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<https://www.btcc.com/en-US/academy/research-analysis/meta-will-launch-metaverse-retail-stores>

### Meta Will Launch Metaverse Retail Stores

As Facebook's parent company, meta will allow shoppers to try out its various AR / VR focused hardware in stores.

Meta platforms, the owner of Facebook, is preparing to launch its first physical store while focusing on transforming itself into a leader in meta space. Mark Zuckerberg, the company's CEO, revealed that the physical store "meta store" will open in the company's Burlingame Park in California on May 9. Here, customers can explore and buy virtual reality helmets and other gadgets in a 1550 square foot retail location.

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## Metaverse's Physical Store

According to Zuckerberg's post on Facebook, the store will also display the demonstration of its Quest 2 VR helmet (a virtual reality helmet developed by reality labs) and video call device portal, as well as the smart glasses produced by it and ray ban. In addition to these, shoppers can try these devices to experiment with AR / VR and buy them online in the store or later on the website of meta or ray ban.

The technology billionaire said.

"Meta's first store will open in Burlingham, California, on May 9!". You can experience Quest 2 and project what you experience onto the wall for your friends to see. This is a good way to see how our products connect people today and what will happen in the process of our development to the meta universe. "

Meta is trying new measures to cope with the headwind of the changing digital environment. The company lost \$10 billion in managing the Metaverse program in its reality laboratory division. Nevertheless, Zuckerberg intends to focus on this and expects his ambitious Metaverse project to take at least a decade or more to fully develop.

## **Ambitious Meta Plans**

Meta plans to help creators by allowing them to sell virtual items in their Metaverse. The company revealed earlier that it was testing new tools for creators on the virtual reality platform horizon worlds, allowing a few of them to sell virtual assets in the world they built.

This may also include non forgeable tokens (NFTs). However, the sizeable 47.5% share of digital asset sales and the 17.5% additional fee charged by horizon are likely to prevent the adoption of the Metaverse project guided by the world's largest social media company.