Adpost Addresses The Metaverse - Past, Present, And Future

Adpost was established as an online Marketplace in the year 2000. Adpost is moving online advertising and marketing into a Web 3.0 experience for advertisers and buyers including practical applications for the NFT and efficiency in the DAO.

Singapore, Singapore Sep 28, 2022 (Issuewire.com) - **The Metaverse - Past, Present, And Future**

Adpost was created as an online Classified Ad website in 2000 and is currently developing a more interactive and complete Web 3.0 experience for its users. Their present efforts include an educational program to introduce people to the NFT as a practical tool and additional instruction for the DAO and Tokenization through their "Me In The Metaverse" Contest series.

What is the Metaverse? The metaverse is whatever can be imagined and whatever can be created. Essentially, the only barriers in the metaverse are bandwidth and how much virtual “real estate” is owned. Perhaps if someone is both capable and ambitious, and has a little capital to invest, it is possible to create a more proprietary metaverse and sell off the land for a handsome sum.

Ideally, the metaverse is a fully decentralized platform based on the blockchain. *Why?* The decentralization makes it more challenging for any singular body or institution to delete or censor things that it may find to be unsavory or even offensive.

By being attached to the Blockchain, it is possible to establish a complete tokenomic system and create very real and profitable businesses and other money-making opportunities within the metaverse. Economic Game Theory is not a new practice, but it has become more important with the advent of so many games and the ability of people to play for pay as opposed to paying to play.

What Can Be Done In The Metaverse?

There is ongoing talk of improving the metaverse specifically for people using virtual reality headsets and other related gear. At the same time, there are aspects of the metaverse where the virtual reality sets will be more of a hindrance than an assistance.

In terms of gaming and “free-floating” throughout the metaverse, VR sets may be an ideal solution. In other cases, it would be challenging even for the most talented to create documents for work or school, or even to give meaningful presentations when their hands are already full of VR gear.

Is Second Life The First Metaverse

Among the first looks at the real potential for the metaverse was a game called Second Life that captured the hearts of many, and continues to be popular some two decades later. While there have been similar creations of a more adult-oriented nature, they have enjoyed a much more limited success to date.

Second Life, on the other hand, allowed people to “meet” in some very peculiar places to enjoy social interaction. This revolutionary metaverse also introduced the world to the ability to pay to play, or for prestige within their realm. Purchasing “Linden Dollars” allowed players to purchase homes, and vehicles, and even shop in metamalls online.

If there was any real drawback, it was the inability to cash out with any meaningful financial gains. Purchasing a large home within their realm did not guarantee that anyone would be able to sell those items at all, much less sell them for any real profits.

The introduction of game economics has long been important but reached new levels here. However, the fact that the Linden Dollars are not recorded on the blockchain, and are not even a cryptocurrency makes its value less than ideal, and definitively unstable in terms of real-world economics.

The Metaverse and the Blockchain

There are two primary benefits of having the metaverse tied to the blockchain that will be discussed here. The first is the ability to create a more meaningful internal economic system, even using well-established crypto to be utilized for buying and selling things online.

The second is the ability to register those purchases on the blockchain, meaning that theoretically at least, products purchased in the metaverse may exist outside of the limited virtual reality realm.

The reasoning behind the first should be obvious. The use of an actual existing currency provides as much potential for financial gain as it does loss based on the value of the currency at the time of purchase. This may be easily misconstrued, but how many people have purchased homes only to discover the value rising and falling with the markets?

Standardization and the Metaverse

It should be noted that there are currently no standardized rules or systems for the creation of independent metaverses. Purchasing a parcel of land for example, or even a shop in a metamall or other online virtual store does not mean that it is possible to be able to pack up the virtual land and buildings and take them along to the new location.

If however, there are export functions enabled on the site, it is possible to export the virtual purchases with no more work than it takes to export or import an NFT collection to the latest and greatest NFT Marketplace that is sufficient to meet the needs of the artist.

If for example, someone owned an online art gallery and found a more prestigious location, they could easily export all of their artwork and import it into the new gallery, and have it all permanently registered on the decentralized blockchain.

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There are many different paths that may lead to Metaverse 2.0 but there are some aspects of the technology that will definitely be part of that future.

The first among these will be decentralization. The decentralization makes it substantially less likely that the metaverse will be subject to hacking or other unwanted intrusions.

Look for an increase in DAO Metaverse creations. In such a configuration, all of the inhabitants of the metaverse can own and have a say in how the metaverse is operated.

Adpost is currently undertaking a unique approach to introduce people to Web 3 tech and the metaverse. They are currently extending their “Me In The Metaverse” Art Contest and researching a revolutionary means to increase the efficiency of the DAO Voting Process. The objective of these studies is to ease the transition of the average user into Web 3 and to improve the function of the DAO for more advanced users.

More people continue to turn to the internet for work, play, and even their social lives. As they become more tech-savvy and learn how to earn while they stay in those virtual realms, look for even more exciting changes as the metaverse of today continues to grow and blossom into the metaverse of tomorrow.

Media Contact

Adpost

marketing@adpost.com

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