



# What's the metaverse, and why should we care about it? - NextMeet®



You're sitting in the sunshine. It's a hot day, and you're waiting for your friends to meet you. Suddenly they appear - they're right there with you, walking through the trees and flowers. You chat together as if in a park, but you're actually sitting in your living room, looking at a virtual image of your imaginary park on your computer screen. This is the **metaverse**, an immersive network of spaces linked together by computers, avatars, smartphones, and sensors that lets us experience another place from wherever we are.

The [metaverse](#) is where the virtual world and the real world come together as one — think of it like a fully immersive Internet, in which you can do almost anything.

**You or your business might use it to :**

- >>> Communicate with customers in new ways and better understand their preferences
- >>> Create new services that can be delivered and consumed instantly in places unknown
- >>> Customise services to specific users, even on mobile devices
- >>> Facilitate real-world transactions in both digital and physical environments

There are tons of value propositions for the [metaverse](#) the hardest part is determining what works for each of your unique needs. And yes – it's something worth caring about!

[India's first Metaverse](#) offers an extensive range of virtual goods and services that can be purchased using Augment reality tokens. The **NexttMeet platform** will allow people to create their own digital identity, which can then be used to customize avatars, purchase gifts, participate in interactive games, and much more. **NextMeet's** mobile app will leverage augmented reality technology to enable users to digitally shop for clothes, accessories, virtual pets, and anything else you could imagine. Users can also access immersive chat rooms where they can meet new friends or play games with them in real-time.

#### **For More Information-**

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