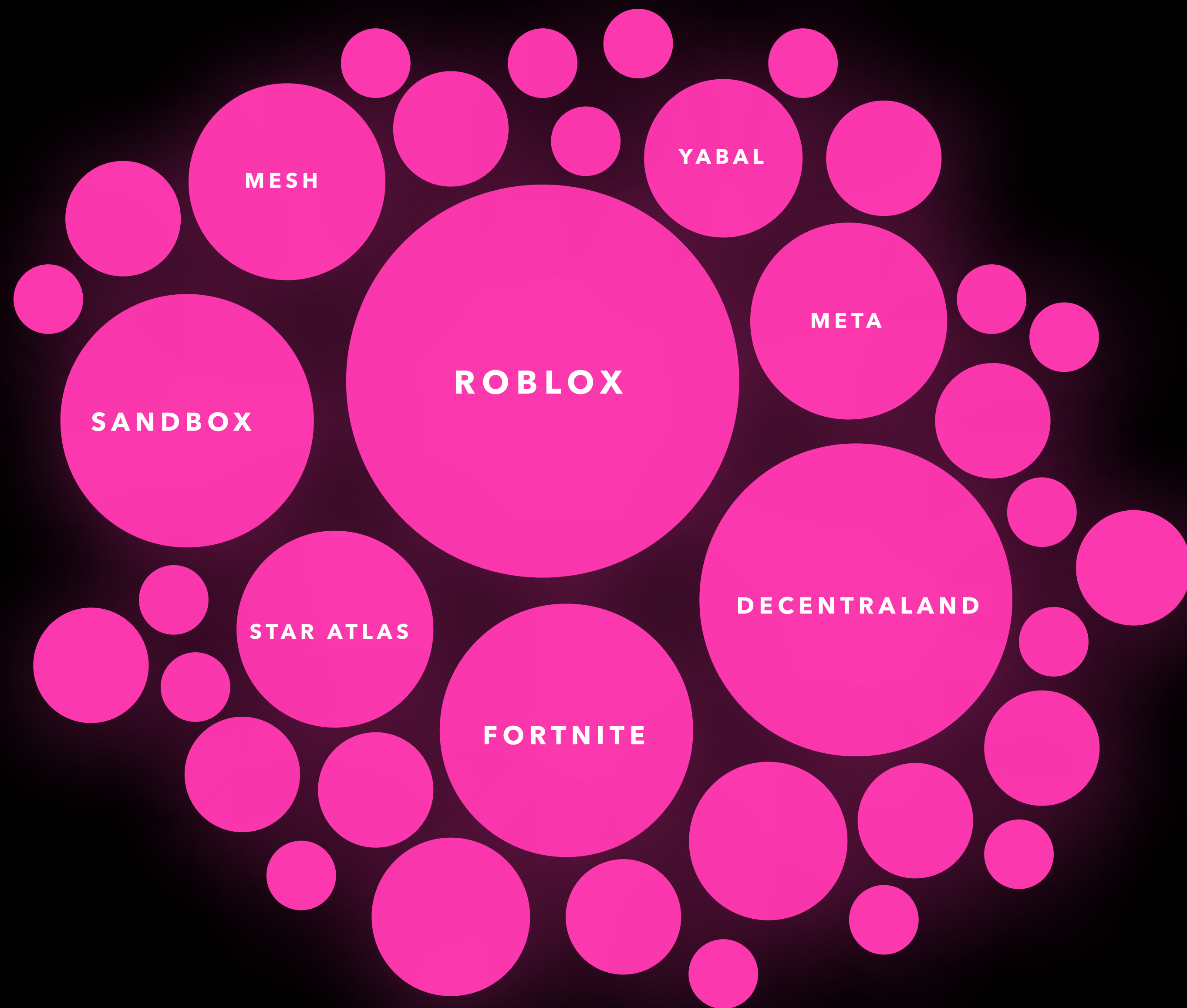


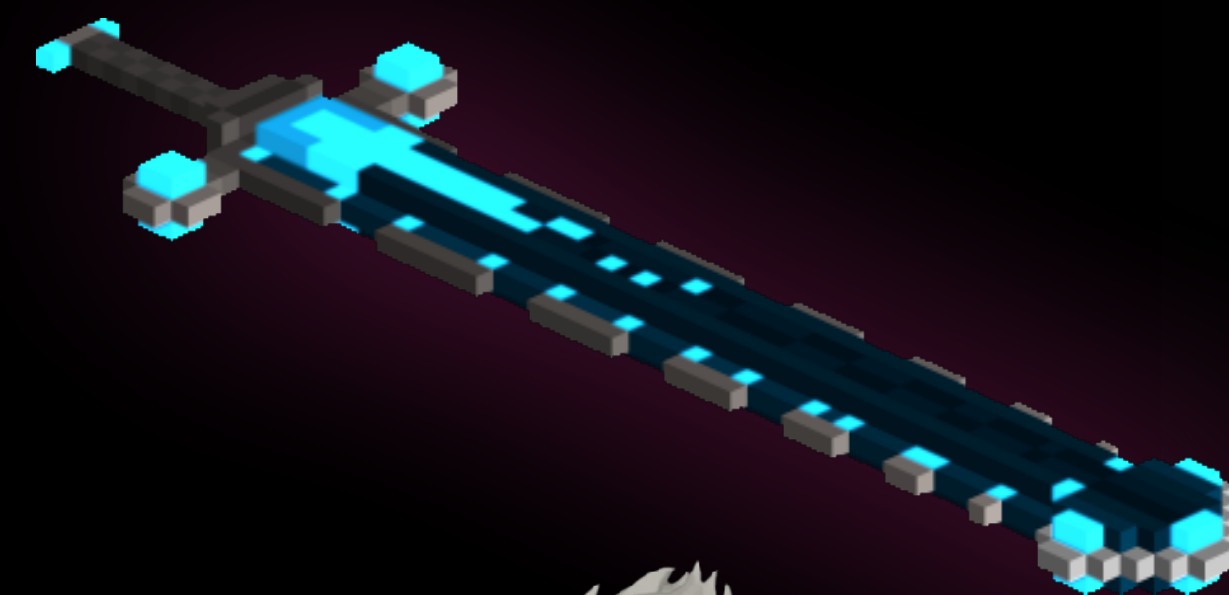
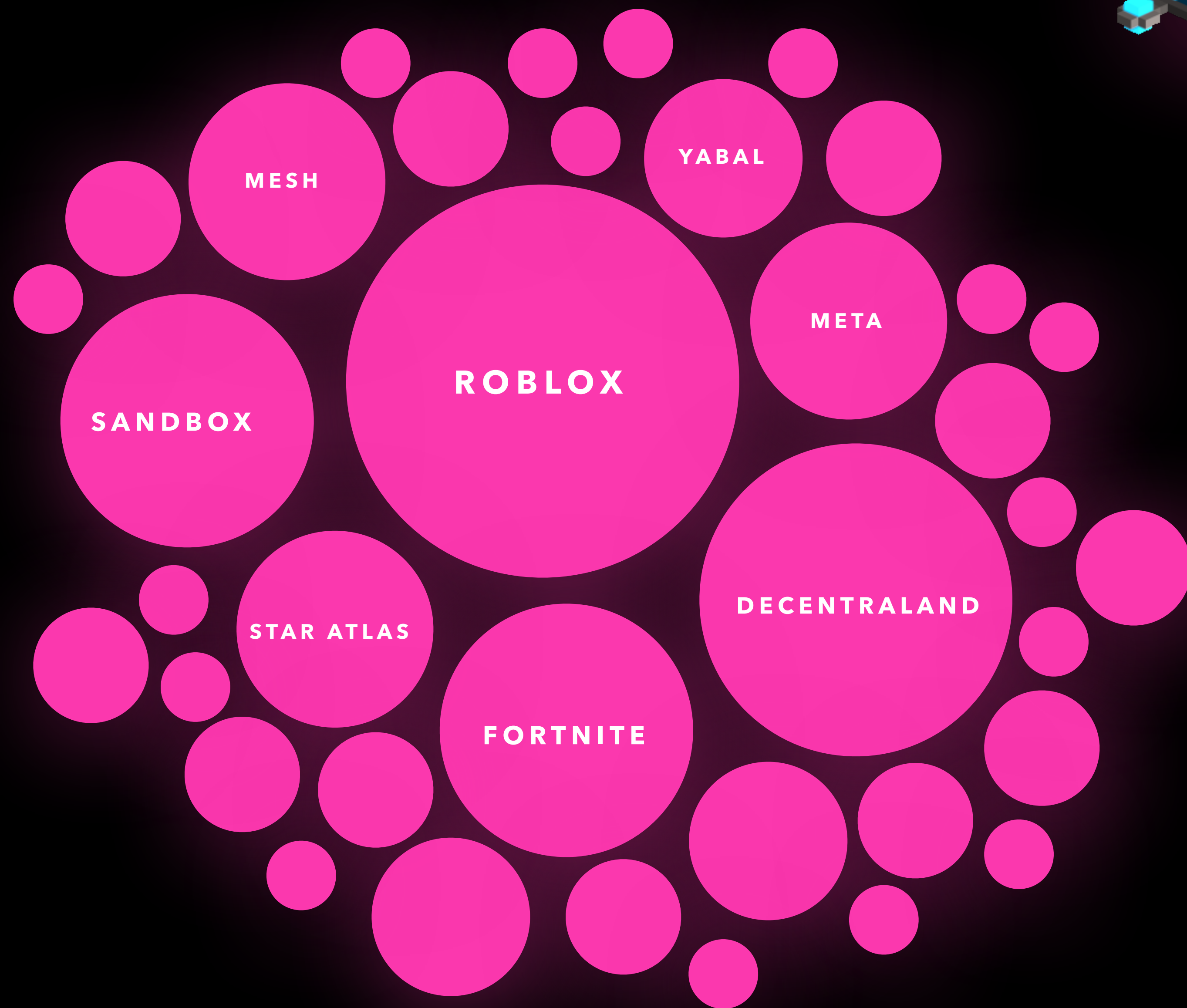


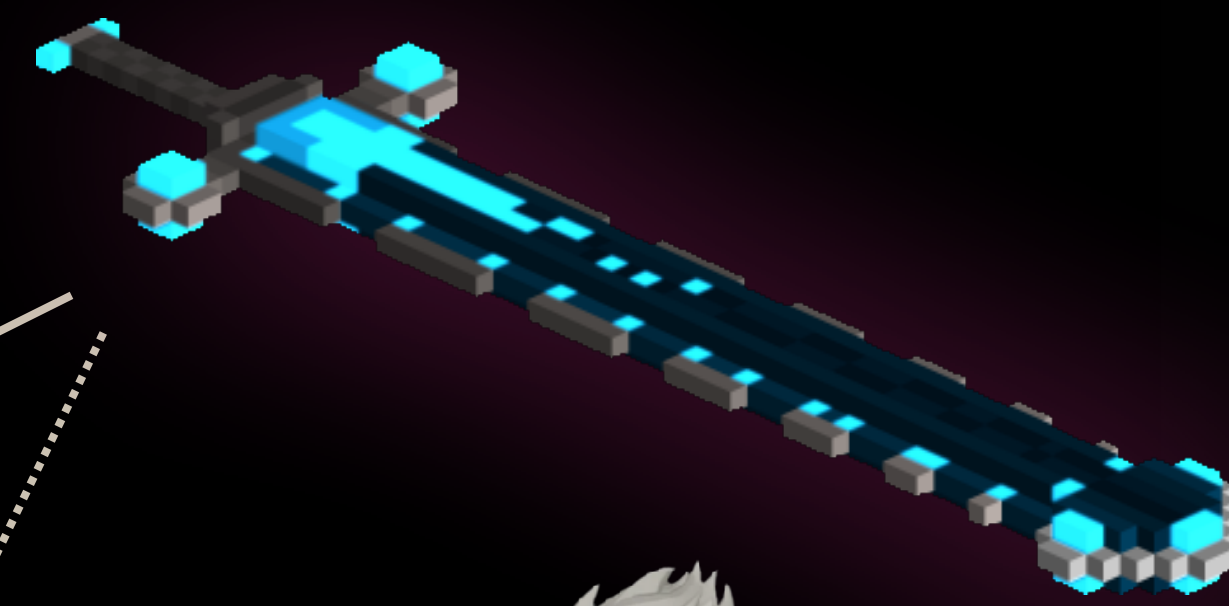
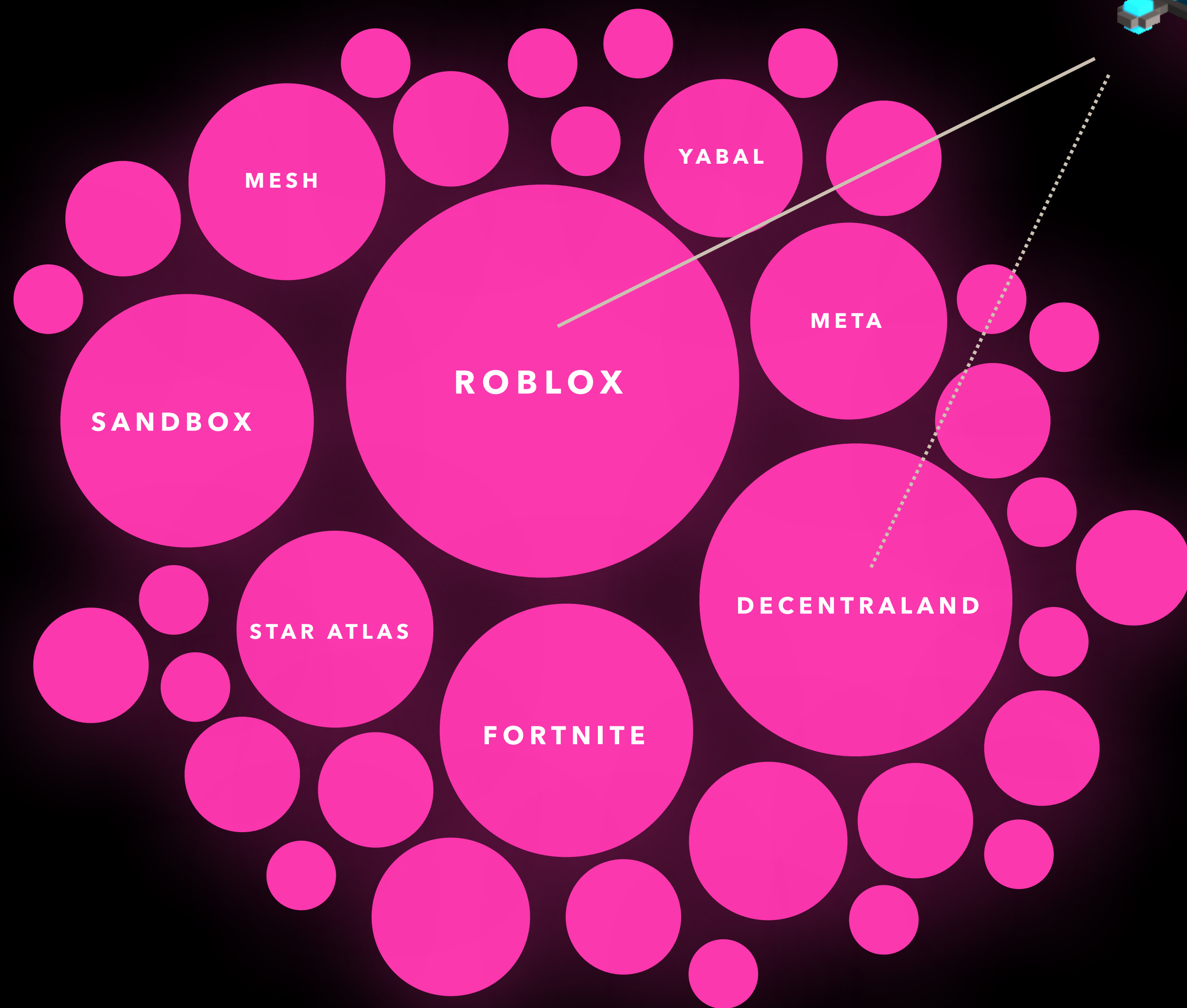
# INTEROPERABILITÄT

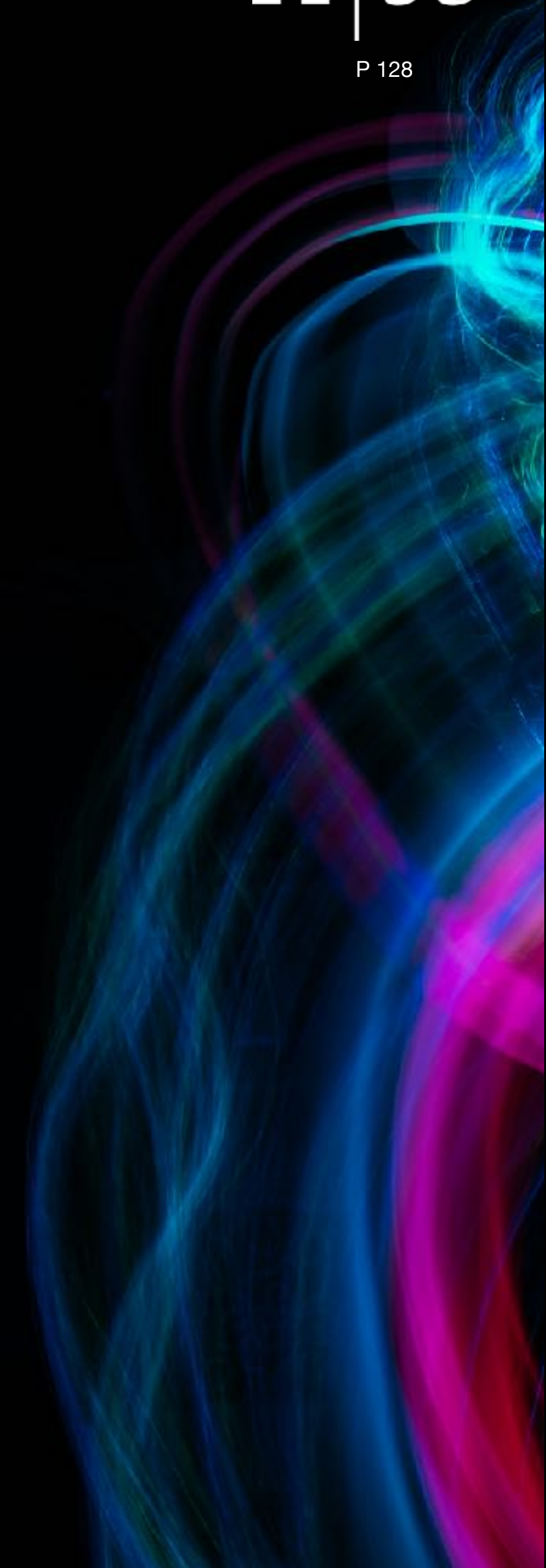
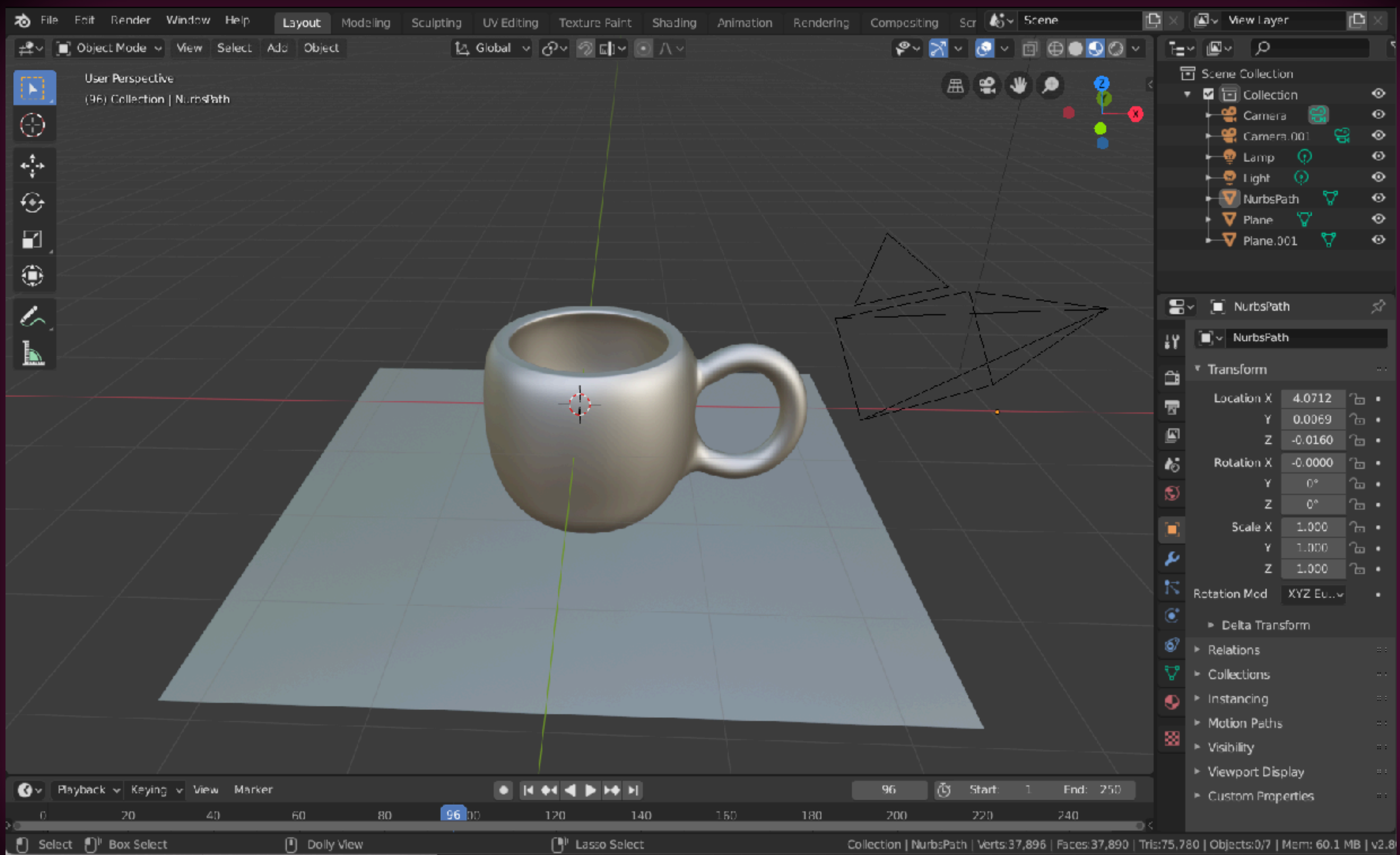


<https://www.weforum.org/reports/interoperability-in-the-metaverse/>



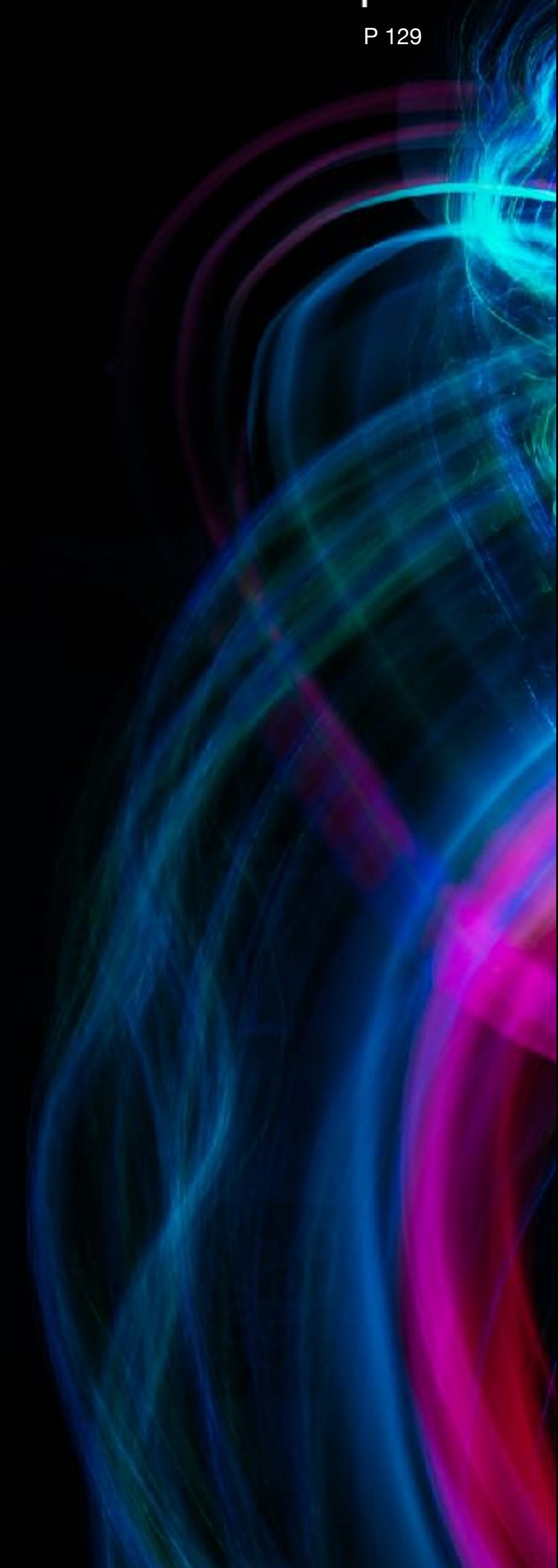
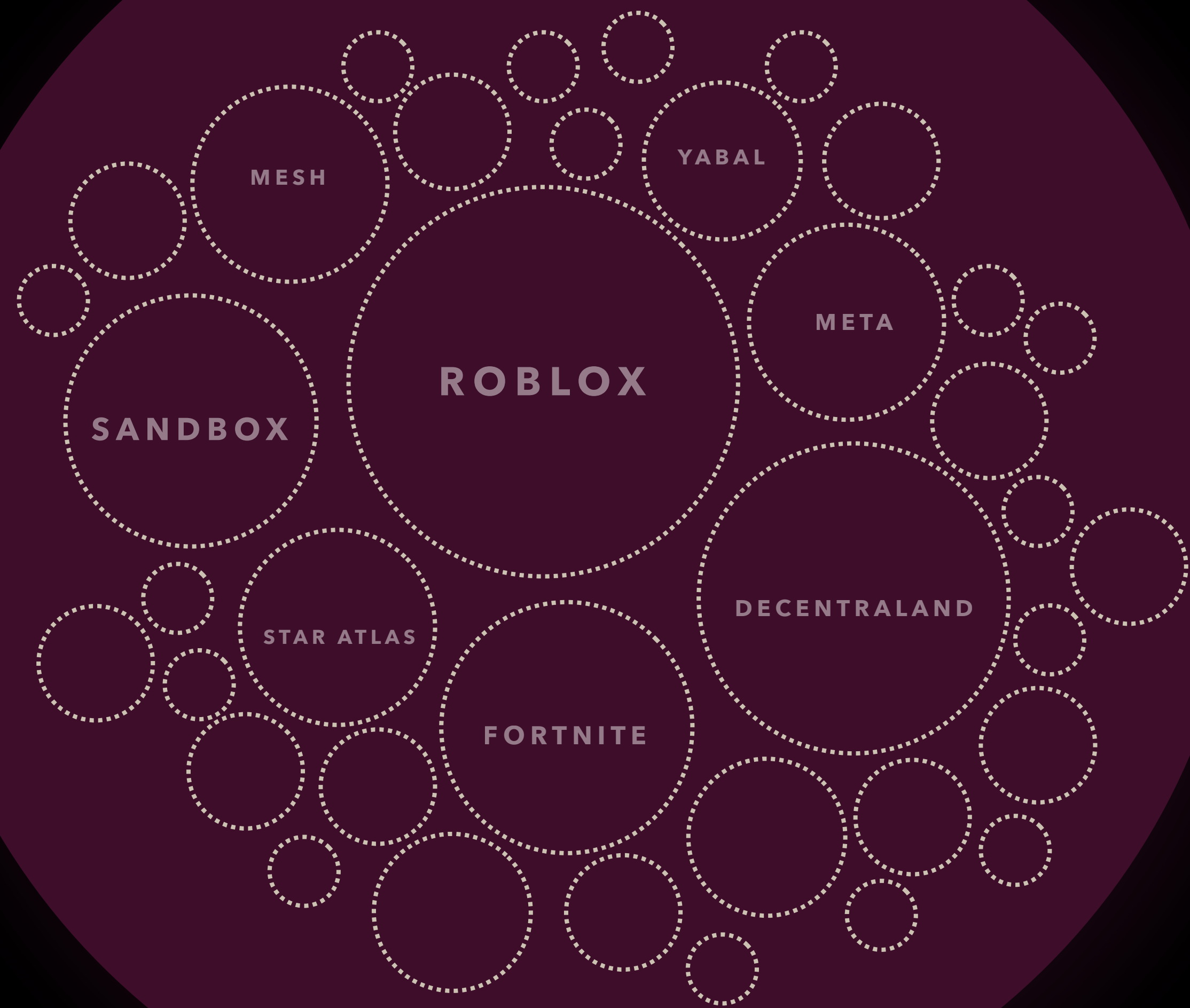




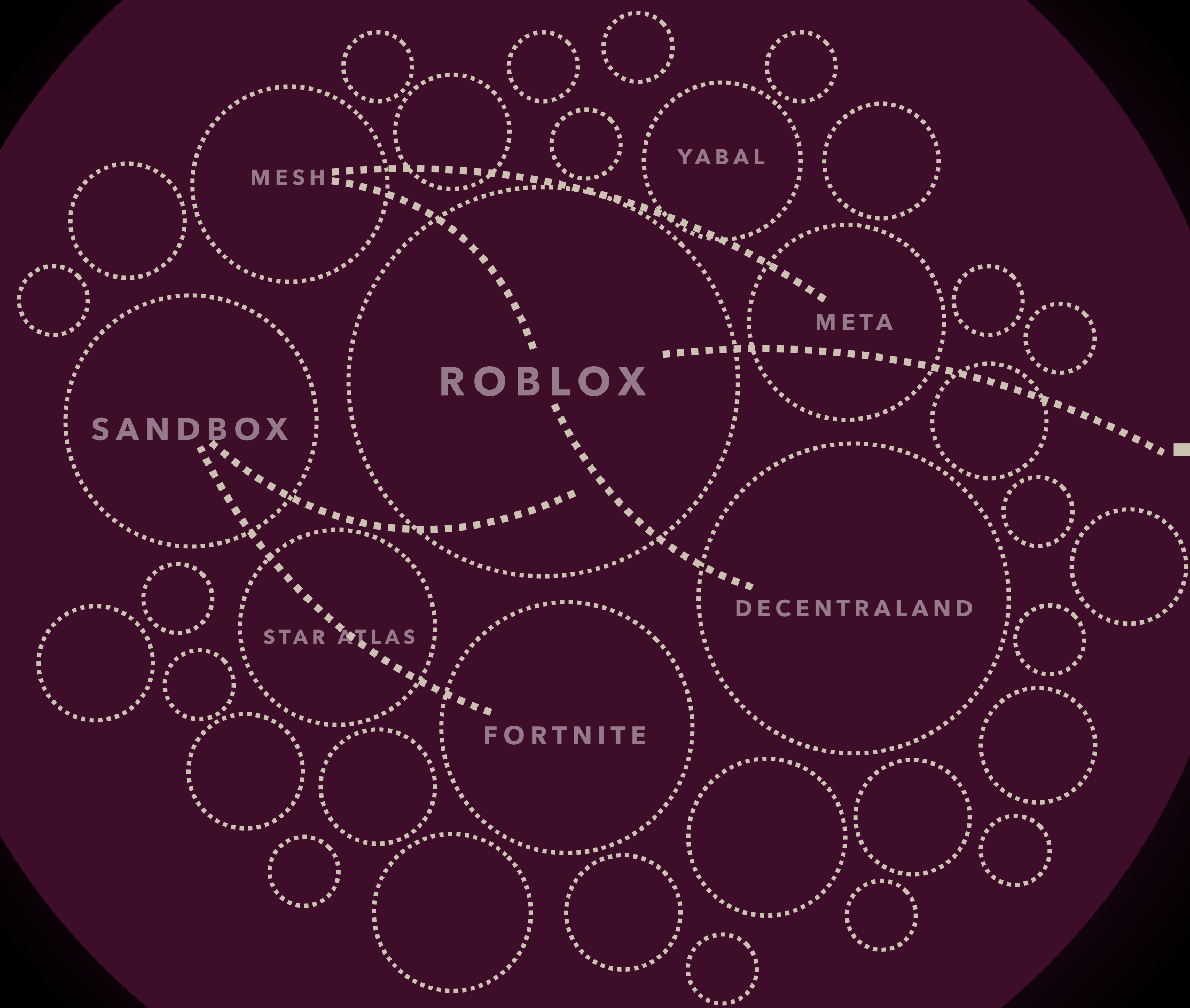




# THE METAVERSE



# THE METAVERSE



Avatar (fox)

Sword

Laptop

VR Headset

Red/White Icon

Gold Coin

Social Media Icons



# THE METAVERSE





**... AUF BALD IM METAVERSE.**



**HERZLICHEN DANK FÜR IHRE  
ZEIT UND IHR INTERESSE.**

[fabian.wicki@gestalt.ch](mailto:fabian.wicki@gestalt.ch)