WEF 2023 - DAVID TREAT & PAUL DAUGHERTY ABOUT EVOLUTION, THEN REVOLUTION REPORT

VIDEO TRANSCRIPT

0:00
and I think it's uh very consistent with
0:03
the really exciting new research that
0:04
that you you and the team put out
0:06
recently uh you know metaverse Evolution
0:09
then Revolution which I think really
0:11
captures where we are we're seeing a
0:13
rapid evolution of Technology but you
0:15
see the revolution in capability that's
0:17
going to come about as we as it really
0:19
comes to fruition and it's happening
0:21
today as we see here in Davos maybe you
0:24
can elaborate a little bit more on on
0:25
what we you know the research we

0:26
produced and what some of the key points
0:28
were yeah we're proud of this piece it's
0:30
um the subtitle I almost put you know as
0:32
much weight on of it's gradually then
0:34
suddenly it's gonna it's gonna feel that
0:36
way because this has been a a steady
0:38
progression of multiple Innovation waves
0:40
the the extended reality virtual reality
0:43
and augmented reality Innovation wave
0:44
and The blockchain Innovation wave
0:46
around the tokenization of identity and
0:48
money and objects but almost equally as
0:51
important you know Cloud AI security

0:54
this really is the is the bringing

0:55
together of a whole number of different

0:57
innovations that bring to life our

0:59
ability to to ultimately move to your

1:02
physical worlds in three dimensions why

1:04
wouldn't our Digital World be too well

1:06
yeah and I think that's what's really

1:08
powerful and and that and why this is

1:10
such a key part of the future we talk

1:12
about and what I think about the future

1:13
we talk about you know Cloud Ai and

1:16
metaverse as the mega trends that will

1:18
shape everything we do over the next

1:19
decade and what really matters for

1:21
businesses and as businesses look to

1:23
reinvent themselves and the metaverse

1:25
really does have this transformational

1:27
capability it's the it's kind of the

1:29
it's the financial and product elements

1:32
of it with tokenization and the dramatic

1:33
changes that that introduces it's

1:35
experience elements of it it's bringing

1:37
this to life in many different forms not

1:39
just you know the headsets but in you

1:41
know different kinds of experiences we

1:42
can create and one of the great

1:43
innovations that we have in our studio

1:44
is showing how we can Port ourselves

1:47
teleport ourselves into the metaverse

1:49
with new innovations that we're

1:50
pioneering and Etc like volumetric video

1:52
maybe you can yeah yeah we're searching

1:55
for more more natural language than

1:57
volumetric video capture but um but that

1:59
is the term it is descriptive it's uh

2:02
yeah it's it's the experiences you get

2:04
to you walk into a rig and then you

2:06
you're full you know you you're full

2:08
being in three dimensions being able to

2:09
show up anywhere right so what which

2:11
what we're showing is uh you know

2:13
immediately in real time and streaming

2:15
real time which is a world's first our

2:17
partners uh we just showed them all at

2:19
CES and they were they were all showing

2:21
kind of 30 40 50 second second delay

2:23
Right volumetric video we're the first

2:25
ones to show real time and so you and I

2:28
could be sitting in this rig we could be
2:29
having a conversation and show up in a
2:31
metaverse place and simultaneously in
2:33
augmented reality in someone's living
2:35
room all all in real time and flexible
2:38
on the channels and so it just speaks to
2:39
the tools that we're going to have
2:41
available to us uh you know input you
2:44
know at a production scale common
2:46
commonly available are going to be just
2:48
incredibly you know powerful when we
2:50
when we think about why we're why were
2:53
we ever stuck on a you know a video call
2:56
with you know flat image one speaker at
2:58
a time can't see okay when we could have
3:01
a full true immersive experience all
3:03
around us