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Explore the Relationship Between Metaverses And Cars

How can driving a car be transferred to the metaverse?

A metaverse is a fascinating platform featuring virtual reality that can be shared by various users irrespective of their location.

The change from the real world into a virtual one is pretty fast because of today's advanced technology. Since most people have grown conscious of their digital presence more than their real world one, it won't be long before we spend most of our time glued to screens in our desired versions of the metaverses.

According to Mark Zuckerberg, owner of Meta (formerly known as Facebook), the metaverse will allow you to explore both real-world and virtual places from the comfort of your living rooms. Furthermore, since most metaverse platforms are incorporated with 3D graphics, you can be sure of experiencing photo-realism and enjoying an immersive experience.

A Short Introduction of the Metaverse

The term metaverse was first mentioned in 1992 in a science fiction novel by Neal Stephenson, when explaining virtual reality and the 3D world. It seemed nearly impossible, more of a dream at that time due to the lack of resources. Then in 2003, Second Life, a 3D virtual online world video game, began to show people how a metaverse could look like in real life.

Companies Supporting The Development Of Metaverse

Numerous companies and industries play an essential role in developing the concept of metaverses. Companies from different walks of life are coming together to implement their real-world-like operations in the virtual world.

Ways to Commute in the Metaverse

Since the metaverse is the virtual version of the natural world that we live in, the creators need to make sure that everything within the ecosystem of the metaverse is similar to what is in reality; this includes the means to travel.

For example, in most metaverses, you can not just teleport your way around in the virtual world. Although it would be cool to do that, most people prefer to have proper driving mechanisms to help them envision driving at their desired speeds.

The transportation system that we use in our daily lives for work, or on a trip, or to schools is being applied to the virtual world as well. In the metaverse, you get to experience a 360-degree view of the places you travel through your car/vehicle in the VR.

You will have an option to check out the places you plan to travel to in real life within the metaverse before making your reservations and booking your travel packages.

Car Companies engaging in the Metaverse

We have observed the involvement and interest of many big names in the metaverse — so why would it be surprising to hear that automobile companies are becoming a part of the virtual world? A metaverse is the virtual version of our real world. Therefore, real-life brands of vehicles will be present in their virtual form.

Audi Presents: Holoride

Holoride is a startup backed by popular vehicle manufacturer Audi, which now sells virtual rides/vehicles. The CEO of Holoride aims to take the company to a point where it is known as one of the metaverse's transportation establishments.

Nissan: I2V Technology

Nissan has been developing invisible to visible (I2V) technology that operates in both AR and 3D

platforms. This would connect drivers to the metaverse, with the aim of giving them information that would not otherwise be accessible to help with their driving. Unfortunately, this 12V tech will not be launched for a few years.

Hyundai Motors: Roblox

Hyundai Motors has introduced an entertainment platform for users by the name of Roblox. Hyundai Mobility Adventures, within the metaverse, will allow users to experience better communication and interaction with fellow users who are part of this entertainment platform.

The metaverse will also let the purchaser examine the car in a complete 360 degrees view.

What Does Holoride Prepare for the Metaverse?

As mentioned earlier, Holoride is an Audi-backed startup project where the passengers get to witness an in-vehicle VR entertainment system. The project is also launching a token, RIDE, on the Maia launchpad in order to build the ecosystem.

The RIDE token aims to build an extended reality (XR) ecosystem of games. In addition, these crypto tokens (RIDE tokens) can be used to make purchases by the passengers in the vehicle.

The co-founder of Holoride believes that improving the technology on a blockchain platform and introducing the RIDE token is a step forward to the up-gradation of our crypto ecosystem, ensuring that the participation is transparent.

Transactions can also be carried out within the Holoride ecosystem using NFTs and the RIDE utility tokens. While NFTs are non-fungible by design, the RIDE cryptocurrency can be exchanged with any currency of choice.

The exploration in the metaverse has just begun — who knows, an entirely non-automobile company may become a world leader in the automotive industry in the metaverse.

As of now, it just feels like talking about the internet in 1992, right? Holoride is only a year or so away from launch, but it'll need some serious scale to get to the point where such a dynamic ecosystem makes sense.

At the very least, Holoride and some of the other projects mentioned might serve as a microcosm for how the metaverse will rely on the underlying principles of blockchain technology, like transparency, security, interoperability and participation.