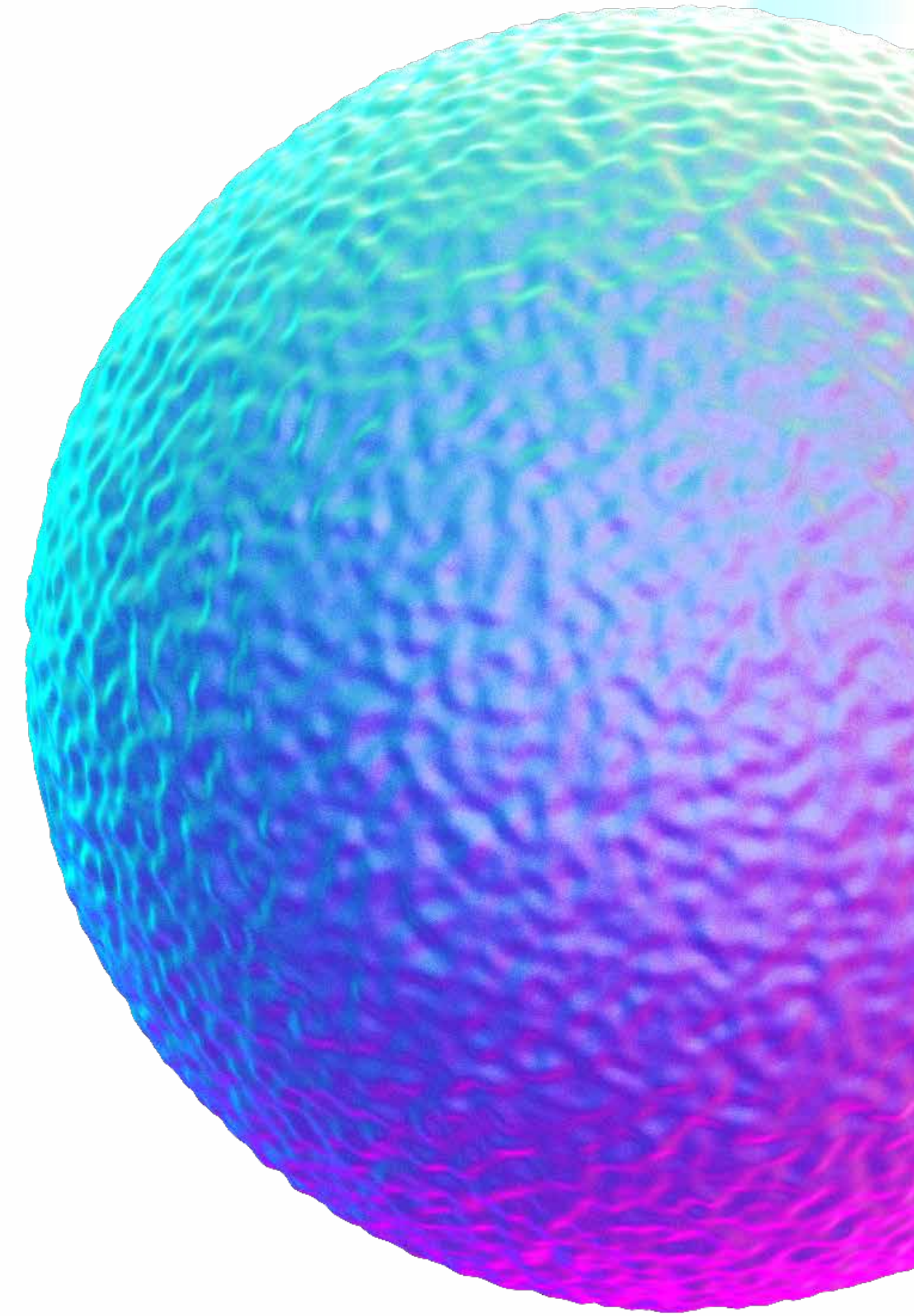


Globant ▶

How Immersive Experiences

are redefining our **digital world**





The digital world is on a wild ride, constantly changing and bringing us some seriously cool updates on **how we dive into online spaces**. And guess what? We're not kicking old-school ways to the curb; we're just giving them a rad makeover. Now, we're all about tech that **blurs the lines between our digital and real-life adventures**, making tech fans everywhere buzz with excitement.



Diving deeper, the thrill of getting lost in virtual worlds is bigger than ever, thanks to mind-blowing stuff like VR, AR, and mixed reality. Imagine stepping onto Disney's HoloTile Floor or wearing clothes that buzz with haptic feedback, making digital worlds feel as real as your living room—minus the motion sickness, thanks to some smart tweaks. And let's not forget Apple's Vision Pro, turning everyday life into an epic augmented reality adventure where digital and physical worlds collide.



The historical context of digital interaction, from the inception of the iPhone to the present day, highlights the continuous quest for more accessible, contextual digital experiences. The iPhone's revolution in mobile computing paved the way for devices like the **Vision Pro**, which promises a future where augmented realities become part of our everyday lives. Despite criticisms regarding its design and cost, the Vision Pro's introduction of spatial computing, augmented by AI's capabilities in gesture and object recognition, marks a significant milestone in digital interaction.



Diego Tartara,
Global CTO at Globant

“We are shifting away from digital experiences bound by the 2D limitations of a screen and user interface. New technologies are blurring the lines between the digital and physical worlds, eliminating the need to choose between staring at a screen or engaging with the physical environment.”



Both emerging trends and Vision Pro's advent heavily rely on artificial intelligence to create rich, interactive digital experiences and to interpret human intentions for seamless integration between the digital and physical realms. This synergy between AI and innovative technologies is crafting a future where digital technology becomes less obtrusive and more integrated into our daily activities, leading toward an "invisible" digital presence in our physical world.

As we stand on the brink of this new era, it's crucial to envision the potential applications and experiences unlocked by such technology. The Vision Pro, despite its initial limitations, is seen as the first step towards a future filled with augmented experiences that transcend current barriers. Like the iPhone's impact on

mobile computing, the Vision Pro sets the stage for a revolution in digital interaction. It represents a new gadget and a portal to a future where digital and physical realities merge, transforming our interactions with technology and each other in unimaginable ways.

The promise in the functionality and technology that Apple Vision Pro brings forth is palpable, with reviewers and influencers bringing forth the pros and cons in just a matter of days since launch while also triggering a collective discussion around how the technology will profoundly change how humans interact with technology. In a [review video](#), Youtuber and tech influencer Casey Neistat weighed in on the trajectory, concluding, "I can tell you this. This will be the worst Vision Pro Apple ever ships. It is going to get so much better."

Forging the path to accessibility with the metaverse



AI is like that cool new friend who fits right into your squad, but the metaverse? It's the wild, out-there uncle asking everyone to jump into a whole new universe. The metaverse is buzzing as this big, bold idea in the tech world, promising to flip everything on its head. But right now, it's kind of stumbling around figuring out how it can fit into our daily grind and make sense for businesses.

While AI just slid into our lives like it was meant to be, the metaverse is throwing a massive party but struggling to get people through the door. Yet, there's a glimmer of hope! Some industries are peeking into the metaverse, tiptoeing around, and starting to play around with what it's got to offer. The introduction of technology like Apple Vision Pro could bring relevance, understanding, and applications to the metaverse.



Contrasting the metaverse and AI: Unveiling adoption challenges

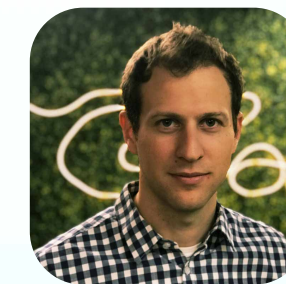
AI's seamless integration into daily life contrasts with the metaverse's distance from reality. The metaverse demands significant resources to create an immersive experience. When it comes to consumer technology adoption and comfortability, the learning curve around generative AI is gentler due to its ability to be embedded into natural user experiences, while the metaverse requires a significant leap, requiring organizations to push their customers into a completely different world.

Despite these struggles, the metaverse continues to pique the interest of key players and innovators. Major tech companies and visionaries have invested an estimated **\$180 billion** in the past few years in research and development to transform the metaverse into an everyday interaction for individuals. While statistics show lukewarm mass adoption, specialists anticipate that this will change in the future, as those interested in experimenting in Roblox, Decentraland, Fortnite, and Pokemon Go today (Z and Alpha generations) will become next-generation business targets and will have a much more attuned use and behavior to metaverse environments.





“The way we have multiple social networks today could be similar to how we will be in multiple metaverses in the future: we will interact with five different metaverses for five different reasons.”



Nico Ávila,
Globant’s Chief Technology
Officer in North America

“This behavior will help the future metaverse adoption stating that “the teenagers that play in the metaverse today, in 2030, will join the industry. They will have it incorporated. It will be a natural evolution.”



Julieta Shulkin,
author of
#VueltaPorElMetaverso



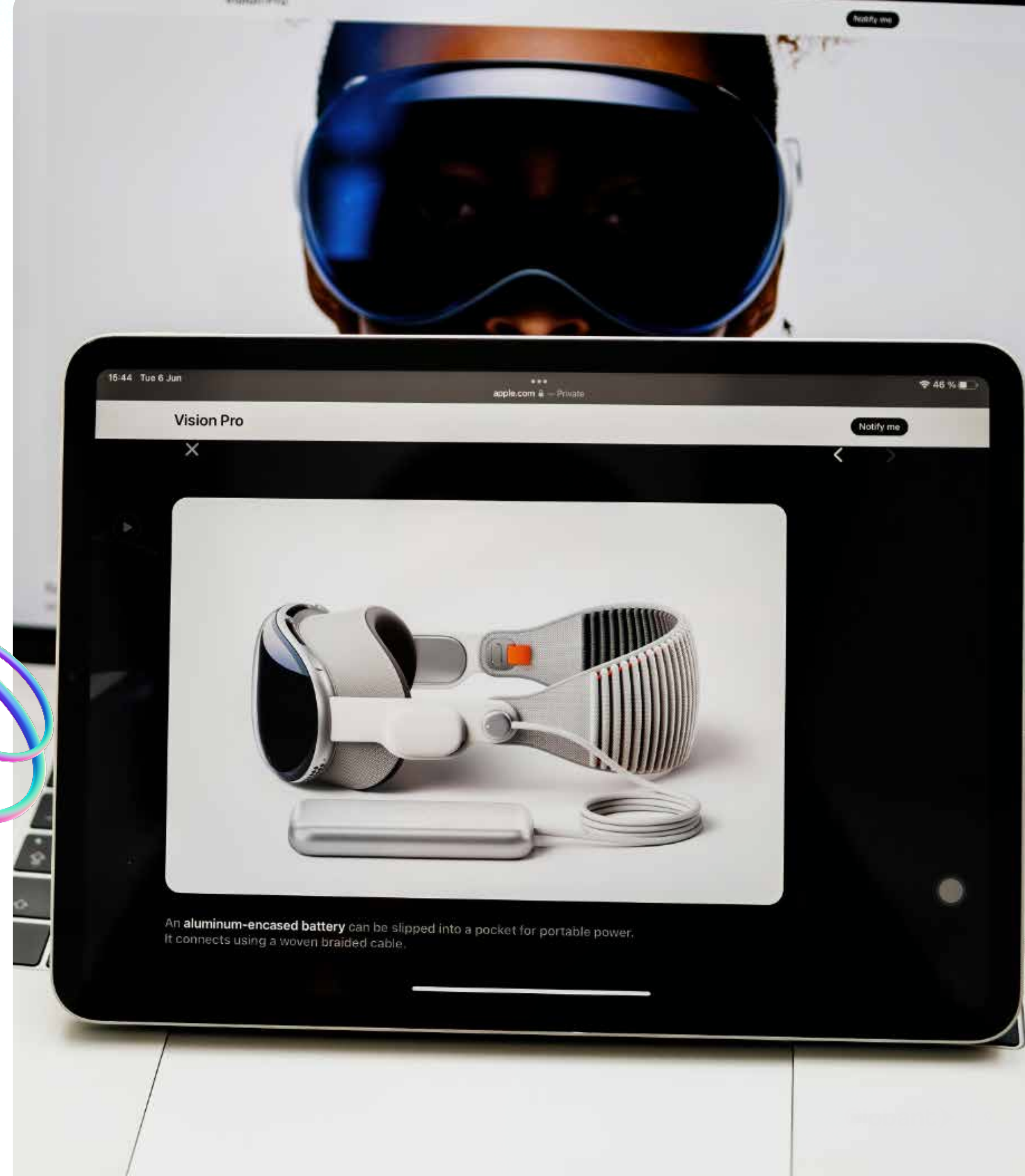
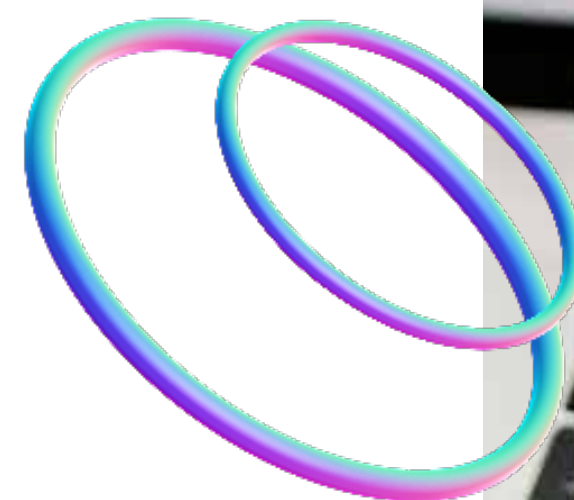
Apple Vision Pro: A glimmer of hope on the horizon

The release of the Apple Vision Pro mixed-reality headset has sparked enthusiasm and curiosity. This device brings the convergence of AR and VR to a familiar ecosystem, transforming how businesses gather customer data. Ritesh Menon, VP of Technology at Globant, anticipates its potential for hyper-personalized content and revolutionizing business practices. Spatial computing offers in-depth insights into customer behavior beyond traditional web and mobile app interactions. This data can significantly benefit marketing and enhance the customer experience.

“In the spatial computing era, businesses must be ready for a data revolution. It offers improved customer insights, personalization, and engagement, redefining customer expectations. The future of customer data is here, and it’s extraordinary.”



Ritesh Menon,
VP of Technology
at Globant





Mass adoption of the metaverse faces accessibility challenges, and engaging stakeholders is crucial to its widespread use.

“Historical patterns suggest that institutional players, such as schools, factories, and healthcare providers, have been early technology adopters and drivers of integration. Vision Pro could follow this path, gaining momentum as institutions recognize its value and incorporate it into their operations,”



Isa Goksu,
Globant’s Chief
Technology Officer for
the United Kingdom

However, it’s vital to distinguish spatial computing from the broader concept of the metaverse. While both involve immersive digital experiences, Vision Pro focuses on Apple’s augmented reality (AR) technology and devices. This technology enriches users’ real-world environments by overlaying digital information and interactive elements onto their physical surroundings. It can impact various sectors, from education and healthcare to retail and entertainment.

For instance, Vision Pro could revolutionize education by offering immersive anatomy lessons with 3D models or historical event reenactments through AR simulations. Other initiatives, like the Ray Ban-Meta partnership, will ultimately provide customers with many options ranging from low-end smart glasses to VR headsets to a more premium experience and product with the Vision Pro.



Pioneering next-generation brand engagement techniques

While the potential of the metaverse for business is still at an exploratory stage, and we are trying to understand the opportunities for authentic revenue, several companies keep asking themselves if they should be present in the metaverse.

“Brands will always look to boost customer engagement and increase loyalty; the metaverse provides a new world, a new channel to what currently exists. The constant need for new exciting experiences offers a real opportunity for the metaverse to become relevant.”



Rachel Armstrong,
Globant's Studio Partner,
Design based in the UK

“It’s essential for companies to recognize that the metaverse is already accessible to brands eager to discover new innovative approaches to connect and engage with their users.”



Fabien Rossini,
Globant Strategy Consultant

Two outstanding examples of brands bringing immersive experiences to their audiences are Hadean and Pixelynx.

Is the metaverse an industry game-changer?

While we continue to see how brands and consumers will utilize the metaverse, industries are moving forward in finding solutions to solve business challenges. Experts agree that the metaverse will influence industry and commerce well before it fully realizes its potential in the consumer sphere. Two global brands, Macy’s and Marriott have both embraced the metaverse, providing brand and product extensions for the companies.

A new study from IDC highlights a key takeaway about the enterprise and the metaverse, stating, “Product/solution design and engineering, demonstration, employee onboarding and training, testing, asset performance and maintenance, human behavior simulation, and aftersales service are some of the key use cases of the enterprise and industrial metaverse put together.” IDC Market Perspective: Enterprise and Industrial Metaverse – Beginning to Take Shape and Enable Business and Operational Transformation (Doc #US48534022, June 2023). The metaverse offers a cohesive, immersive digital experience with widespread connectivity and promising applications across education, manufacturing, supply chain, and energy industries. This extends to consumer, enterprise, and industrial metaverse realms.



“We’re seeing clients embrace the metaverse to provide new experiences to younger generations. This helps them learn in different ways and connects them to classmates, friends, and teachers. It goes beyond the curriculum and into platforms like Roblox and Minecraft to be used as educational tools.”

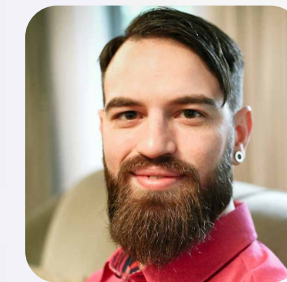


Veronica Futaoka,
Tech Director at Globant

Dedication to innovation can bridge the gap between what the metaverse could do and its real-world uses. Soon, the metaverse will provide lasting and flexible business options, helping organizations grow digitally. At Globant, we recognize the metaverse’s potential and build a space to augment how we onboard new employees. Additionally, we recently launched “[Globant World](#)” on Roblox, to help spread the word about Globant’s culture in a fresh and new way.



“As we embrace technologies that blur the line between digital and physical, we’re not just using gadgets; we’re stepping into a future where technology enhances every aspect of our lives in invisible, yet profound ways.”



Agus Huerta,
SVP of Digital
Innovation at Globant

About Globant

We are a digitally native company that helps organizations reinvent themselves and unleash their potential. We are the place where innovation, design, and engineering meet at scale.

- We have more than 29,100 employees, and are present in 33 countries across 5 continents working for companies like Google, Electronic Arts and Santander, among others.
- We were named a Worldwide Leader in AI Services (2023) and Worldwide Leader in CX Improvement Services (2020) by IDC MarketScape report.
- We stand among the top 100 fastest-growing companies in the world (2023) according to Fortune.
- We were also featured as a business case study at Harvard, MIT, and Stanford.
- We are active members of The Green Software Foundation (GSF) and the Cybersecurity Tech Accord.

For more information, visit

www.globant.com

Disclaimer:

This report is intended for informational purposes only, based on information available in the public domain. While the information provided has been obtained from sources believed to be reliable, neither Globant nor any of its affiliates, directors, neither officers nor agents attest to its accuracy or completeness.

No representation or warranty, expressed or implied, is made regarding the completeness, accuracy, timeliness, or suitability of any and all information and data contained within any part of the report. Globant shall in no case be liable for any direct, indirect, incidental, special, consequential, or exemplary damage or loss (including, without limitation, loss of profit), which may arise or derive directly or indirectly from the use of or reliance on the information contained in this report. All information in this report is subject to change by Globant without notice. Prior written approval of Globant is necessary to reprint or reproduce this report in whole or in part. All contents, text, images, data, information, and other materials displayed, including any Globant trademarks or copyrights, are the property of Globant or the designated owner and are protected by applicable laws.

Globant 