



WHERE IS THE METaverse NOW?

VIDEO TRANSCRIPT

0:02
good morning everybody thank you yeah
0:05
it's good to see you so today's one of
0:07
our first sessions of CES kicking off
0:09
and the topic for today is where is the
0:13
metaverse now and to introduce myself I
0:17
am Katie Burke I lead thought leadership
0:19
and offerings for our metaverse
0:20
continuous Continuum business group
0:22
and today I want to talk a little bit
0:24
about some of our thought leadership
0:26
that we've just published and I'm going
0:27
to bring a really exciting panel up to
0:29
have a good conversation
0:32
this phrase gradually then suddenly we'd
0:36
use it a lot when we talk about
0:37
technological innovation it just means
0:40
that you know technology it's it's on a
0:42
beat of maturing maturing maturing then
0:44
all of a sudden it hits an inflection

0:46
point and it starts to accelerate with
0:50
disruption with you know with a lot of
0:52
questionings happening
0:53
this is where we are with the metaverse
0:55
right now the underlying Technologies of
0:58
blockchain XR Technologies AI Quantum
1:02
they've been maturing and maturing in
1:04
their silos for a while now but in the
1:07
past year and a half I would say we're
1:09
starting to see what we call the
1:11
inflection points of these Technologies
1:13
colliding opening up new experiences so
1:16
this term gradually then suddenly came
1:18
from Ernest Hemingway but this is where
1:20
we are
1:22
and what this is introducing is the next
1:25
evolution of the internet
1:27
and that's not small
1:29
the next evolution of the internet if



1:30
you think about our lives and how the
1:32
internet intertwines with it we see a
1:36
lot of this as disruptive to all parts
1:37
of our Lives whether we are you know the
1:40
way we shop the way we connect with each
1:42
other the way we work I mean every part
1:45
of our job is now the internet is a part
1:47
of how we do it
1:49
so at Accenture we are positioning the
1:52
metaverse
1:53
in two simple areas that have a lot of
1:56
complexity underneath one is the
1:58
internet of place so the way the
2:00
internet is evolving is with internet of
2:02
place is where we're going to have a bit
2:04
more of a spatial experience of how we
2:06
interact with the Internet it's going to
2:08
be
2:09
you know
2:11
3D content 3D immersion with avatars you
2:16
know volumetric capture what you're
2:18
going to see in some of these amazing
2:19
demos around here there's a lot of ways

2:22
that we're going to actually and create
2:23
new sensory experiences from the
2:25
internet from XR Technologies the second
2:27
is the internet of ownership and the
2:29
concept of digital ownership of your
2:32
identity your money your objects this is
2:35
happening at the same time and so the
2:37
inner the concept of ownership is is
2:39
emerging it's going to interact into how
2:42
we we shop how we
2:45
identify ourselves on the web
2:49
so what does this mean for Accenture we
2:51
call that we call ourselves the
2:52
metaverse Continuum and the Continuum is
2:55
the big word here Continuum means that
2:57
it's going to blend the physical and
2:59
digital these things are happening
3:00
simultaneously they might Collide they
3:03
might not but a Continuum means that a
3:05
lot of the way the metaverse is
3:06
happening is going to to kind of emerge
3:10
in multiple areas different Paces so I'm
3:12
going to change how the roles we are in



3:15
life the our identities from consumer to
3:18
worker all of these are going to be at
3:19
different paces
3:21
it's going to change how we
3:23
experience immersiveness in the real
3:26
world versus also you know 2D to 3D
3:29
we're going to seamlessly start to merge
3:30
between these and then what we're
3:32
looking at you know today versus what we
3:34
know tomorrow I mean this is a rapidly
3:36
changing field you know I would say even
3:38
a year ago what we've learned in the
3:40
past year we've had to continually
3:41
change and evolve to keep up with the
3:44
pace of this acceleration gradually then
3:47
suddenly we are now in the suddenly and
3:49
the pace is rapid at this point
3:52
so buckle up I mean we all have to kind
3:54
of understand help our clients help you
3:57
all figure out how your businesses
3:59
interact and learn how to move into this
4:01
new space and find Value the Builders of
4:05
web 3 are busy making applications many

4:07
of our clients are launching nft
4:09
marketplaces right now blockchain and
4:11
digital currencies are maturing so
4:13
rapidly at the moment it's incredible so
4:16
we have to keep up
4:18
but the next evolution of the internet
4:20
is not this sci-fi you know movies that
4:24
we've all seen it's not
4:26
um it's here today and and a lot of
4:29
Industries are embracing it there's new
4:31
opportunities to make the big smaller we
4:33
are looking at it Elise at Accenture to
4:35
think of it in three ways we have it
4:37
we're having to make this big big topic
4:39
into something that's a little bit more
4:41
digestible so we we look at it as
4:43
consumer focused metaverse there's
4:45
Enterprise there's industrial and
4:47
systems these are impacting different
4:49
parts of our client organization so
4:51
they're having different value emerge
4:52
through each of these nothing is left
4:55
untouched when you think about the way



4:58
it's going to disrupt our client
5:00
businesses
5:02
for customers it's new opportunities to
5:04
learn to connect to play to consume
5:10
there's a lot of new
5:12
I would say angles of what we did not
5:14
know when we when the internet first
5:16
started out we did not know Uber would
5:18
exist but it exists now for customers
5:21
there's been new behaviors that emerge
5:22
and they'll gravitate towards the new
5:24
value that they are finding and as
5:26
Brands we are going to have to help
5:28
follow and Shepherd those that with
5:30
those new missions and those new
5:31
occasions that those customers are on
5:34
um
5:35
is coming to the workplace too and it's
5:37
actually coming more rapidly than we
5:38
think the the immersiveness of the
5:42
Enterprise metaverse is happening for at
5:45
least across Accenture we're seeing that
5:47
happen faster than most most other areas

5:51
and then industrial the industrial and
5:53
systems metaverse I mean this has
5:55
actually been building on the the
5:57
Technologies of digital twins the the
5:59
advancements of XR data with real-time
6:03
training and real-time you know
6:05
applications is is actually causing an
6:08
incredible amount of value and
6:09
efficiencies across our client
6:11
organizations
6:14
but I want to just bring it back to us
6:16
you know
6:17
when you talk about changes big and it's
6:19
easy for us to really kind of think this
6:23
is some you know it's far out but you
6:24
know it's here now but it's really how
6:26
we
6:28
how we as people do it and three years
6:30
ago when the pandemic hit we've all had
6:33
to really learn how to shape the way we
6:36
do things and it takes really different
6:38
mindsets to do it there are people in
6:40
this room that helped me create our



6:43

first internal metaverse for a program

6:44

that had to move from you know from in

6:47

person to to digital we are back here at

6:50

CES in person last year it was digital

6:52

that was not an easy lift and shift of

6:55

something that people enjoyed the

6:56

experiences people had but we did it and

6:59

there are people in this room Behind

7:01

These Walls that helped you do it the

7:03

dreamers and the doers

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