



GLOBAL INSTITUTE FOR
DIGITAL COMPETITIVENES

GLOBAL DIGITAL
WEEK 2023



Martand Srivastava

Líder de Tecnologías Inmersivas

Lenovo



www.gidcomp.org



AR and VR Solutions that Power the Enterprise Metaverse

Martand Srivastava | AR/VR Business Development, Lenovo

Lenovo

IS METAVERSE JUST A HYPE ?

Corporations, VC, and PE have already invested more than **\$120 billion** in the metaverse in the **first five months of 2022**.

Large technology companies are the biggest investors—and to a **much greater** extent than they were for **artificial intelligence (AI)** at a similar stage in its evolution.

McKinsey estimates potential **economic value** of consumer and enterprise use cases of up to **\$5 trillion by 2030**—equivalent to the size of the world's third-largest economy today, Japan

What is the Metaverse?

A virtual immersive world where large numbers of people can gather to play, work or socialize.

Why Enterprise AR/VR? Why Now?

Many view AR as "the next mobile computing platform" and will scale to Smartphone volumes. The next big "enabler" in the evolution of the 3D internet or Web 3.0.



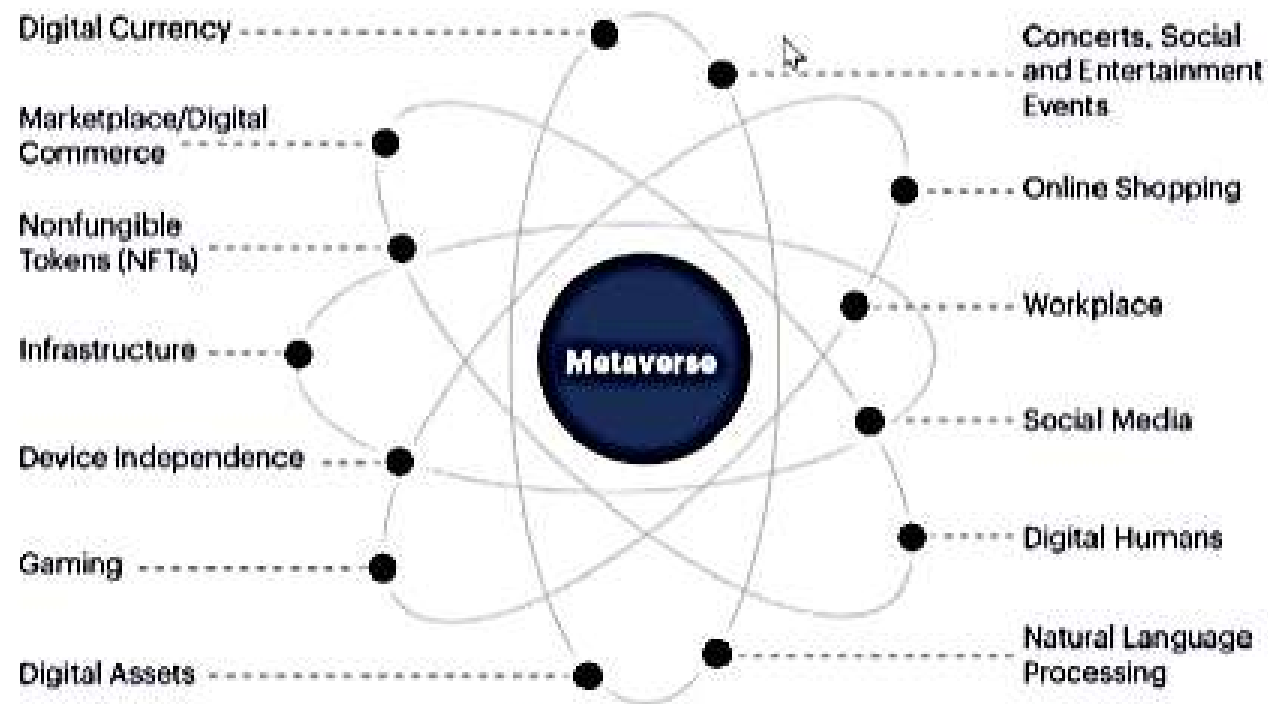
AR is the next mobile computing platform

Nearly everything we've learned for smartphones will be used for AR



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No matter what form the Metaverse worlds take in the future...



Elements of a Metaverse

Source: Gartner

... XR will be the ultimate on-ramp



3D Worlds

Avatars and Holograms

Immersive Experiences

What are the different layers of the Metaverse?

CONTENT CREATION



Creation Layer

Metaverse interest is **creating growth** in 3D content, artists, and engineers



- ThinkStation
- ThinkPad



Lenovo



Application Layer

3D apps, tools, and solutions are **developing next-gen solutions** and applications



- ThinkReality
- ISV/SI Partners
- R&D Partners



uptale.



Cloud Layer

3D workflows are **moving to the cloud** to allow networked access to data



- ThinkSystem
- HPC Data Centers
- GPU Accel. Servers



Delivery Layer

Distributed computing is a **nascent and critical layer** to enable greater device utility



- ThinkEdge
- ThinkAgile
- Networking / 5G



Devices

3D devices are continuing to become **seen as more mainstream**



- ThinkReality
- VRS3
- A3/A6
- Motorola



Metaverse Use Cases

TRAINING

The Metaverse will reimagine education by transporting the user into a true-to-life contextual environment (e.g., going back to a time in history, into an operating room to train surgical muscle memory through physical motions)



Key Benefits:

- VR training found to be 4x faster than classroom learners and 1.5x faster than e-learners
- Training content is scalable and assets reusable to make content creation cost effective

Dependencies:

- Hand tracking and haptics to improve interaction
- Low code 3D authoring to scale content creation

Lenovo Offerings:

- Lenovo VR Classroom; AR/VR Solutions
- Partnerships with VR training platforms (EngageVR, Uptale)

COLLABORATION

The Metaverse will provide an always-on medium for enhanced 3D collaboration with avatars in virtual worlds or by bringing digital assets into the physical world.



Key Benefits:

- Improved remote collaboration
- Real-time modification to 3D assets

Dependencies:

- Headsets to view 3D content
- Real-time rendering of 3D content
- 3D light-field on displays without the need for glasses

Lenovo Offerings:

- AR/VR Headsets and Software Platform
- Smart Collaboration Hardware
- Partnerships with collaboration tools (Microsoft, Zoom, Engage) and content creation tools (Adobe, Autodesk)

Metaverse Use Cases

DIGITAL TWINS

Digital Twins in the Metaverse will allow stakeholders across the enterprise to effortlessly create, simulate, and interact with 3D assets from the factory floor.



Key Benefits:

- Optimize the factory floor with simulation
- Monitor physical assets remotely

Dependencies:

- 3D asset management tools & integrations
- IoT sensors and data capture

Lenovo Offerings:

- AR/VR Headsets and Software Platform
- IoT Solutions
- Partnerships with cloud, PLM and ERP tools (SAP, ServiceNow, Autodesk)

CONSUMER, GAMING AND SOCIAL

Tomorrow's consumers will primarily socialize in the Metaverse, buying and selling physical & virtual assets seamlessly. New opportunities and paradigms will arise for brands to market themselves in an innovative way.



Key Benefits:

- Dwell and conversion - AR advertisements have 4x longer viewing times than video and a 2x boost in conversions

Dependencies:

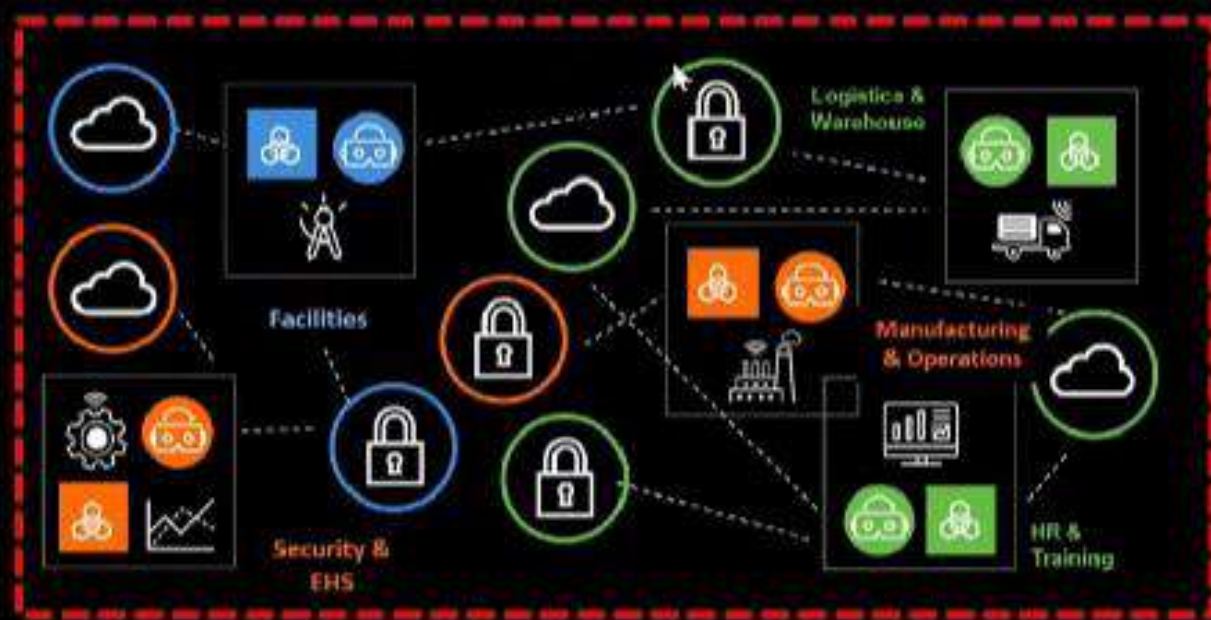
- Blockchain and NFT advancements for ownership
- Adoption of 3D in marketing workflows

Lenovo Offerings:

- Edge compute and 5G to enable experiences from anywhere
- AR/VR Headsets and Software Platform (Consumer offering TBD)

Challenges to Broad Adoption Remain

Global Enterprises Need Scalable Solutions



Each department has unique requirements for devices, apps, cloud, use cases & integration

- Device Fragmentation / Lock-in
- App Deployment & Provisioning
- Cloud Infrastructure
- Content Management
- Unusable Devices

Complete E2E Enterprise Solution

SOFTWARE & SOLUTIONS



DEVELOPMENT PLATFORM

- Unity SDK
- Extendable Sample Apps
- Voice, Gesture, Gaze, Controller
- Image Recognition

CLOUD PLATFORM & SERVICES

- Management portal
- MDM support
- User and app provisioning
- Microservices
- Hosted or on-prem
- Asset Pipeline

TURNKEY APPS & SOLUTIONS

- Certified third-party apps
- Variety of use cases
- Android Mobile Device Support

HARDWARE



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3rd Party



SERVICES



CUSTOMER SUPPORT SERVICES

- Device and warranty support
- Software services and support
- LISS

PROFESSIONAL SERVICES

- Application Development
- Cloud and on Prem-Set Up
- Systems Integration
- Deployment and Fulfillment

ThinkReality



TIME

TIME Best Inventions 2021
ThinkReality A3 Headset



“

When you sit down at your desk sometime in the near future, instead of turning on a monitor or opening your laptop, you may simply don a pair of Lenovo's ThinkReality A3 Smart Glasses (\$1,499). Connect the glasses to a computer or smartphone, and high-definition displays built into the lenses will show as many as five different virtual desktops. As you move your head to view the different desktops floating in front of you, you can continue multitasking between Excel spreadsheets or Word documents as you normally would using a standard keyboard, track pad or mouse, all while streaming a Spotify playlist through the headset's built-in speakers. Connect the specs to the Moto G100 phone (it doesn't yet support other products) to take the experience on the go, expanding their functionality.

—Jason Cipriani

TIME
BEST
INVENTIONS
2021

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Virtual Monitors



Remote Assistance

Guided Workflows

Case Study: Micron Semiconductors

AR Enabled Workflows/SOPs

- Allow lower skill operators to complete more complex tasks than before using AR/VR enabled workflows and trainings
- Enable operators to create their own digital step-by-step instructions to support preventive maintenance tasks
- Integration with existing systems
- Global deployment across all Fabs across Asia, EU and US

Remote Assist

- Have remote expert / collaboration solution support for engineers to ensure uptime and improve productivity
- Improve machine uptime and remote trainings
- Virtual curtain feature to ensure privacy and security

Key Functionalities	Business Impact
I. Ready to deploy solution	I. Increased productivity
II. Device independent	Reduce machine downtime
III. Management Portal for device / user management	II. Faster employee ramp up
	III. Remote employee



1978

founded in the basement of a dental office



\$27.7B USD

annual revenue (2021)



43,000

employees in 17 countries



Virtual Reality

ThinkReality

Lenovo



Use Cases

The Mirage VR S3 is an enterprise focused 3DoF VR headset targeting high value use cases for:

- **HUMAN RESOURCES TRAINING**
- **SAFETY TRAINING**
- **SALES TRAINING**

Video-based VR experiences are ideal for the VR S3 as it only requires 3DoF. Most content in these categories are created in this way.

ThinkReality

VR S3 is ready for ThinkReality out of the box.

- **Easy to deploy large quantities of devices**
- **Manage applications and updates remotely**
- **Monitor device health, battery levels**
- **VR S3 Sold with ThinkReality or standalone**



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Industry Average KPI Improvements

AR

Warehouse

15-35%

Productivity Gains
in Picking Process

Manufacturing

Near
0%

Error Rates Drop to
Nearly 0%

Field Service

30-40%

Decrease in Service
Resolution Time



thanks

Smarter
technology
for all

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ABOUT GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENESS

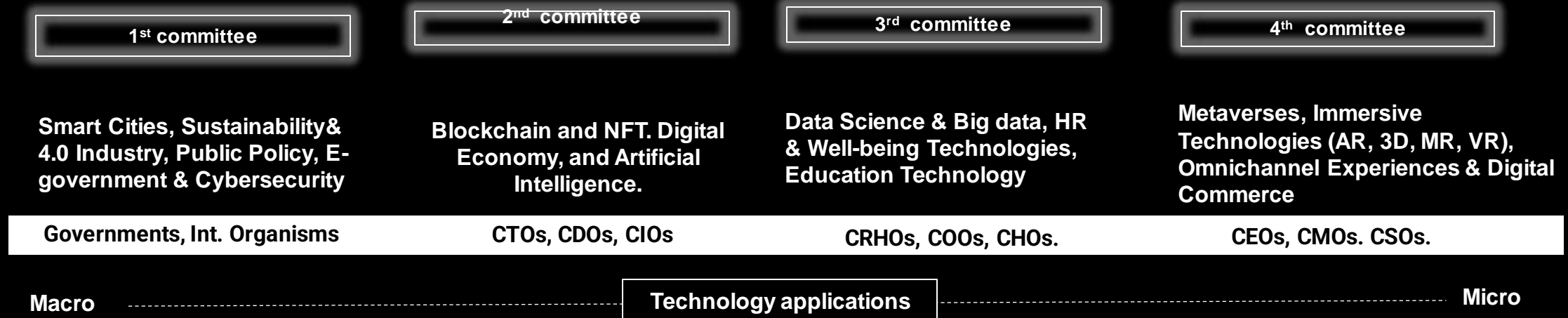
INSTITUTO DE INVESTIGACIÓN TECNOLÓGICA DE ALTO IMPACTO

One goal, Create value through technology.

Through 5 different specific strategies:

- 1 **Spread and promote the use of technologies** to increase the efficiency of organizations regardless of their geographic location.
- 2 **Connect the organizations and executives to create more value**, sell more in an **omnichannel** and geopolitically fragmented world.
- 3 Work together with **authorities and institutions** to **remove barriers to technologies and trade**.
- 4 **Bringing experts, knowledge and cases** to communities or regions with little access to technological knowledge and digitalization to make opportunities inclusive.
- 5 **Establish Committees by type of technology** to share uses, applications, as well as groups that want to interact, collaborate and test new applications in the practical field.

Accompanied by international senior leaders who manage committees



Affiliates will live an international Digital experience

Meetings will be held every 15 days as follows: E.g., Metaverse Committee

Channel	Time	Attendees	City	Face-to-face host
Metaverse	1.5 hours	10		
Face-to-face	30 min	4	CDMX	Sura
		2	Bogota	Coats
		4	Madrid	Let me Park

ANNUAL OBJECTIVES OF THE COMMITTEES:

- ❖ Publish trends by technology.
- ❖ Collaborations with the media.
- ❖ Working papers.
- ❖ Video Cases and documentaries.
- ❖ International networking.
- ❖ Coordination of Roadshows.
- ❖ Recognition of executives
- ❖ Exposure of the brands that collaborate in the integration of knowledge.

Calendario GIDCOMP 2023

		2023											
		Q1			Q2			Q3			Q4		
ACTIVIDADES		Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre
1	GIDCOMP FEST			Global Digital Week 2023								Global Metaverse Week 2023	
2	GIDCOMP ACADEMY CERTIFICACIONES	Transformación digital			Certificación en e-commerce			Certificación en AI			Certificación Web3 & Metaversos		
3	GIDCOMP ACADEMY ON DEMAND		Academy on Demand – Transformación Digital			Academy on Demand e-commerce			Academy on Demand – AI			Academy on Demand web3 & Metaversos	
4	GIDCOMP R&D				Global Digital Report 2023			Polos digitales 2023		Meta-Commerce 2023			Global Metaverse Report 2023
		Consultoría - Diagnósticos de Oportunidades, diferenciadores y monetización en la Web 3.0											

Actividades de responsabilidad social de acceso al público, vía streaming y plataformas tecnológicas con marcas co-organizadoras.

GIDCOMP with its purpose of contributing to reduce the global digital divide holds several international festivals inviting Senior leaders to share and inspire people to create value and generate experiences in Web 3.0 with new technologies.

1

GIDCOMP Immersive Festivals

GLOBAL DIGITAL WEEK 2023

+ 100 experts

[Check international experts](#)

Day 1. Smart Cities
Day 2. Public policies
Day 3. Digital Commerce
Day 4. Disruptive Business
Day 5. Wellness Technologies

From March 27 th to March
31st, 2023

GLOBAL METAVERSE WEEK 2023

+ 100 experts

[Check international experts](#)

Day 1. Immersive technologies
Day 2. Omnichannel
Day 3. NFTs and Blockchain
Day 4. 3D and Web 3.0
Day 5. Immersive experiences

From November 11th to
November 15th 2023

2

Digital Knowledge Bank

www.gidcomp.online

+200 Replays:

Keep your brand leaders up to date on technology trends.

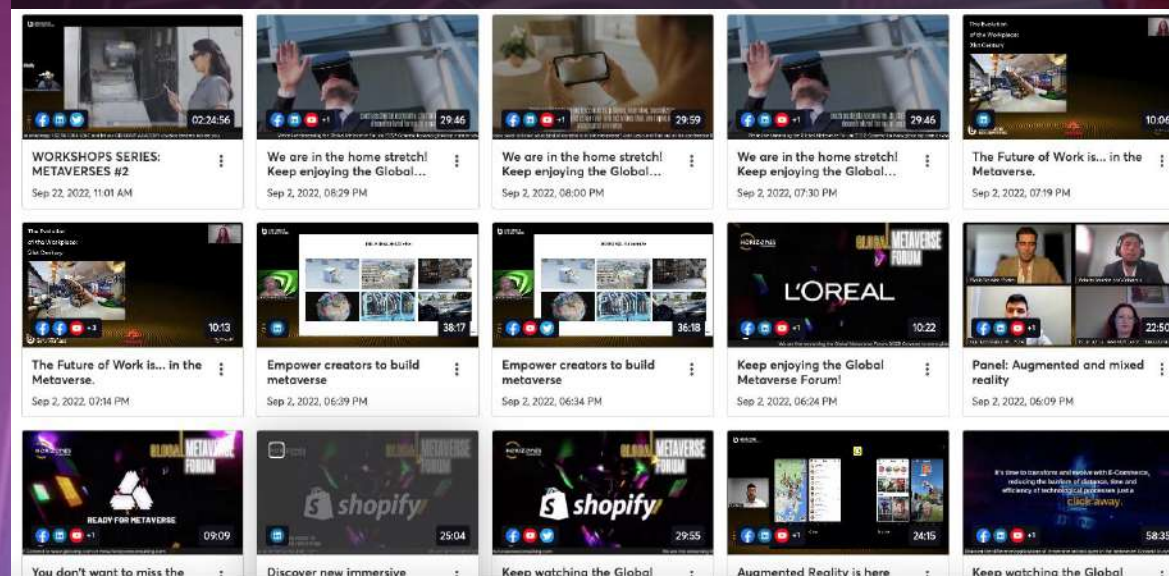
Global Digital Week 2022-2023 Replays

Global Metaverse Week Replays 2022-2023

Marketplace for technology providers.

Don't miss the opportunity to be in touch with the leaders of large companies and organizations, get in touch with the leading brands!

The committees via their member brands will continuously broadcast the advances and trends in order to continue showing new applications to the audience and at the same time will be strengthening the digital knowledge bank for affiliates, which currently has more than 200 conferences, Mini MBA on demand, master classes, MOOCs, with more than 200 uninterrupted hours of content.





3 GIDCOMP ACADEMY

The Academy Division seeks to bring international practice experts together to share their pragmatic and tactical execution insights with leading global companies.

The main mission is for executives to develop practical skills in order to increase the efficiency and sales of brands.

CERTIFICATION IN IA APPLIED TO MARKETING AND BUSINESS

Certification in AI for marketing and sales aims to help decision makers maximize results, optimize budgets, predict customer behavior, study, define and segment users, predict audiences and improve operational efficiency.

Certification options

A. Certification via applied project.

Mentors who are leaders in the subject matter of the project

B. Immersive certification in Dubai.

Includes visits to companies in the city, developing a proposal applied to your company.

NEXT START DATES

Summer
2023

Start: July 1st
Admissions closing
MAY 15TH



Contactar aquí

16 COURSES TO BECOME AN EXPERT

12 COURSES CORE

4 COURSES ELECTIVE

MARKETING TECHNOLOGY

- Data analysis with AI
- Product strategy
- Research with AI
- Personalization with AI
- Journey optimization
- Consumer behavior with AI
- Content marketing AI
- Customer service

CORE SKILLS

- Digital shift
- People Analytics
- Innovation culture
- Sensory technology
- Virtual stores
- Implementation of AI projects
- Open innovation

- Search Engine Optimization (SEO)
- Powering your CRM
- Sales funnel conversions with AI
- Lead creation with AI
- Customer success
- Automating the sales process
- Trademarking AI

SALES LEADERSHIP

"Boost your career in Marketing and Sales with our AI certification and learn from global brands."



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GIDCOMP R&D

Trend Studies, Reports and
Digital Labs



Global Metaverse Report 2022

Release due November 2022

Global Digital Report 2023

Release due February 2023

Meta
Commerce 2023 Release
due June 2023

Polos digitales 2023

Release due November 2023

BRAND POSITIONING AND PRESENCE IN THE METAVERSES

1. CONTACT WITH CONSUMERS - ESTEFANÍA YAGÜEZ, HEAD DE CONSUMER INTELLIGENCE DE L'ORÉAL
2. MARKETING Y BRANDING – FERNANDO CANO, MANAGING DIRECTOR DE HAVAS METAVERSE

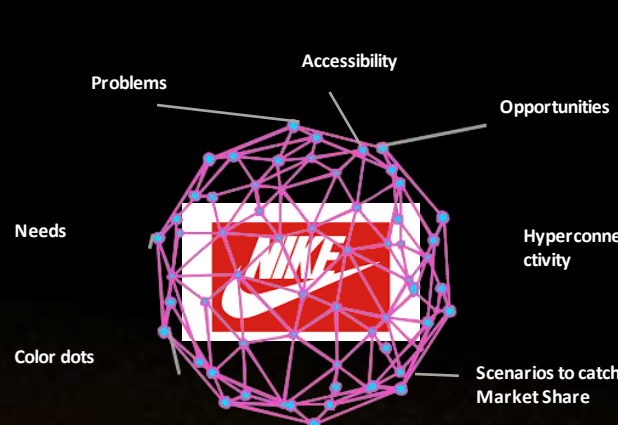
OMNICHANNEL TRADE

1. VIRTUAL STORES – JONATHAN MÁSMELA, CEO OF LA COLONIA
2. SELLS IN THE METAVERSES– THORSTEN WALTHER, CEO OF INSPIFY

MASSIVE METAVERSES

1. VIRTUAL COMMUNITIES MANAGEMENT, DANIELLE MCCONNELL, CMO FROM VIRTWAY
2. SPECIALIZED METAVERSES SORAYA CADALSO, CEO OF UTOPION

Note: Clic on the links to watch the international leaders' lectures.



Current Portfolio

1. Sneakers
2. Clothes
3. Accessories

Adapted portfolio (medium-term)

1. NIKELAND
2. Clothes with technology applicatives
3. Monitor accessories

Example: NIKE of non-exhaustive business units.

ILLUSTRATIVE
EXAMPLES

Market fit. Short-term

- Incorporate technology applicatives
- Prioritization in terms of sales impact

Market fit. Medium-term

- Being the first to incorporate technologies
- Prioritization in terms of sales impact

Technology adoption diagnostics

Some brands that are part of our international ecosystem



Reasons to join **GIDCOMP**:

- 1 To receive **information on Business Intelligence and Technology trends**
- 2 To **leverage** existing **technology** (leapfrog)
- 3 To generate **networking / community**
- 4 To have **visibility** of the applications in the **use of technologies**
- 5 To keep you informed and up to date with the **latest news**
- 6 To receive **support or consulting**
- 7 To **train** my team to face new market challenges.
- 8 To generate a **relationship with Authorities**
- 9 Access to **+200 Mentors from 52 countries** and presentations of their models at the Global Digital Week & Global Metaverse Forum.





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GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENESS

How to become a member?

Send us an email to be.digital@gidcomp.org or a WhatsApp to: **+52 56 1463 3902**

The GIDCOMP seeks to unite and relate organizations linked to the international technological ecosystem to promote and develop digital capabilities in any location in the world.

The membership begins with the date of accreditation of payment in the bank account.

Valid 12 months from the date of payment.

Renewals begin to run from the expiration date of the current membership.



More Information