

MARC CARREL- BILLIARD | METAVERSE CONTINUUM CONFERENCE

VIDEO TRANSCRIPT

What is metaverse in your words, in your opinion?

Marc Carrel-Billiard: Well, I think there are many definitions of the metaverse, but I would say that probably metaverse, where we are going to see really a blend of digital and physical world. I think that's very important to talk about this. And I think what we call at Accenture, we use the term metaverse continuum because we believe there is a continuity in this integration between the physical and the digital world. You know, you can in the metaverse, already when you talk to a Google Assistant or something like this, like Alexa. And then moving to augmented reality, mixed reality and all the way to virtual reality. Immersive experience could be key but there is a whole gamut of this experience. It will play a role across absolutely every industry, not only the retail. Because we keep hearing about retail, gaming and everything. I think it's going to be playing a big role in life science, it's going to be playing a big role in manufacturing industry, and it's here to stay. So, I'm very excited about this, I think it's going to be changing deeply, how we experience the world and what we are going to be able to do for customers and employees.

And what are the main challenges, or the main challenge?

Marc Carrel-Billiard: Well, there are few. Some of them are related to security. As we have security breaches in internet, there will be probably security issues also in the metaverse

You could have hackers that would hack your device. We can see a lot of really amazing things, but that is going to be more amazing because of this immersive aspect of the metaverse. I think the second one we will see is going to be related to responsibility and sustainability. We need a lot of computing power, to power the metaverse and we need to be thinking about a green attitude related to the metaverse.

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