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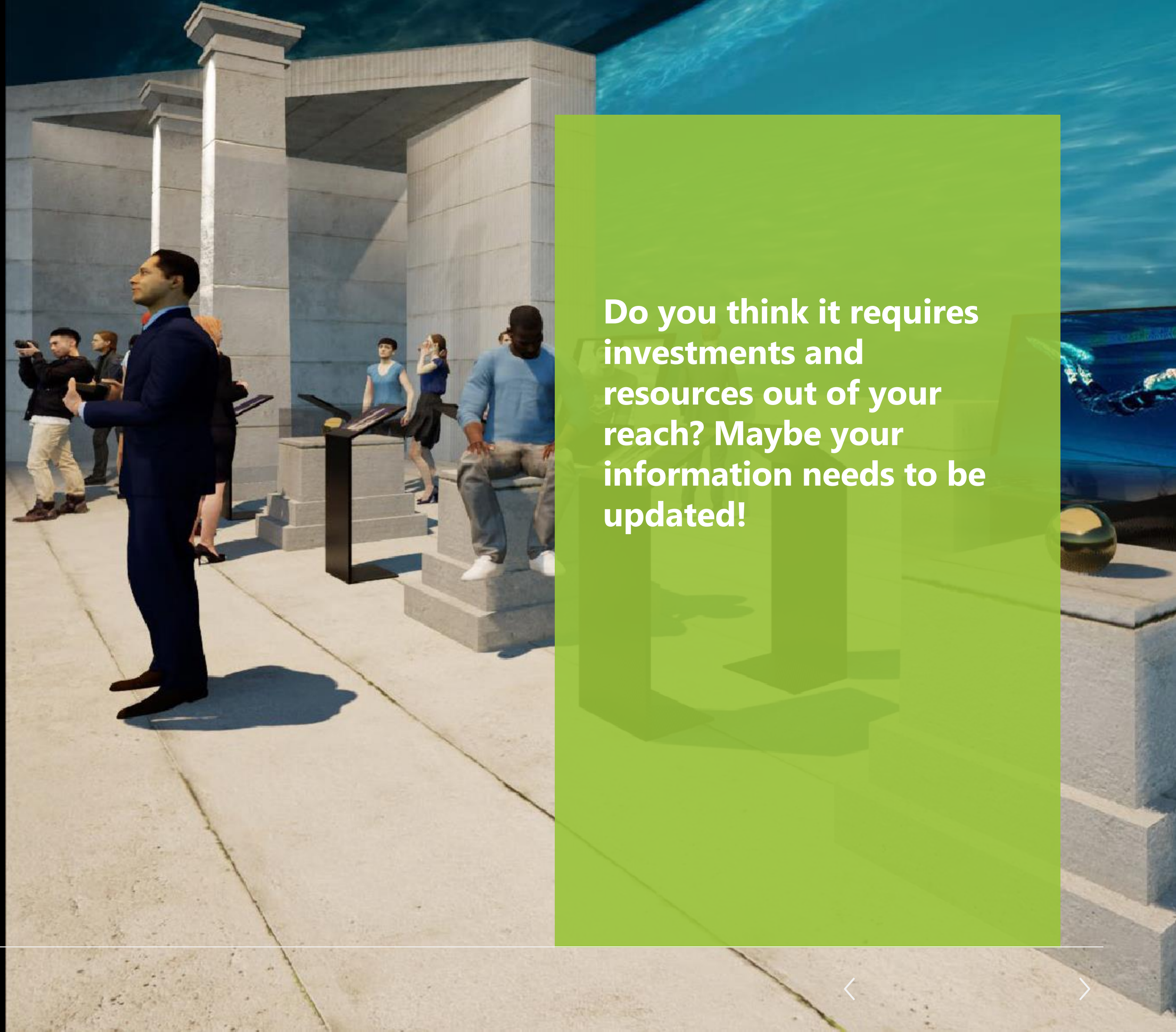
E-book

The ready-to-go metaverse

Thanks to hVERSE web 4.0 becomes low-code, scalable and in SaaS version

What do you know about metaverses and multiverses?

hVERSE is the 1st platform in the world to generate metaverses independently by entering web 4.0

Do you think it requires investments and resources out of your reach? Maybe your information needs to be updated!

Metaverse: what it is not

Every day millions of people search online for the words 'multiverse' or 'metaverse' and find old, inaccurate or biased information.

DOES NOT require headsets

It is born in the immersive reality but can be proposed as web content.

It is NOT high code

You don't need specialized IT resources: with hVERSE, metaverses are created autonomously.

IT is NOT enterprise

No need for in-house data centers: hVERSE is delivered with SaaS approach.

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Web 4.0: You are here

With hVERSE you immediately enter the logic of web 4.0, that of 'hot' interaction and complete knowledge of the customer. The information is turned into a relationship and a client-experience.

The 4 stages of the web

Web 1.0: documentation
Sites, portals and service platforms where users can only access information or purchase. The unidirectional 'top down' communication flow cannot explore or share the wishes and proposals of the target

Web 2.0: interaction and sharing
With social networks, blogs, tags and podcasts, through user generated content a participatory and two-way communication flow is developed between the company and the users.

Web 3.0 data analysis and AI
The web enriched by IoT data and user tracking in virtual and physical space becomes a gigantic database. Data analysis uses semantic web and Artificial Intelligence.

Web 4.0 immersive interaction
We are entering the 4.0 era. The data processed by AI is enabled by 'human touch' technologies such as digital twin and Augmented Reality with immersive experiences.

Web 4.0 is not the future: it is the present.

They are solutions that meet the needs of your company and your customers today with scalable, flexible and accessible technologies.

Phygital: a physical-to-virtual continuum

In the name of phygital it is possible to build metaverses at different levels of interaction physical/virtual with appropriate blends of digital objects and real world.
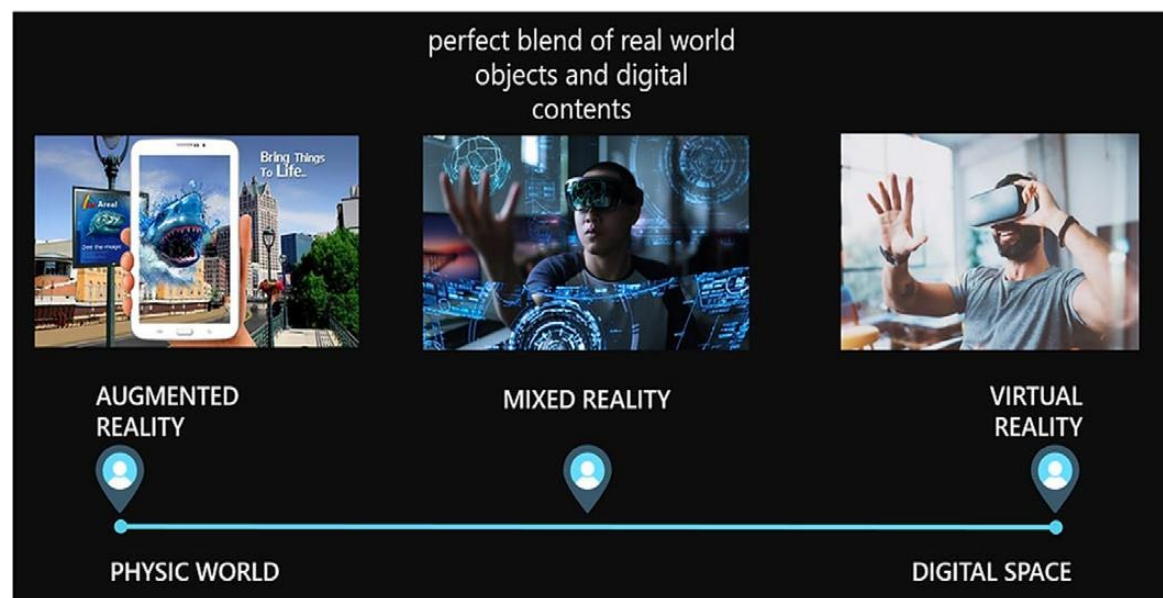
AUGMENTED REALITY is the enrichment of human sensory perception through information that would not be perceptible with the five senses.

MIXED REALITY adds to the real world virtual elements with their own three-dimensional physicality, with which you can interact.

VIRTUAL REALITY is a simulation of the actual reality. Simple VR is displayed on monitors, while immersive VR uses headsets that cancel out the real world from the user's visual experience.

hVERSE is a tool that creates content and phygital spaces on any point of contact of the company, recreating the experiences of human access and interaction enriching them, customizing them and measuring every aspect.

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About Hevolus

Hevolus Innovation is an international leader in the development of technologies for phygital and immersive customer journeys.

Maybe Satya Nadella, CEO of Microsoft, has something to tell you.

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Evolution is inscribed in our name!

Building on its experience with augmented, mixed and virtual enterprise and tailored reality applications, Hevolus presents the first platform that allows every company to create metaverses independently.

Hevolus Innovation is a leader in the world of disruptive technologies (Mixed Reality, Augmented Reality, Virtual Reality, Artificial Intelligence, Microsoft Dynamics and cognitive services) that it uses to innovate the shopping experience and business strategies in the reference markets.

Microsoft International Gold Partner for Mixed Reality, winner of the Retail Week Awards 2020 for the Game-Changer, winner of the SMAU Innovation Award from 2018 to 2021, winner of the Digital 360 Award 2020, it has CDP Venture Capital SGR by its side, as an investor supporting the company's global growth.
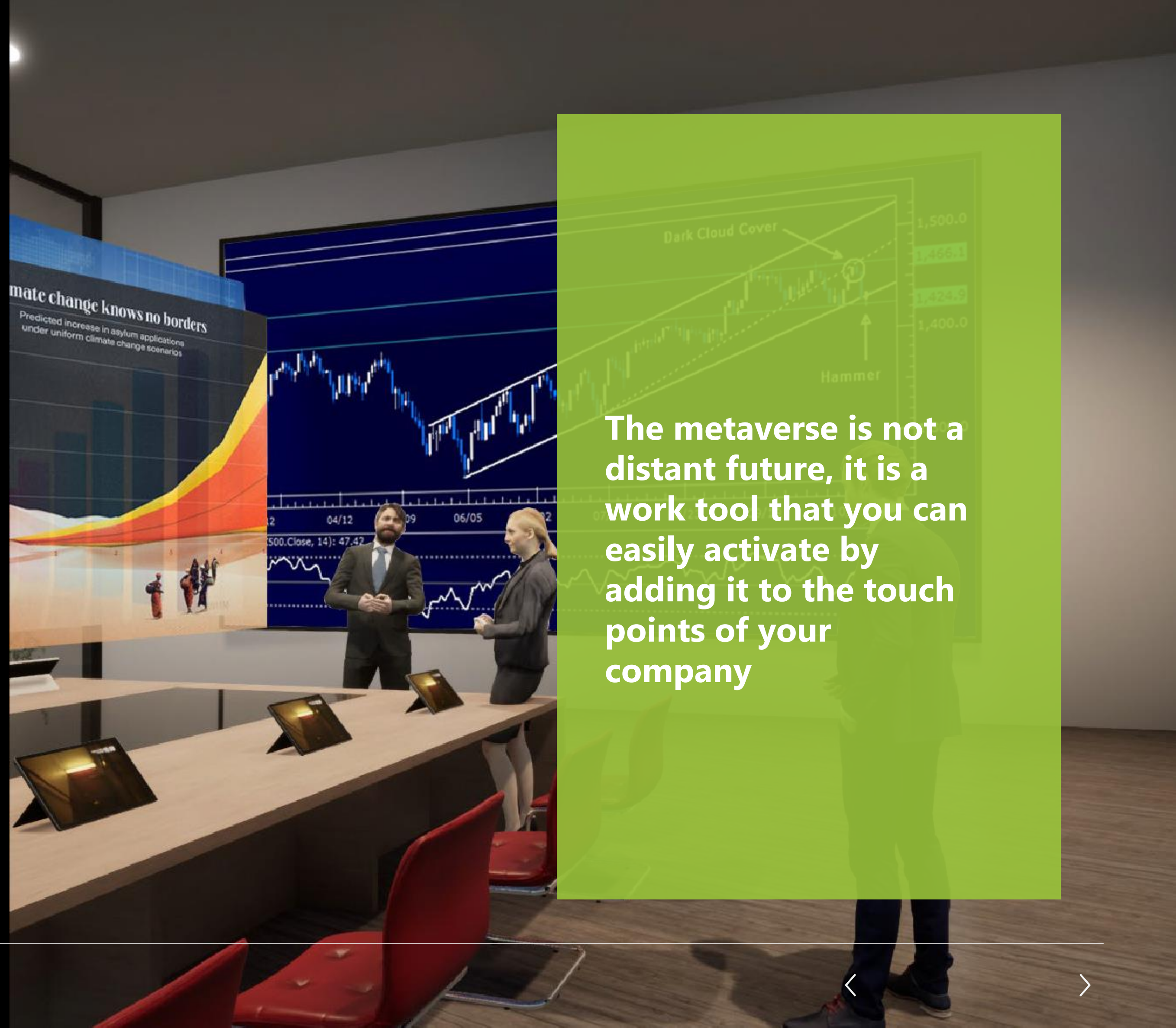
In 2020 on the occasion of his first public speech in Italy, the Microsoft CEO Satya Nadella extensively mentioned Hevolus work.

hVERSE: build your own metaverse

Create meeting rooms, reception rooms and virtual showrooms without difficulty and without changing the way you work.

The metaverse is not a distant future, it is a work tool that you can easily activate by adding it to the touch points of your company

What is hVERSE

It is a platform that allows to create, customize and publish your metaverse independently with full hardware and software support.

With a normal trial and error approach, without the need to write code, you can create meeting, reception and product presentation environments.

All without the need to write code, hire experts or dedicate machines (it is provided in SaaS mode). Even easier is the customer-side access that can take place through any web browser.

Virtual environments to work better

Create one or more environments, customize them with a classic visual merchandising and use them to welcome customers and partners via web, to organize meetings or show products. Nothing could be simpler

You can create digital architectural environments furnished exactly as you would do with a showroom or a physical point of sale. They can be public and therefore accessible at any time or host private meetings.

On the company side, hVERSE is based on a CMS through which you can display two- or three-dimensional multimedia content that the company developed, commissioned or found online. Like any CMS, hVERSE maintains in its back-end a library of content (3D files, videos, datasheets) that can be updated or modified at any time.

With a simple drag&drop hVERSE allows you to place 3D assets in precise points of space. Each resource brings with it its own properties: animations, different versions for color or other characteristics, 'splits' etc.

Really taking the customer's point of view

In the virtual environment, the authorized personnel of the company enter with their personalized avatar. During access, the visitor configures his avatar; by registering you can save the customization settings for following accesses to the system.

The customer can walk as he wishes within the environment, simply using a mouse or trackpad, and can freely interact with the displayed resources. For example, you can rotate the object to see it from different sides, explode it or select different colors, textures or versions. You can play videos, read and download datasheets or add some products to a wish list.

His interlocutor in the company, present in the experience with his avatar, can take the point of view of the customer and literally see 'with his own eyes' this phase of the customer journey in order to understand which aspects of the product have most interested him and when the customer is distracted. If the customer journey involves the creation of a wishlist by the customer, the company can see it.

Create meetings? Organize meetings? Nothing could be easier!

With hVERSE, the company does not have to change habits and the way of working, nor undermine the work done. hVERSE allows you to add to your way of working the possibility of creating public spaces and meetings 1 to 1 or 1 to many according to a calendar or by appointment.

The event can be enriched by starting a video call with a tool like Microsoft Teams. The customer can decide whether to activate the camera or microphone, the conversation becomes part of the virtual event.

hVERSE can be used both for dialogue with the outside world and within the company itself for meetings and product development or communication activities.

hVERSE supports traditional and immersive modes indifferently, including holographic headsets such as Microsoft HoloLens 2.

Three options (out of a thousand)

In addition to the thousand possible applications within the company, hVERSE
can support sales, demonstration, meeting activities

Always open environment

The customer walks in the space on his own as he would
do in a store or showroom without any support.

Open environment and contact request

At the beginning or while visiting the environment, the
customer asks to open a conversation with the interlocutor in
the company. This can be done through avatars or through a
video-call in the common experience of virtual space.

Open environment by appointment

The customer plans his visit by organizing an appointment
through an agenda. The space at that point is shared only by
his avatar and that of the company staff.

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There is no limit to the best

It takes imagination but not too much. The goal is to make the experience of contact between the company and its interlocutor increasingly rich, useful and pleasant.

It is possible to adapt the environment to the light and weather conditions detected at that time in the company.

The different environments can communicate with each other. For example, a customer could be welcomed in a virtual reception and from there accompanied by the avatar in a room of the virtual showroom and then in a second one.

The customer could 'bring' its own content (such as 2D or 3D resource) and ask to view it together. Just receive it and put it in the CMS library.

SaaS: leave the complexity to us

Design your metaverse without being limited by the internal availability of HW and SW resources.

3D applications require significant HW and system resources. Why allocate resources? With hVERSE you can access the metaverse with a Software as-a-Service approach using the resources we make available to you under subscription.

Welcome to the marketing 5.0

Without investing in hardware and software

With hVERSE you add a new working tool, effective and consistent with marketing 5.0. hVERSE doesn't ask you to learn anything more: you become who you are and use virtual reality to work even more effectively.

The convenience of the virtual / The digital experience

On one hand the virtualization of real experiences, on the other the transformation of communication into contact and entertainment. In the middle, that is, the metaverse and inside there is you.

In these years of pandemic we have grasped the convenience of carrying out remotely some activities that we were used to perform in presence. From the physical we moved towards the virtual.

Conversely, in recent years the company communication activities have grasped the limits of a one-to-one but 'cold' communication, 'CRM style'. Today marketing evolves towards 5.0!

Marketing 5.0 focuses on the non-material needs of consumers: the desire for entertainment, to be as a person at the center of the dialogue, to build experiences that the customer himself creates.

From communication you move on to experience creating situations that are not only realistic but warm and rich as you have always been able to do. Only... without logistical or distance problems.

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And... Right now?
You have two options:

1. Leave things as they are and continue to think that the metaverse is a futuristic perspective and / or not very adaptable to your market, maybe finding out at the next fair or from a customer that your competitors already use it successfully.

2. Try to understand more about hVERSE in general and especially how you company could take advantage of it. For example, by booking a virtual meeting with our experts.

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