

Into the Metaverse







Agenda

Metaverse ?
A bit of a history of immersive worlds

Metaverse !
Direct origins of todays metaverse

Metaverse !
State of ... art, business, technology

Avatars ?
Embodying ...

Avatars !
Accepting ...

Avatars !
From Avatars to Idols and Influencers



Goal

This class shows that the internet is evolving as any other technology, too.

The Internet is moving away from
... just being a collection of simple websites ...
... towards an interactive, immersive information space.

Fundamental concepts, (interaction) paradigms, and technologies will be examined and discussed.



Metaverse ? A bit of a history of immersive worlds



Metaverse ?



100% Reality

100% Virtuality

Milgram & Kishino (1994):
Reality-Virtuality-Continuum



Metaverse ?

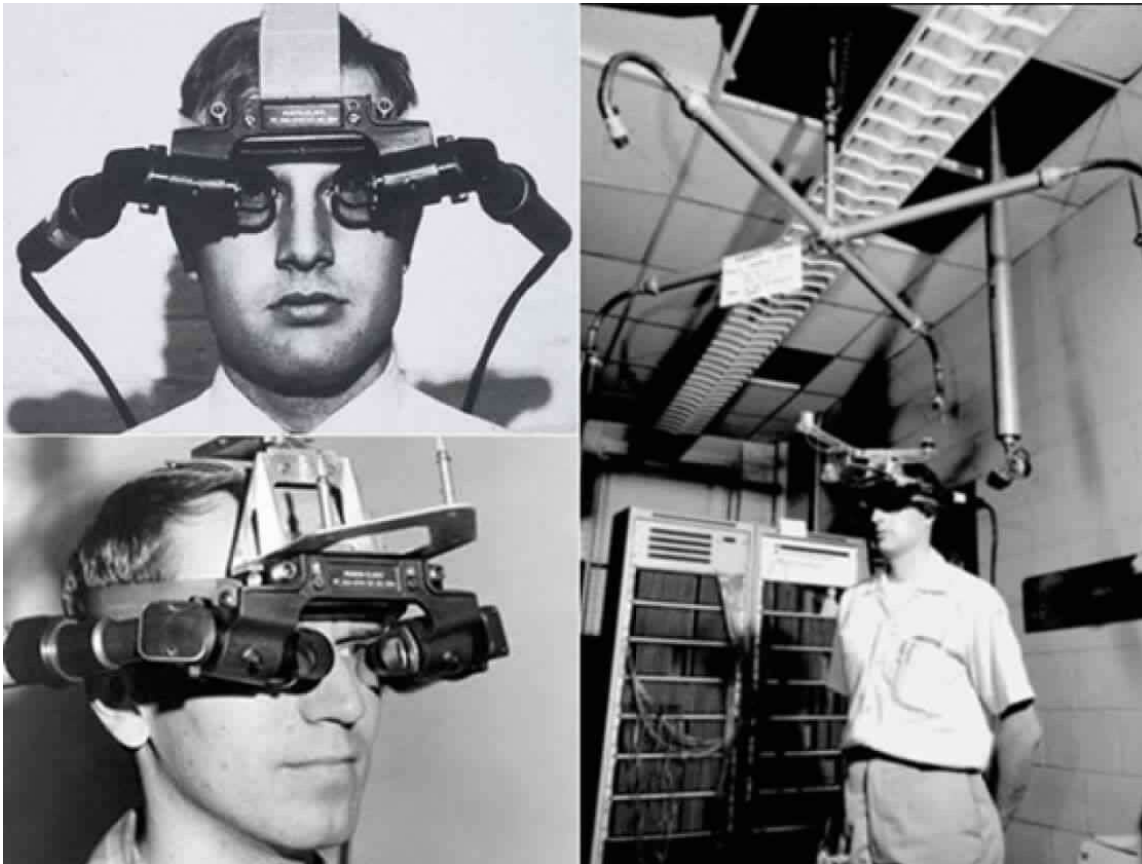


Milgram & Kishino (1994):
Reality-Virtuality-Continuum

Metaverse ? A bit of a history



Metaverse ? A bit of a history



Metaverse ? A bit of a history



Metaverse ? A bit of a history



Metaverse ? A bit of a history



Metaverse ! Direct origins of today's metaverse



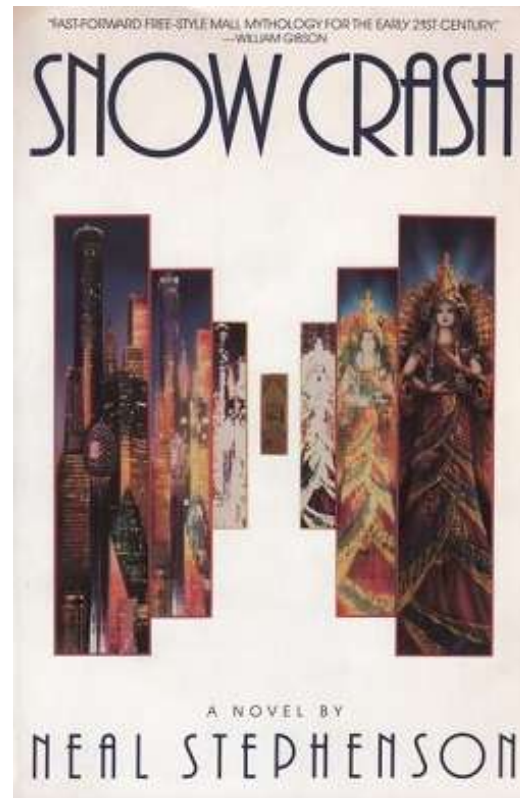
Metaverse ! Direct origins



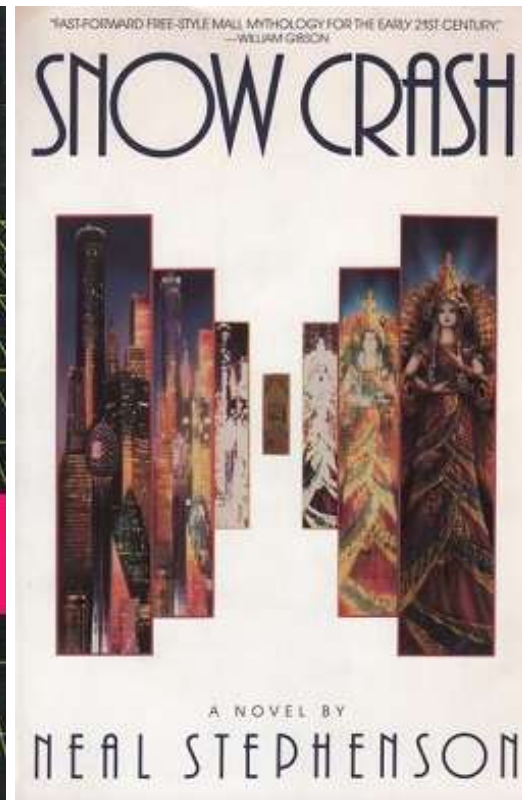
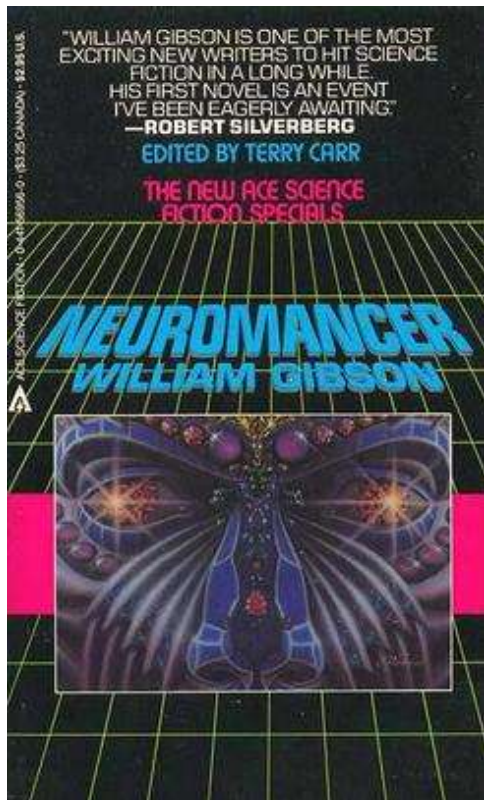
"You can think of the metaverse as a embodied manifestation of the internet.

In there you don't just view content, ...
... but immerse yourself in it and
exist within it."

Metaverse ! Direct origins



Metaverse ! Direct origins



Metaverse ! Direct origins



"In the internet of the future, ...
... the real world ...
... will merge with ...
... the virtual world."



Metaverse !
State of ...
... art, business, technology

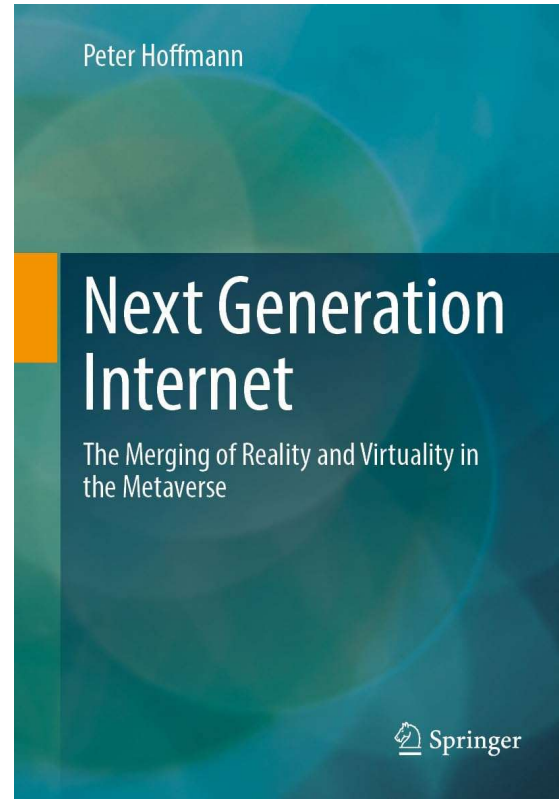
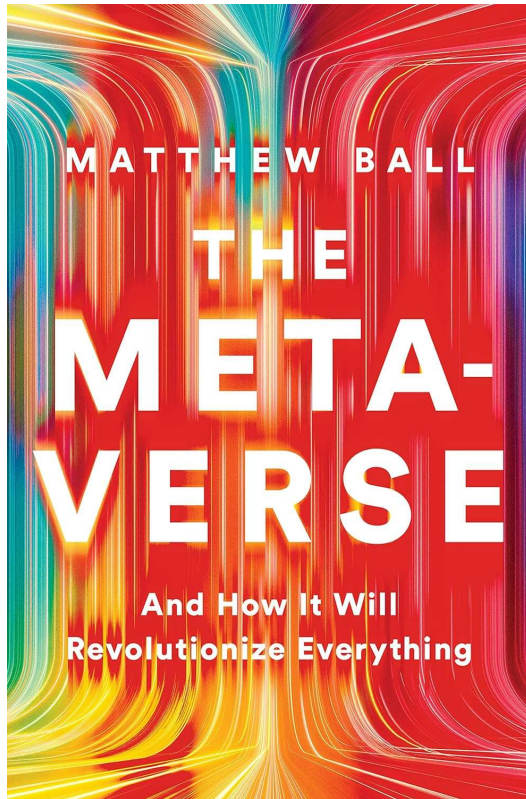


Metaverse ! State of ... the theory

"In the internet of the future, ...
... the real world ...
... will merge with ...
... the virtual world."

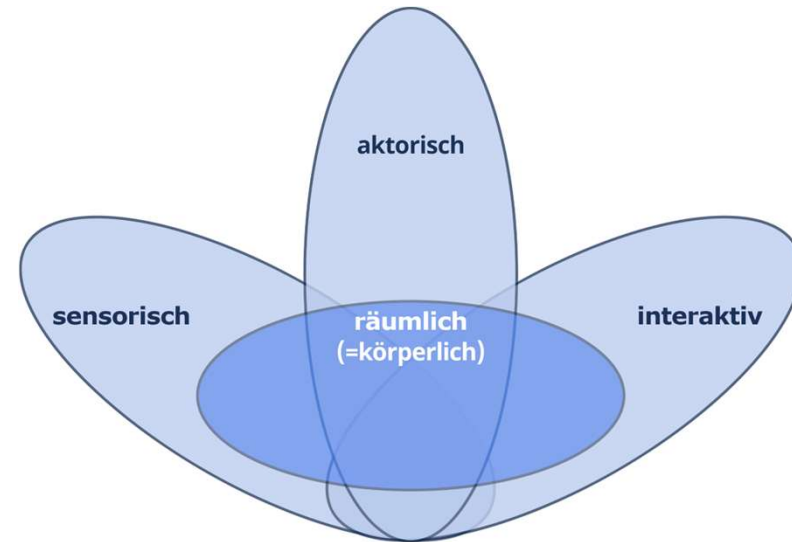


Metaverse ! State of ... the theory



Metaverse ! State of ... the theory

"In the internet of the future, ...
... the real world ...
... will merge with ...
... the virtual world."



Metaverse ! State of ... the theory

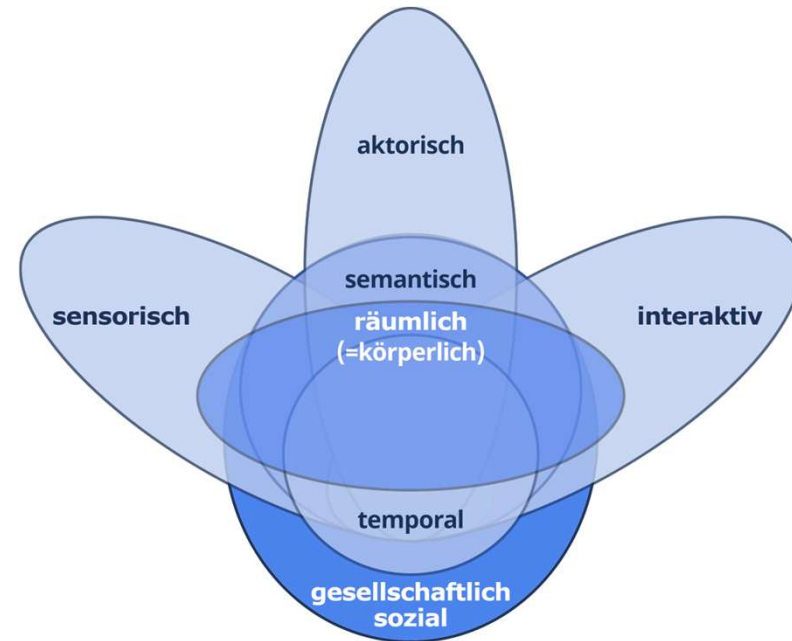
"In the internet of the future, ...
... the real world ...
... will merge with ...
... the virtual world."



Metaverse ! State of ... the theory



"In the internet of the future, ...
... the real world ...
... will merge with ...
... the virtual world."



Metaverse ! State of ... business



The digital 49ers !

Metaverse ! State of ... business



**You can have it any color you like.
As long as its black.**
Henry Ford (1909)



Metaverse ! State of ... business

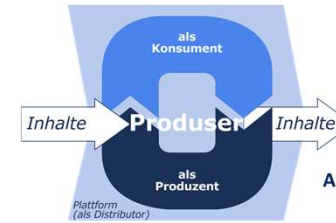


You can have it any color you like.
As long as its black.
Henry Ford (1909)

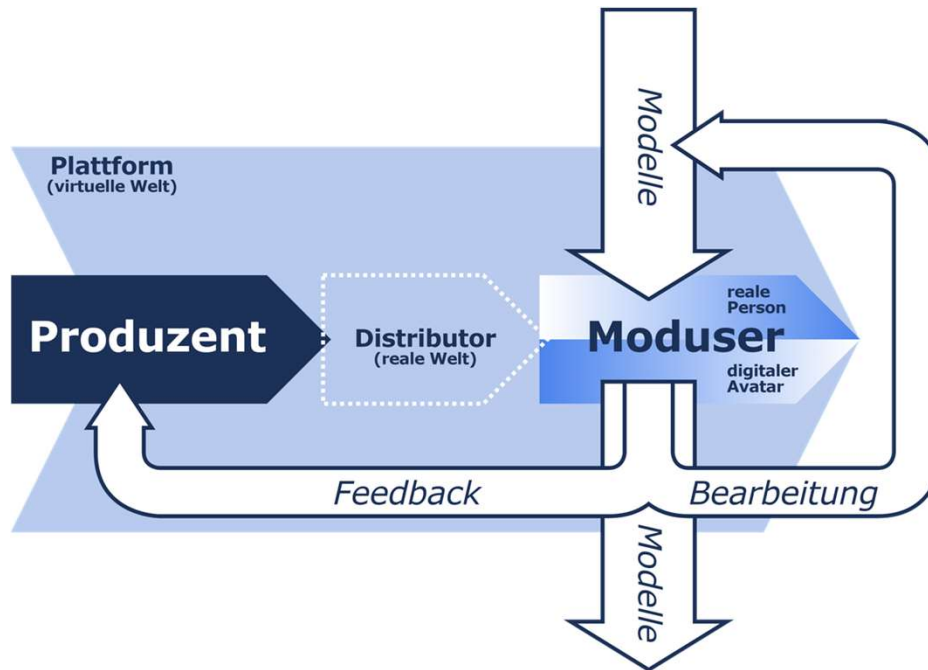


Feedback

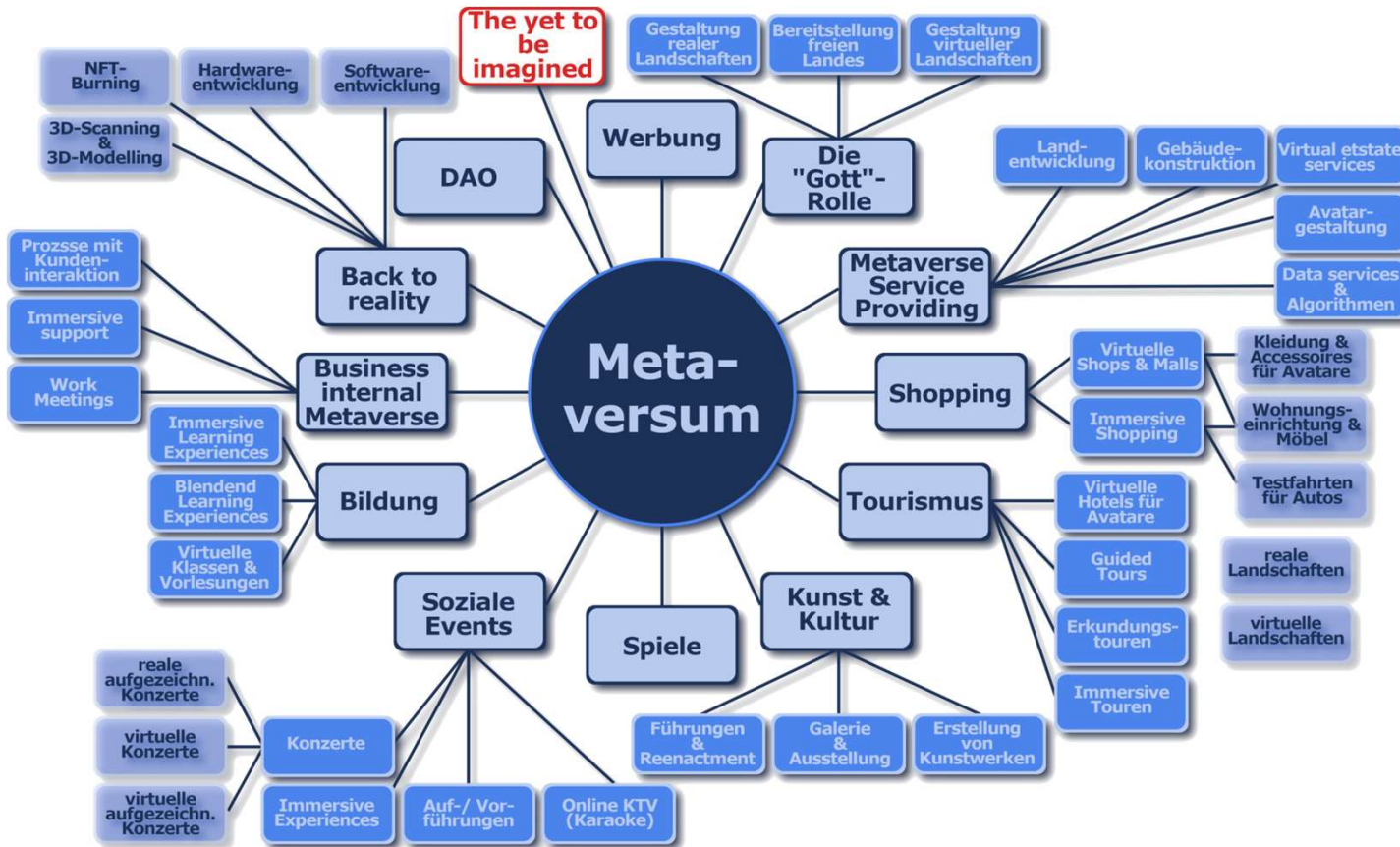
Alvin Toffler (1980)
Prosumtion



Axel Bruns (2007)
Produsage



Metaverse ! State of ... business



Metaverse ! State of ... the art



amejika

CRYPTONAUT #b4

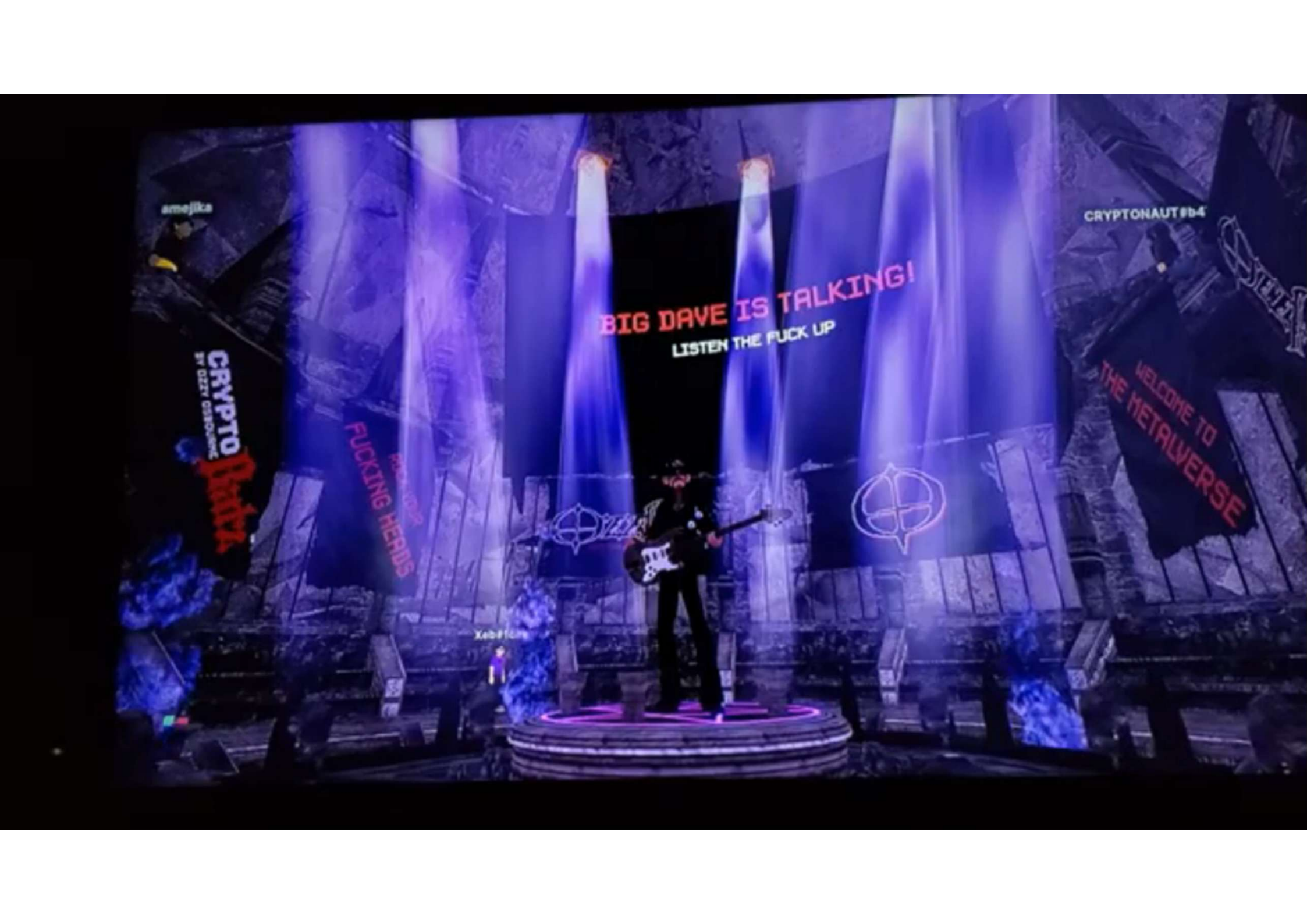
BIG DAVE IS TALKING!
LISTEN THE FUCK UP

CRYPTO
Punks
BY DZET OSOQUINE

FUCKING HEADS

WELCOME TO
THE METALVERSE

Xebifone



Avatars ?



Avatars ? Embodying the ...



The term ‘**avatar**’ comes from one of the Indian languages, Sanskrit:
अवतार (Avatāra)

The term means ‘descent’ and describes the descent of an (Indian) deity to Earth.



Avatars ? Embodying the ...



An avatar is a character that represents **the user** in a digital world.

- The avatar can simply be a stand-in that appears on a website in place of the user's picture.
- In that case, it is **passive**, like a picture.
- The avatar can be a game character that is controlled by the user through the game world.
- In that case, it is an **active** stand-in. It does things there that the user would also do.



1105

Avatars !



Kyoko Date
Horipro (1996)



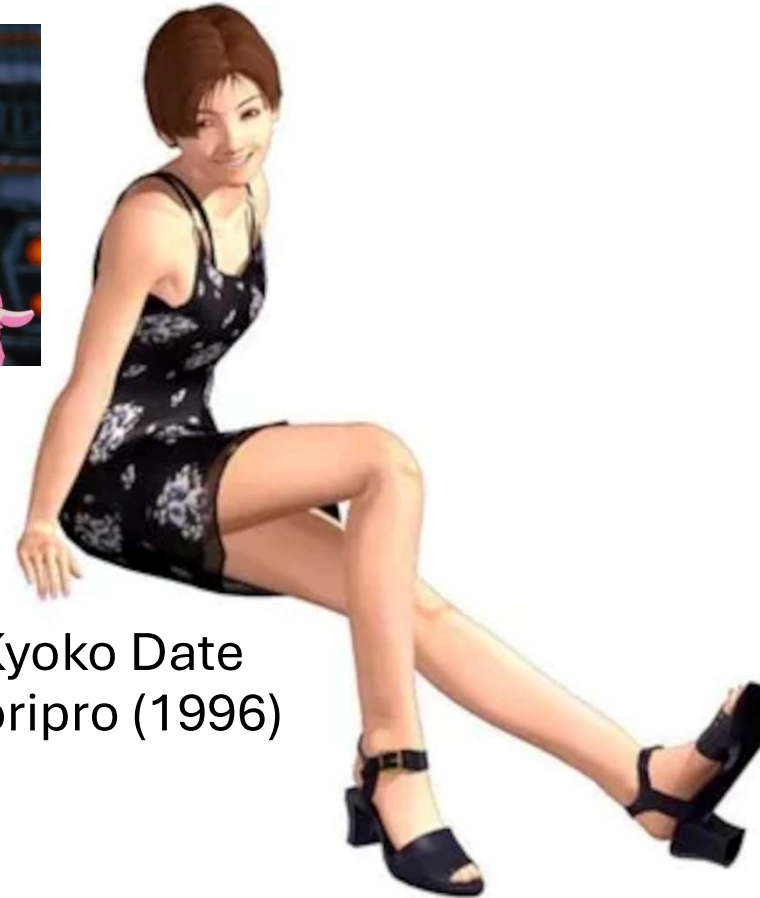
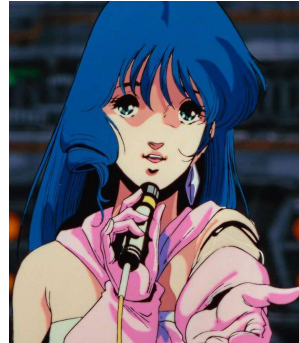
Avatars !



Lynn Minmay

“Super Dimension Fortress Macross”
(1982)

→ franchising music outside of the anime



Kyoko Date
Horipro (1996)

Shiori Fujisaki

character in the video game „Tokimeki Memorial“

(Konami, 1994)

→ Musik-CDs

Fanclubs

Merchandise

Radio events

Anime events

Live-Events

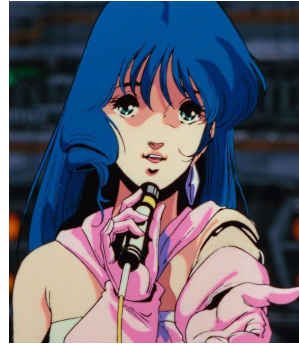


Avatars !



Lynn Minmay
 “Super Dimension Fortress Macross”
 (1982)

→ franchising music outside of the anime



Shiori Fujisaki
 character in the video game „Tokimeki
 Memorial“
 (Konami, 1994)

- Musik-CDs
- Fanclubs
- Merchandise
- Radio events
- Anime events
- Live-Events



Kyoko Date
 Horipro (1996)



Max Headroom
 Channel 4 (GB, 1984)

Avatars ! Embodying ...



Embodying ... !



Embodying ... !



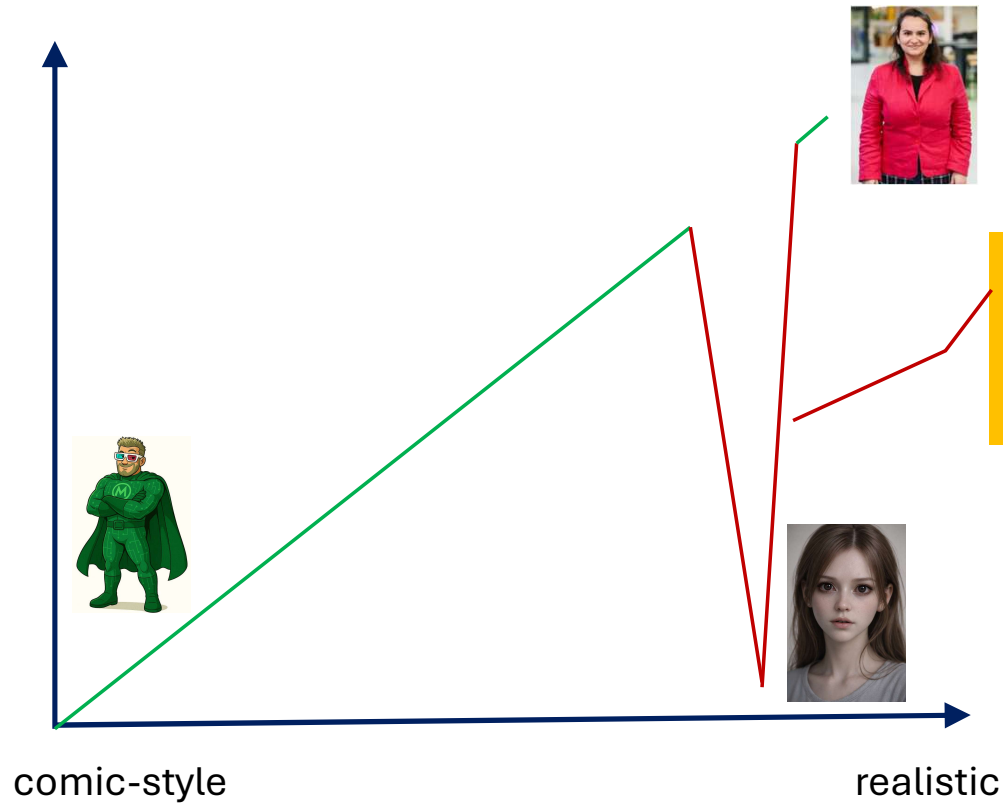
Embodying ... !



Accepting the visuals !



Acceptance
(as a person)

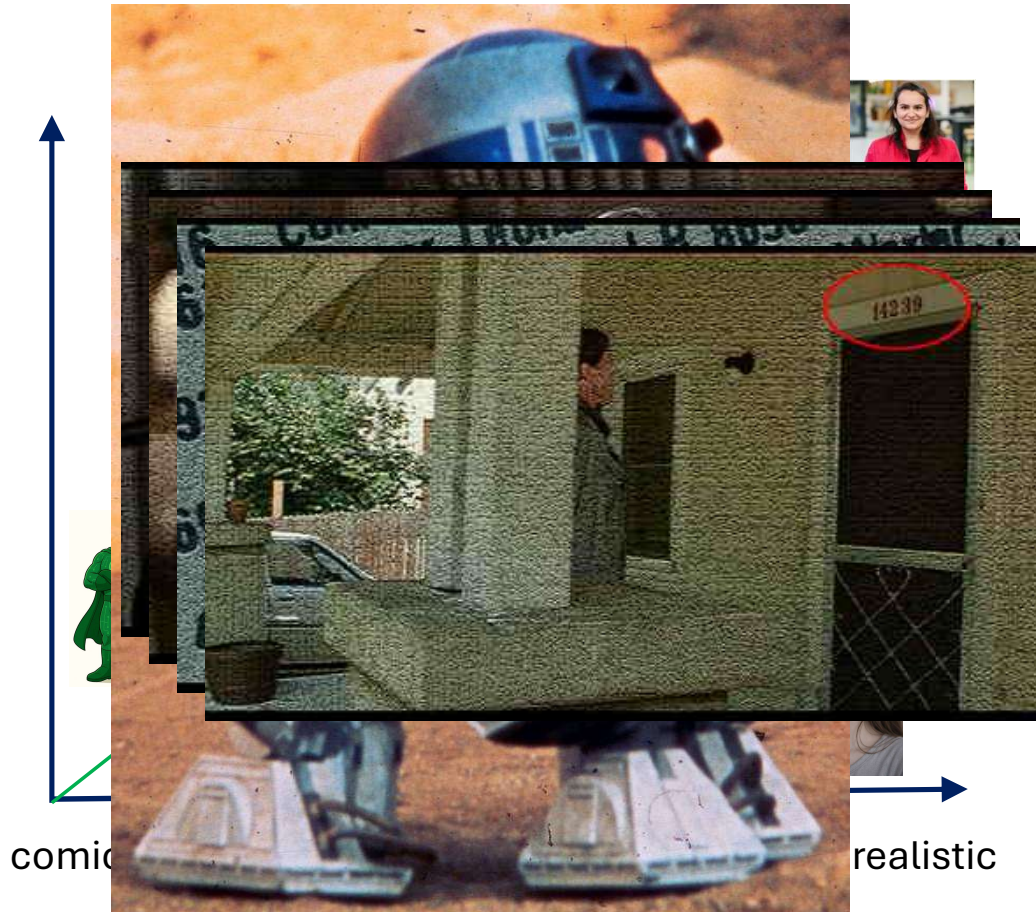


The "**Uncanny Valley**":
A stage just before full photorealism,
in which the user is unsure whether a
figure is human or not.

Avatars ! State of ...

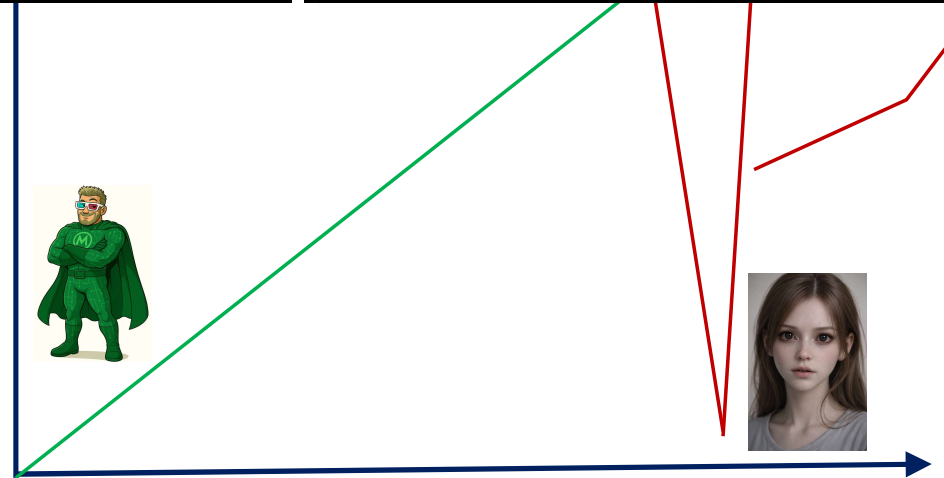


Acceptance
(as a person)



The "**Uncanny Valley**":
A stage just before full photorealism,
in which the user is unsure whether a
figure is human or not.

... more than just the
visuals !



comic-style

realistic

The "Uncanny Valley":
A stage just before full photorealism,
in which the user is unsure whether a
figure is human or not.

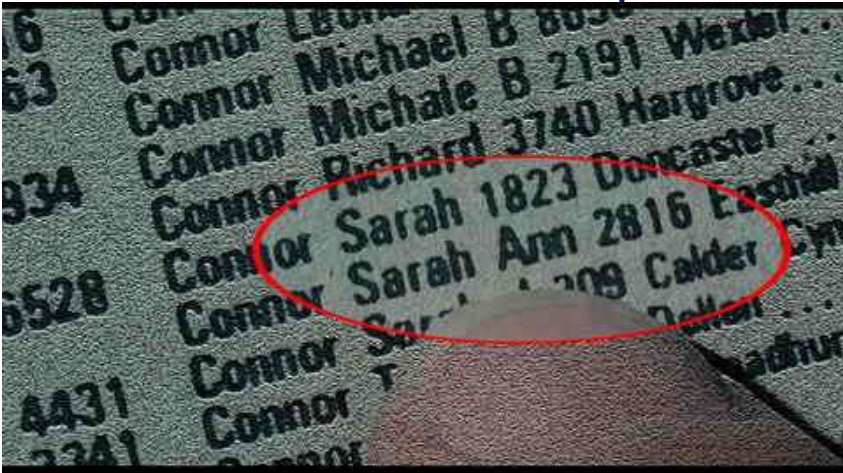
... much more
than just the visuals !





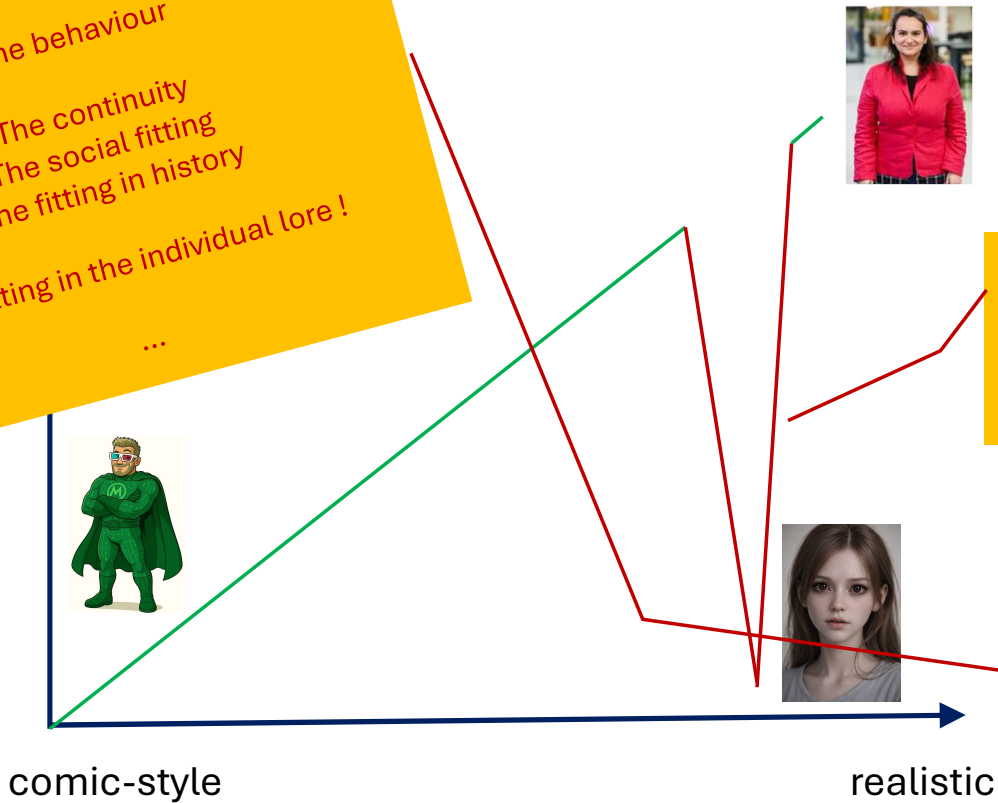
The "**Uncanny Valley**":
A stage just before full photorealism,
in which the user is unsure whether a
figure is human or not.

... much more
than just the visuals !



Accepting everything !

The visuals
The audios
The moving
The behaviour
The continuity
The social fitting
The fitting in history
The fitting in the individual lore !
...




The "Uncanny Valley":
A stage just before full photorealism,
in which the user is unsure whether a
figure is human or not.

... much more
than just the visuals !

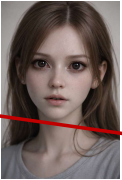


Accepting

...ing!



- The visuals
- The audios
- The moving
- The behaviour
- The continuity
- The social fitting
- The fitting in history
- The fitting in the individual lore !
- ...



comic-style

realistic

The "Uncanny Valley":
A stage just before full photorealism,
in which the user is unsure whether a
figure is human or not.

... much more
than just the visuals !



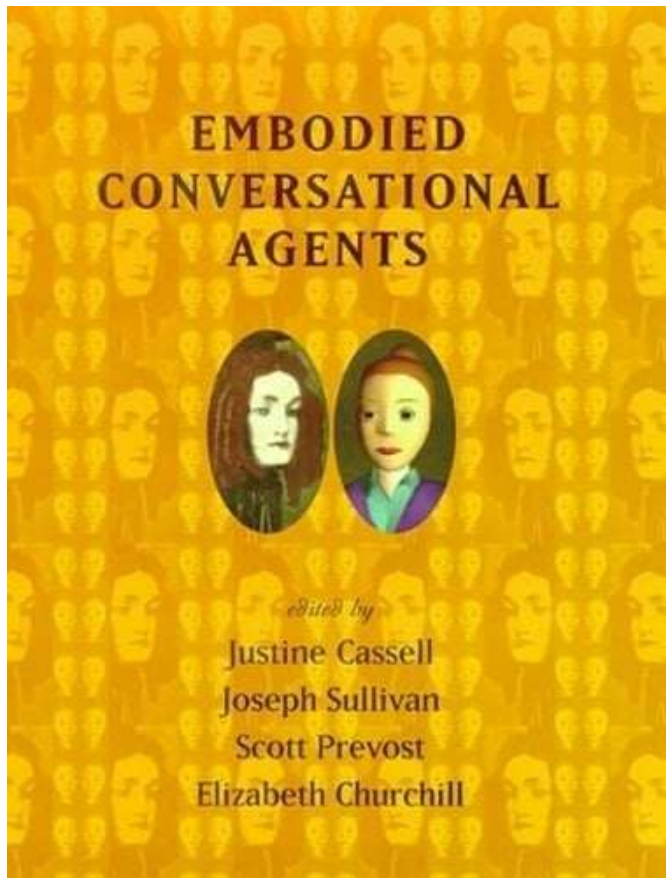
Embodying the interaction !



Avatars !
From Avatars ...
... to Idols and Influencers



From Avatars ... to Idols and Influencers



From Avatars ... to Idols and Influencers



From Avatars ... to Idols and Influencers



Even **pop stars** have their own **avatars**.

Here, too, the avatar acts as the pop star's representative.

→ **It performs** in places where the **pop star** cannot.

For example, **Ariana Grande** gave a concert in **Fortnite** through her **avatar**.



From Avatars ... to Idols and Influencers



From Avatars ... to Idols and Influencers



Super Mario is an **avatar** that reacts to what you say to him.

The **avatar** of **Ariana Grande** (and other **pop stars**) are programmed and always do the same things.



But: visitors can move around the virtual concert and ...
... even interact with the **pop stars'** **avatars**.

From Avatars ... to Idols and Influencers



The example of [Ariana Grande](#) and her **avatar** still shows nothing more than...

... an **avatar**, ...

... even though it is possible to interact with it within certain limits.

From Avatars ... to Idols and Influencers



From Avatars ... to Idols and Influencers



Now we are leaving the **Avatars** section.

In this context now, we are dealing with **Virtual Idols**.



From Avatars ... to Idols and Influencers



Hatsune Miku, ...

... was the **mascot** for
a synthesizer software program, ...

... and is now a
digital singer, ...

... who performs concerts
as a **hologram**.

From Avatars ... to Idols and Influencers



From Avatars ... to Idols and Influencers



MAVE:

... is a virtual band
from South Korea ...

... that was created
using

- AI techniques and
- 3D graphics.



From Avatars ... to Idols and Influencers



MAVE:

... but why a completely virtual band ?



From Avatars ... to Idols and Influencers



MAVE:

...easier to restyle

... no stress **for**
the artists

... no stress **with**
the artists



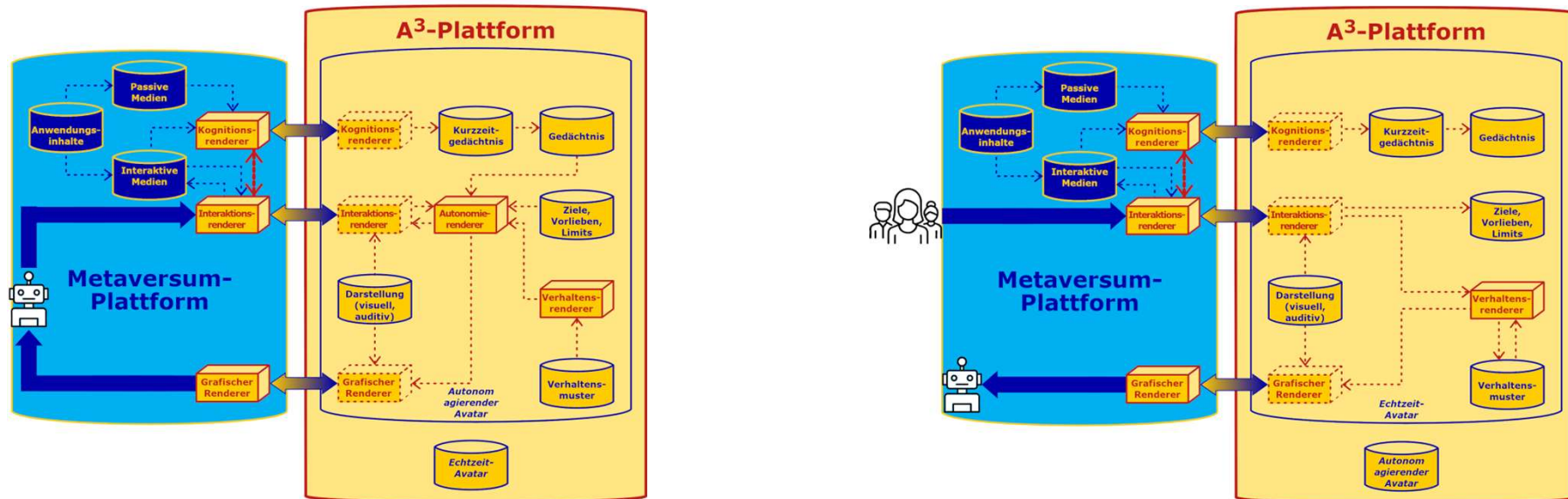
... and they don't get paid ;)



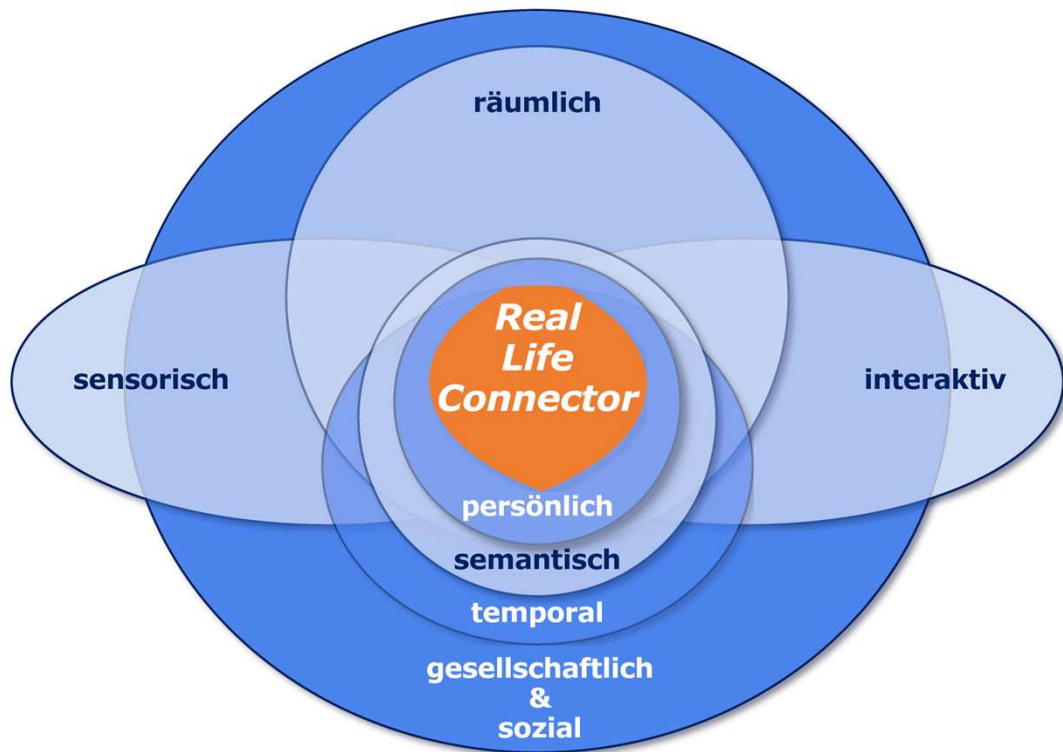
From Avatars ... to Idols and Influencers



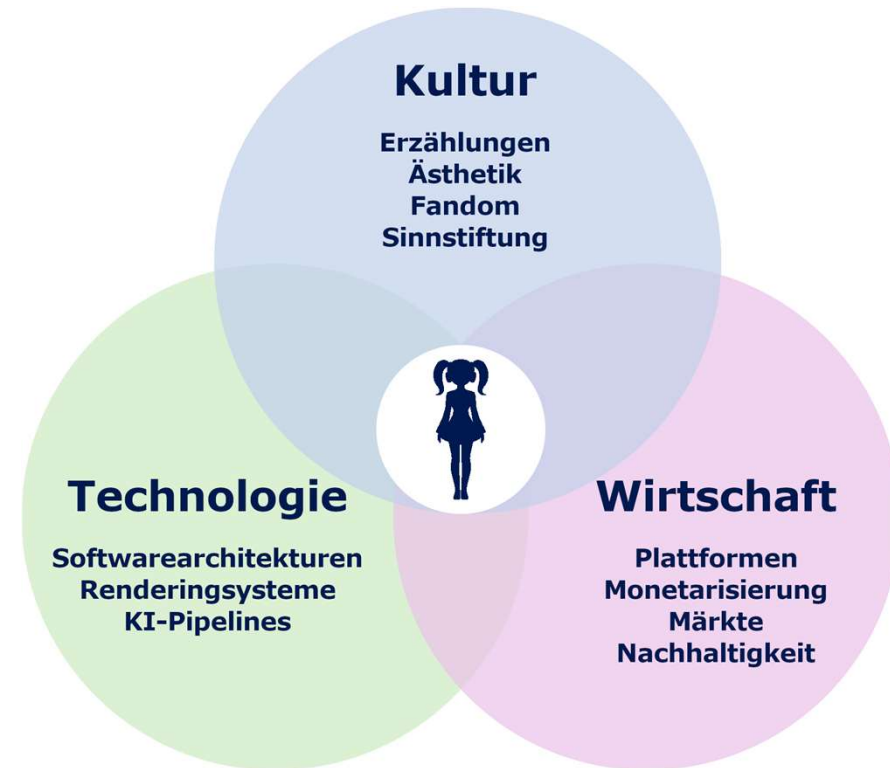
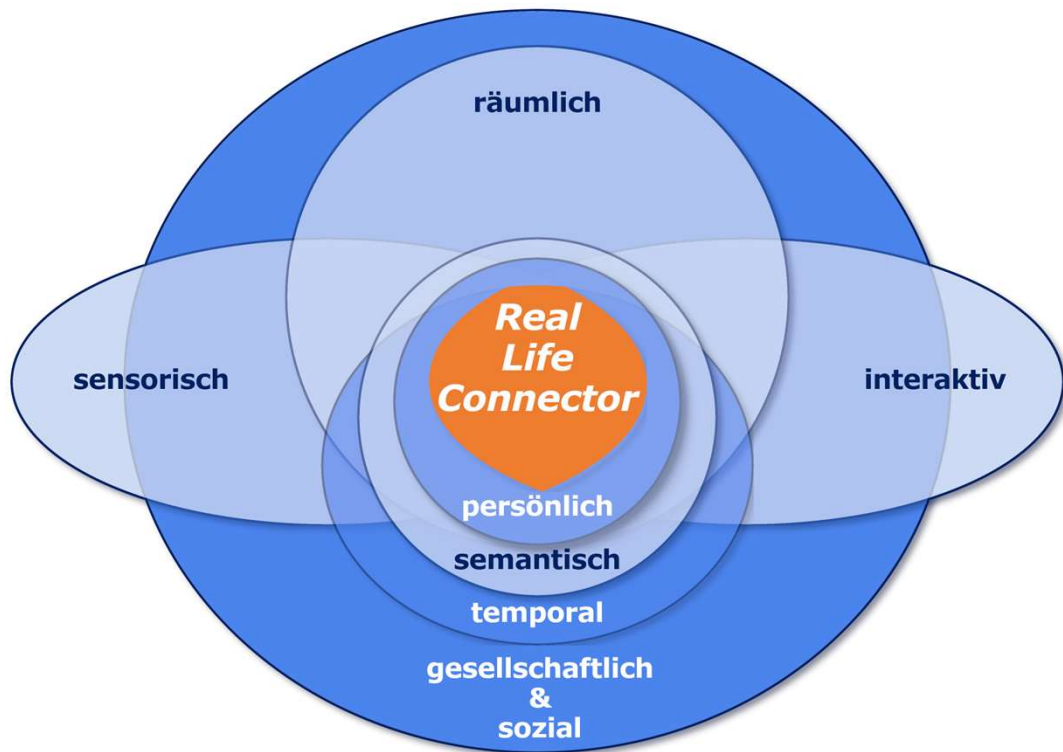
Virtual idols are essentially autonomous avatars, ...
 ... though they have a much more sophisticated technical foundation ...
 ... and are designed to be as realistic as possible –
 both visually and in their behavior (due to the uncanny valley)!



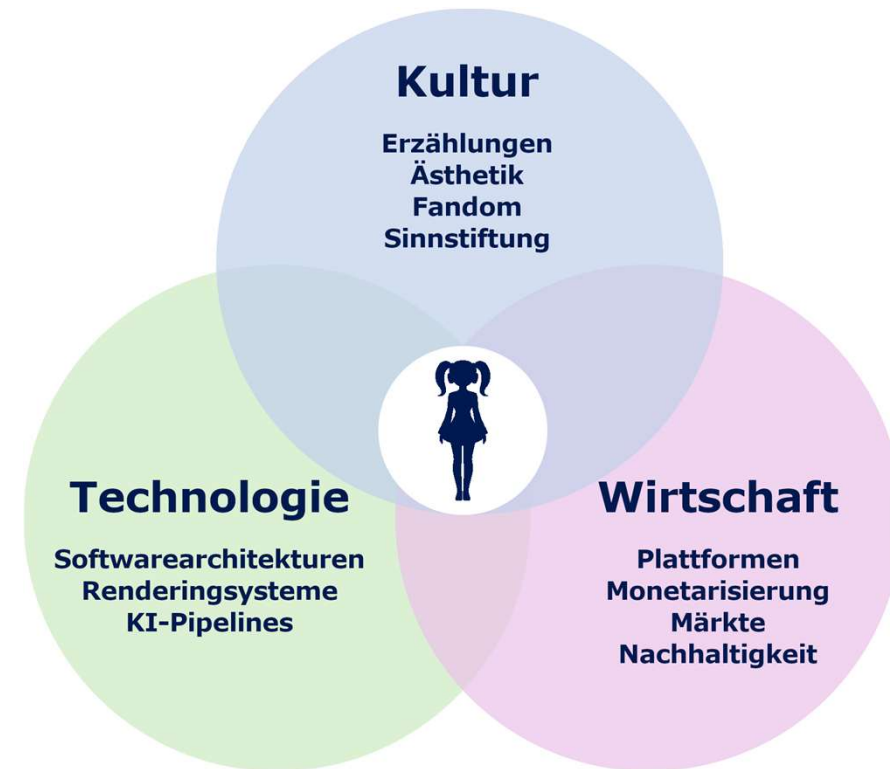
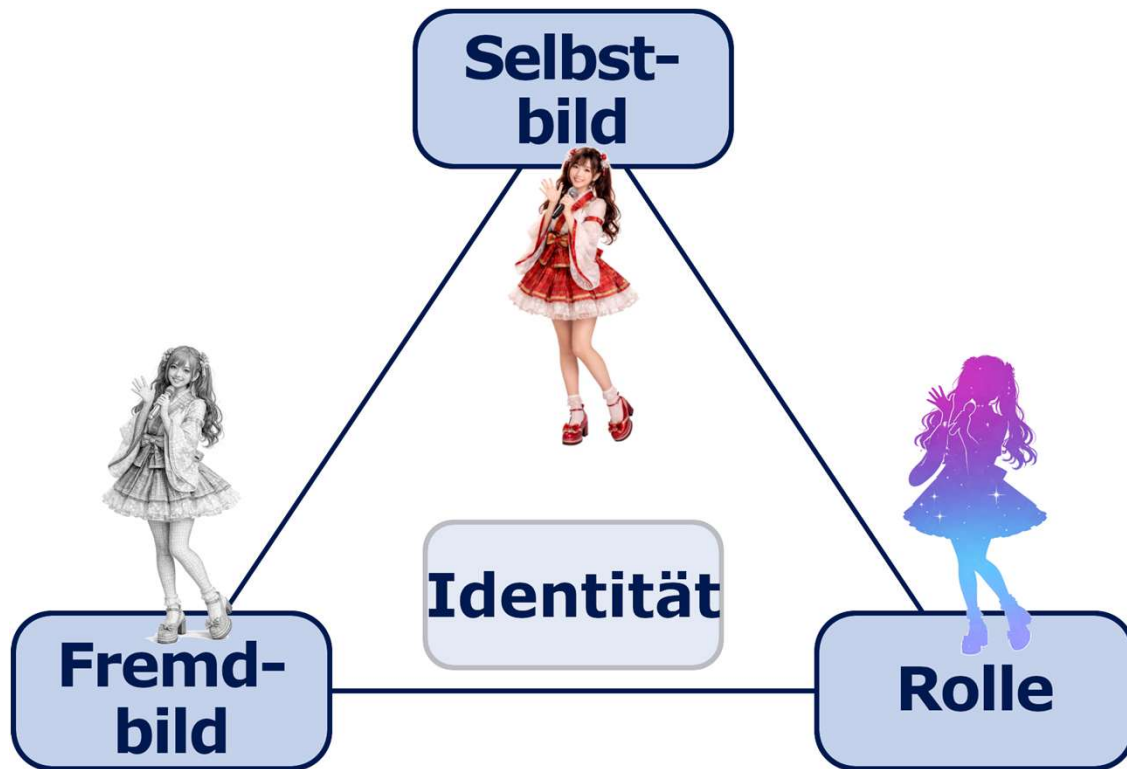
From Avatars ... to Idols and Influencers



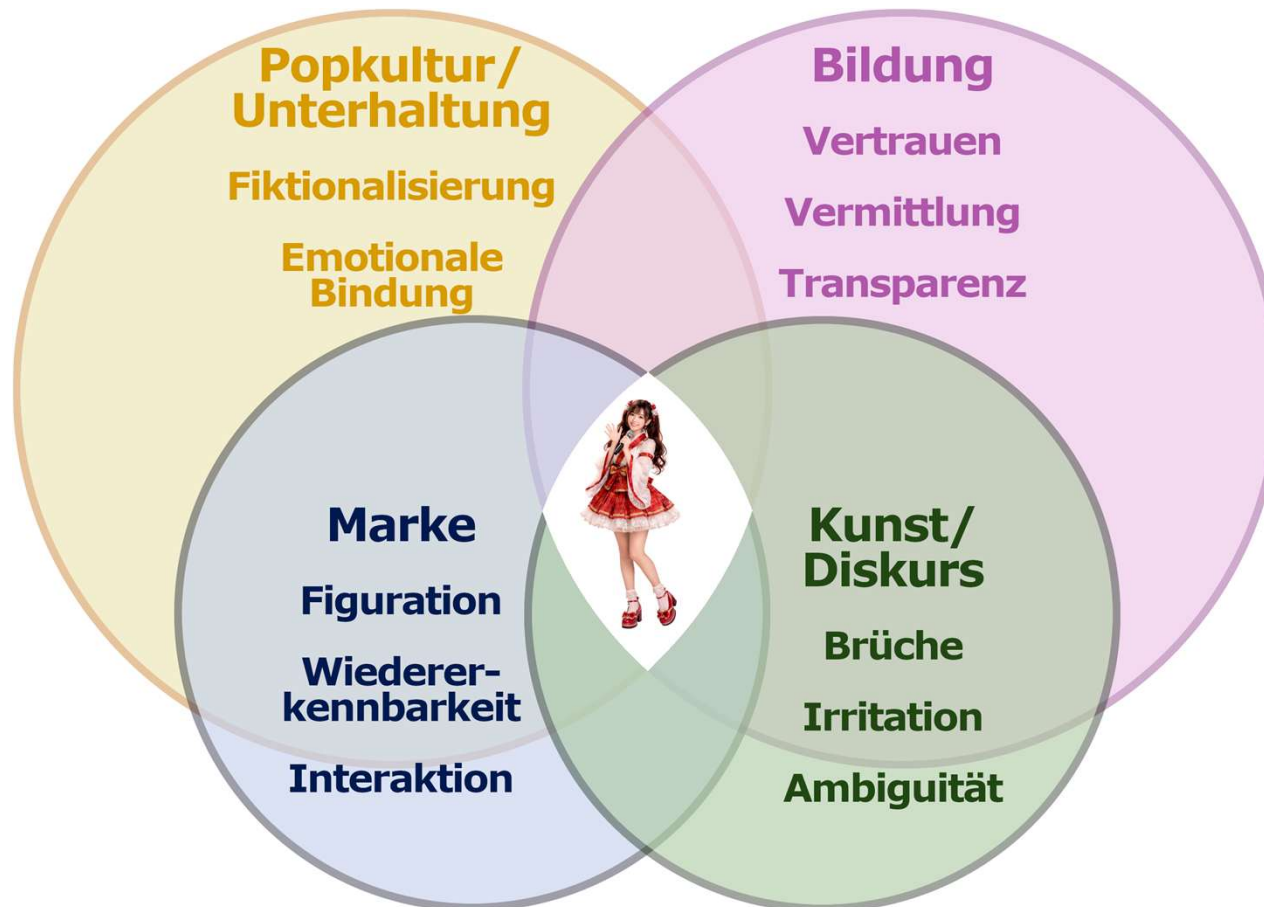
From Avatars ... to Idols and Influencers



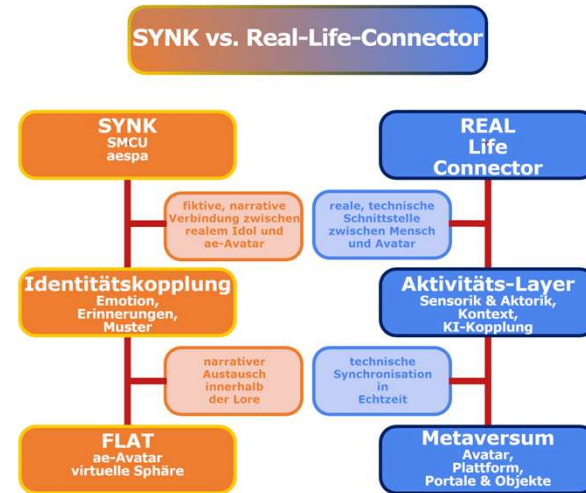
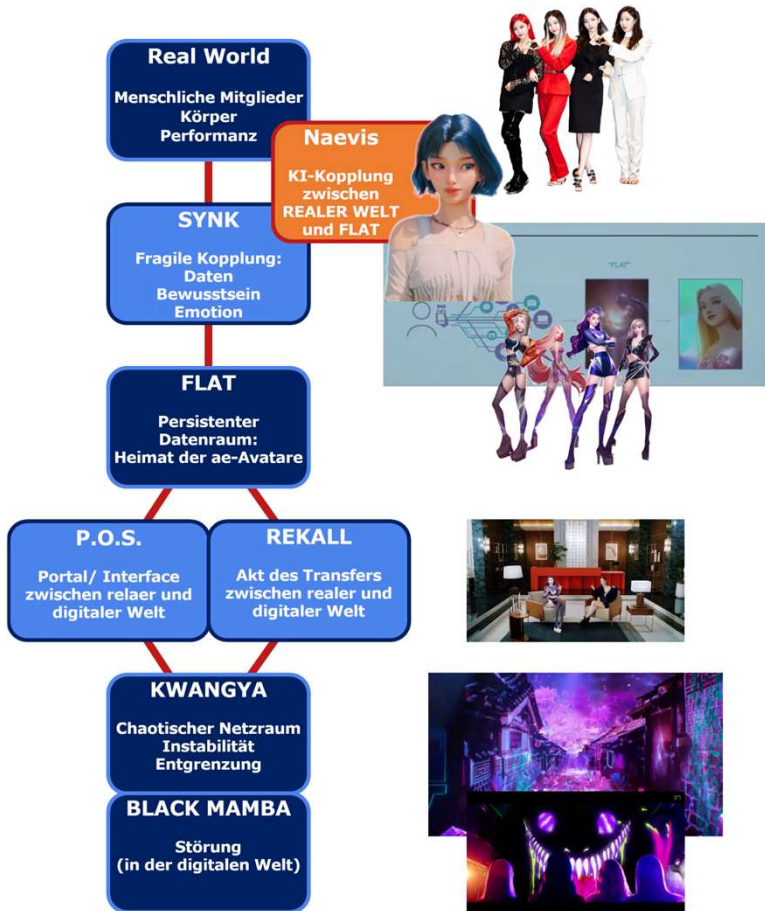
From Avatars ... to Idols and Influencers



From Avatars ... to Idols and Influencers



From Avatars ... to Idols and Influencers



SYNK	Real-Life-Connector
fiktive Lore-Technologie	real implementierbares Architekturmodell für Metaversum-Identitäten
Teil des SMCU-Narrativs	Teil eines offenen Metaversum-Stacks
koppelt Idol und ae-Avatar über Identität	koppelt Mensch und digitalen Zwilling über Daten, Sensorik und KI
definiert Story-Übergänge REALE WELT - FLAT - KWANGYA	definiert technische Übergänge physische Welt - virtuelle Welt - hybride Welten
Ziel: Pop-kulturelle Dramaturgie & visuelle Ästhetik	Ziel: Embodiment, digitale Identität & immersive Interaktionsmodelle

From entertainment into the politics: Diella





Now ...
... its up to you :)



Thank you
&
have fun



From Avatars ... to Idols and Influencers



Dieser Schritt lässt den Avatar, der sich jetzt schon bewegt, auch sprechen.

Dazu erhält die Browser-Anwendung ein Eingabefeld, in das ein Nutzer Text eingeben kann, der in Sprache umgewandelt und über den Browser ausgegeben wird.

Parallel dazu bewegt der Avatar den Mund, sodass der Eindruck entsteht, dass er selbst spricht.

