



The Metaverse - Embracing the 4th wave of Personal Computing

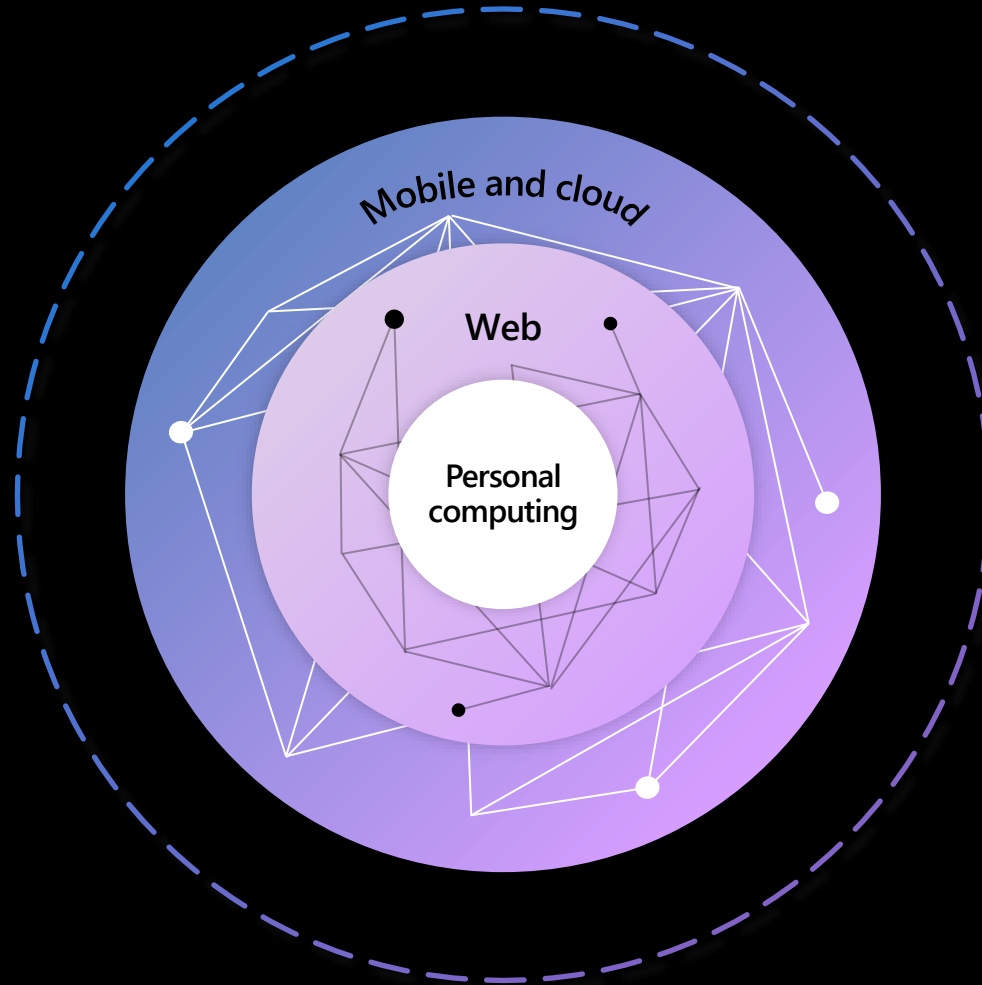
Mariano Mailos

Mixed Reality Go to Market Lead

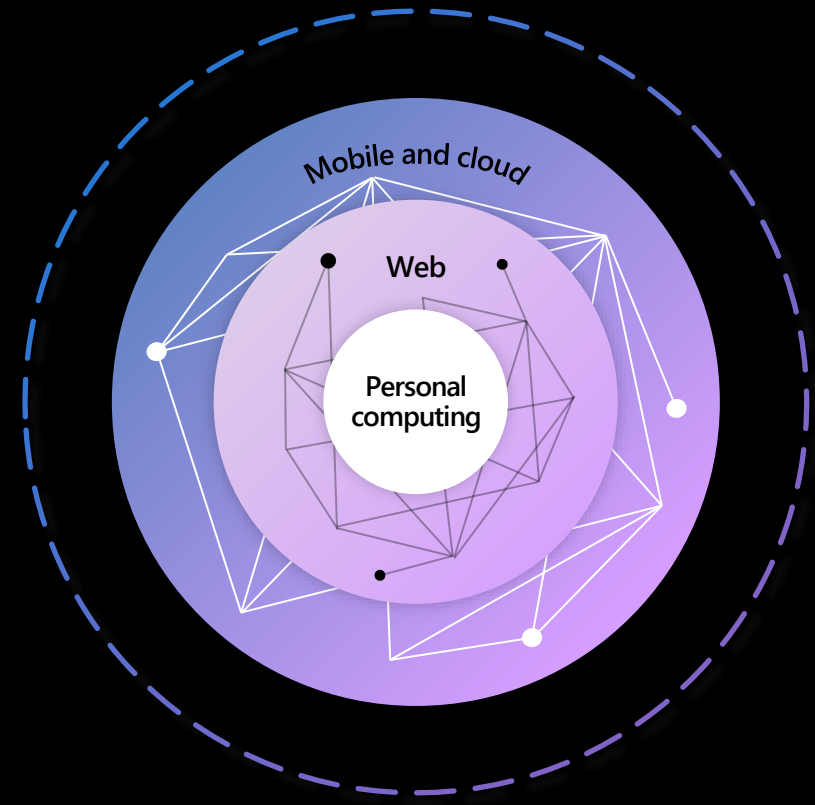
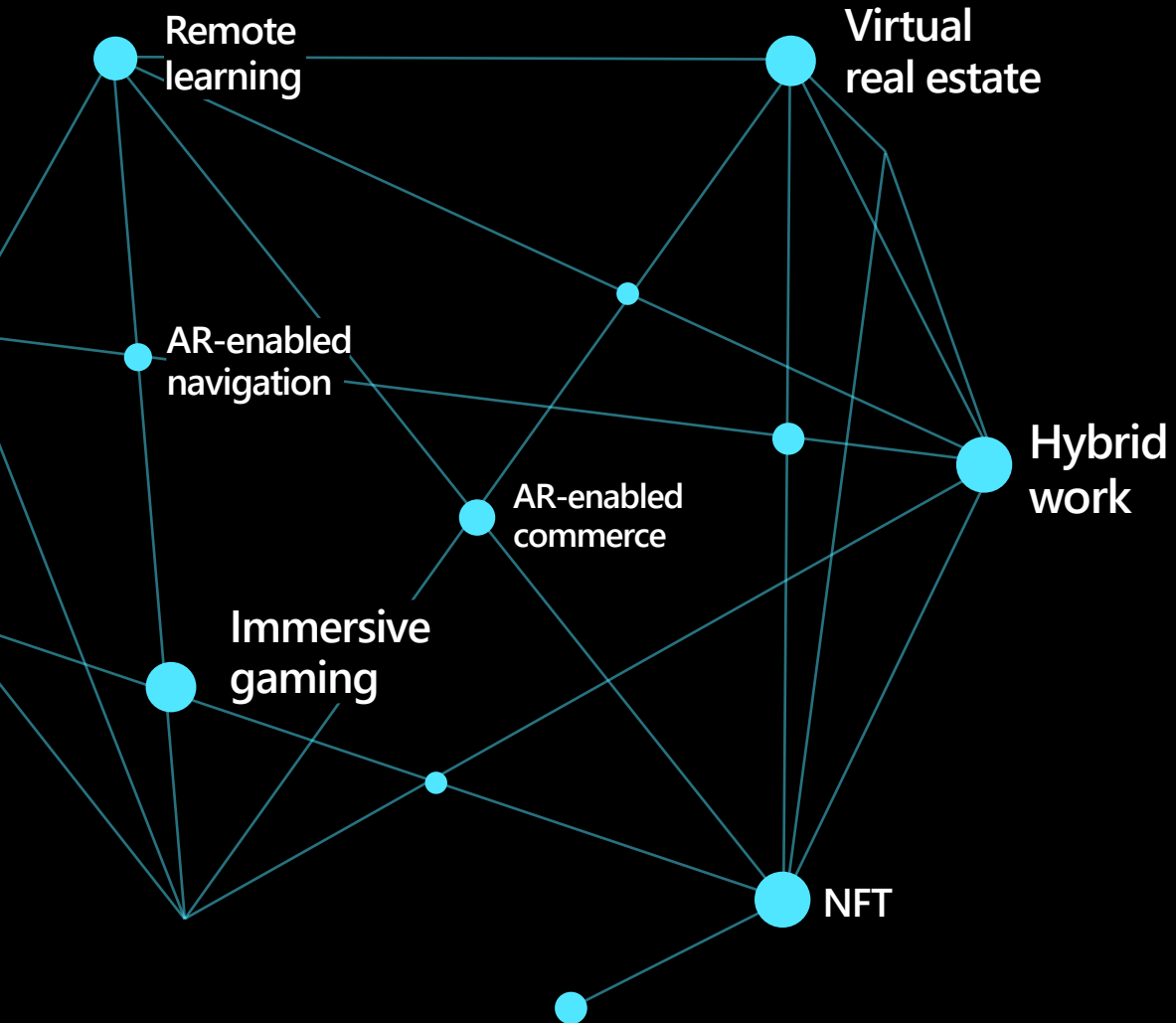
Microsoft Deutschland GmbH



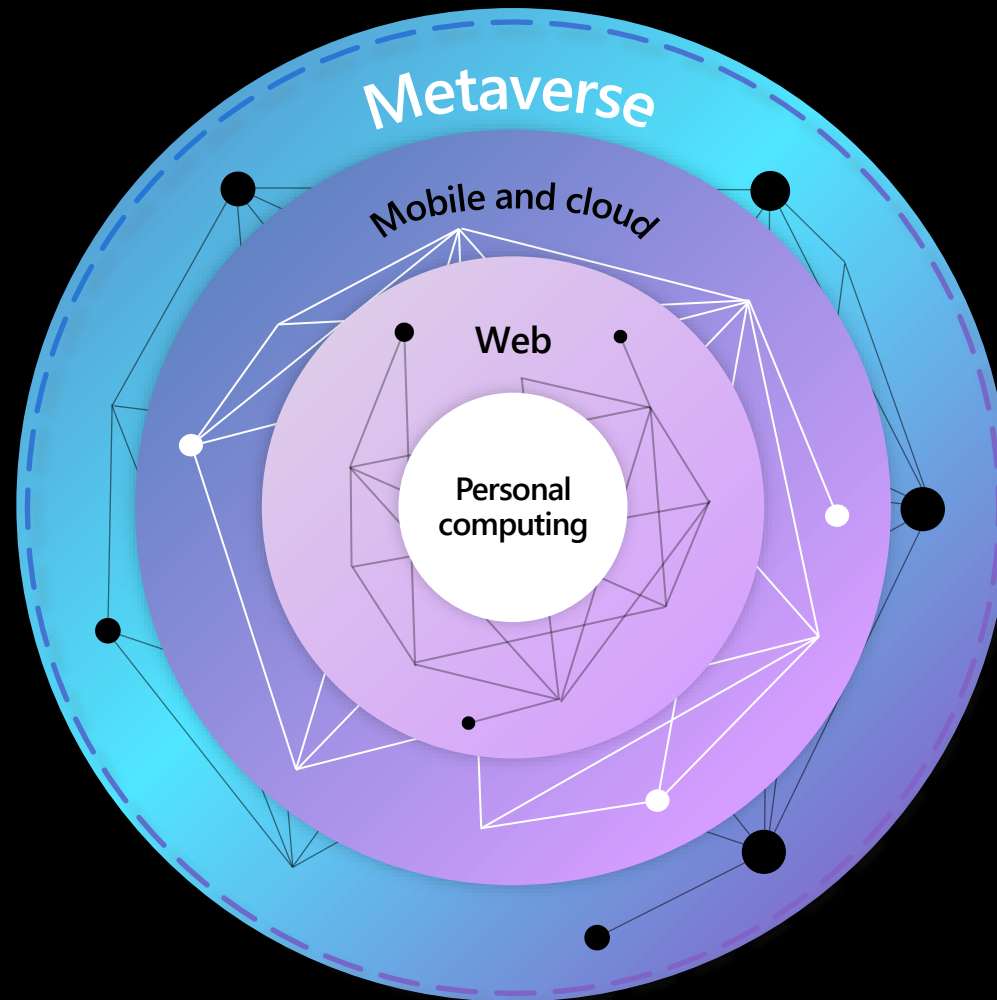
We are due for a new computing paradigm



Multiple technology trends are converging to enable experiences in the metaverse



Next evolution in computing



Metaverse Explained

Consumer



Collaborate through gaming
and online platforms

Enterprise



Shared immersive experiences
infused with 3D content and
real-time data

Industrial

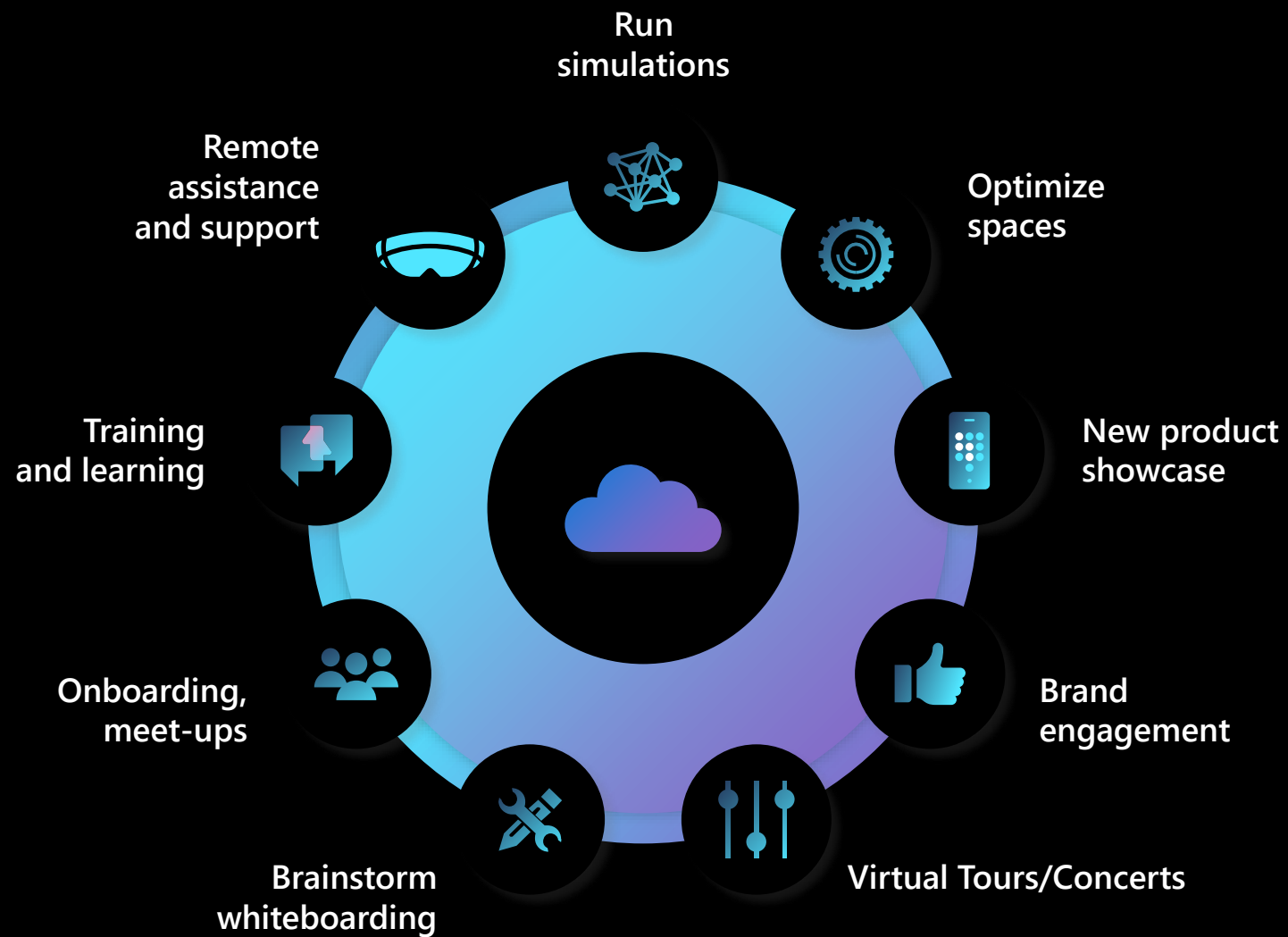


Simulate, Predict & Automate
industrial processes

Metaverse experiences
take place across a
wide array of devices,
connected by the
power of the cloud



Metaverse use cases



Mixed Reality is here.

Companies are creating
a new reality for work

Over 50%

of Fortune 500 companies have
purchased a HoloLens 2 device.

Source: Microsoft Internal Statistic

\$783 Bn

Total global addressable market by 2024

[Bloomberg Intelligence](#) December 01, 2021

Microsoft Metaverse solutions

Immersion
Collaboration
Business process
Logic
Cognitive
Intelligence
Data
Location
Modeling
Connectivity
Physical world

 Microsoft HoloLens  Microsoft Mesh

 Microsoft Teams  Mesh for Teams  AltspaceVR

 Dynamics 365

 Power Platform

 Dynamics 365 Connected Spaces  Azure Percept

 Azure AI  Autonomous Systems

 Azure Synapse Analytics

 Azure Maps

 Azure Digital Twins

 Azure IoT

 Sensors ———— Devices/equipment ————  Edge

Partner solutions



Immersive Remote Assistance in real life



<https://www.youtube.com/watch?v=0paPNZJaFVg>

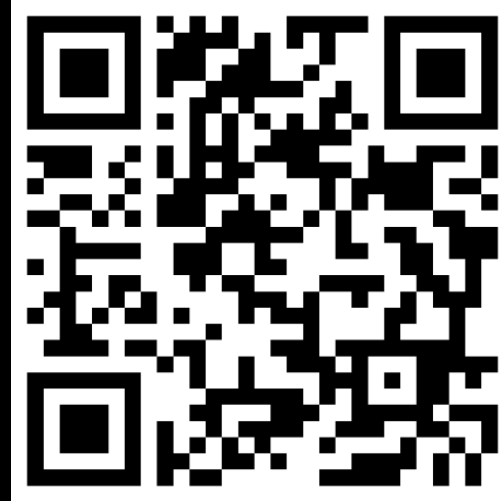
Immersive Trainings in real life

https://www.youtube.com/watch?v=6_2e6Me77oc

Digital Twins in real life



<https://customers.microsoft.com/en-us/story/1506576177291156037-bosch-azure-iot-en>



Thank You
Let's Connect!



Retail Experiences re-invented



<https://www.youtube.com/watch?v=-4pl639Fv50>

Digital Twins in real life



<https://www.youtube.com/watch?v=Ayz9BSAGO1k>