

Web4.0: Blending physical and digital

Web 1.0
Static and
read-only

The main goal of most websites was oneway communication with users Web 2.0

Participative

Web

Rise of two-way communication, as users were able to interact with content providers and among themselves Web 3.0
Semantic
Web

Intelligent and interconnected Internet powered by machine learning, AI, blockchain and other technologies

Web 4.0 Blending physical and digital An incoming technological transition where users. physical and virtual objects are integrated



Combine power of both

- Not exclusive
- Blend real and virtual
- Use strengths of both modalities

Real

- Trustworthy
- Easily recognisable
- Preserving accountability

<u>Virtual</u>

- No boundaries to imagination
- Play with place and time
- Privacy enhancing (anonymity)



Social XR for the metaverse

Reality-Virtuality continuum

Real environment





Augmented Reality (AR)



Augmented Virtuality



Virtual environment







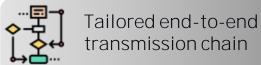
3D capture and rendering



Social Touch



Real time communication





XR & Immersive Tech: Social XR

- Holographic communications with volumetric video: the next frontier in visual media
- Real people captured as 3D volumes: human presence is crucial
- Processed and transmitted in real time: minimum latency interactions





CAN WE PRACTICE TECHNICAL SKILLS AT A DISTANCE?

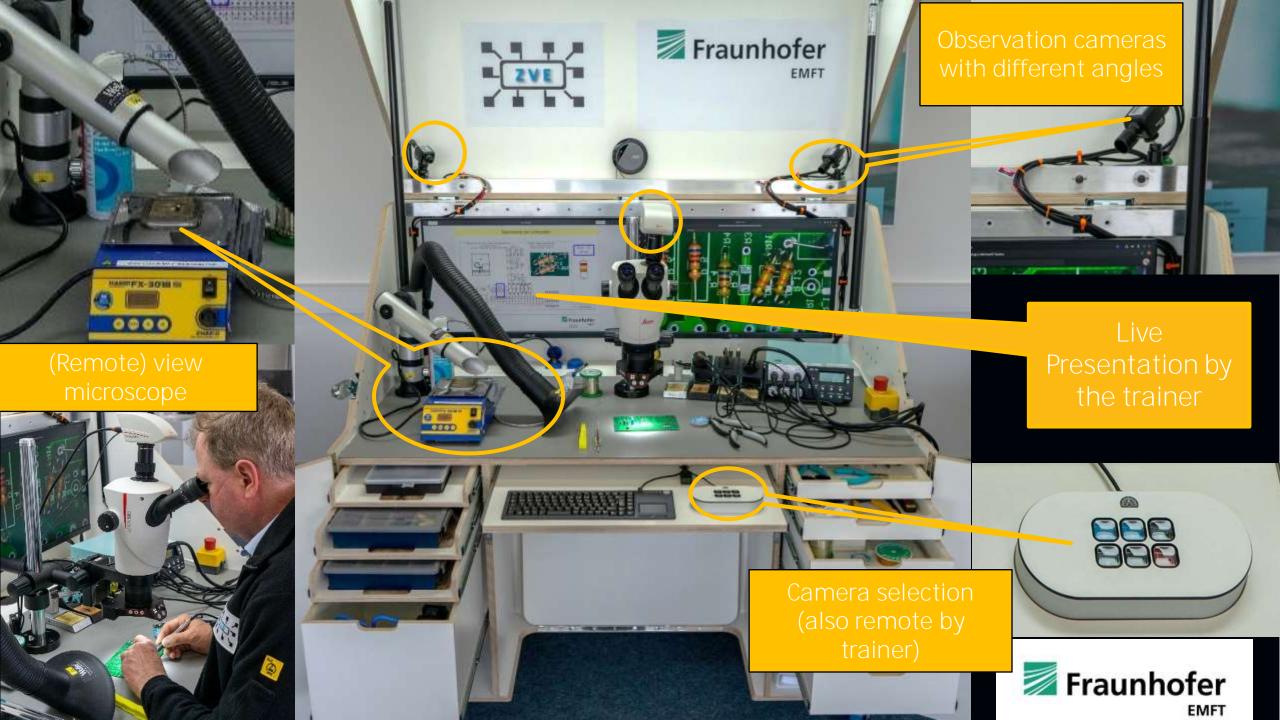




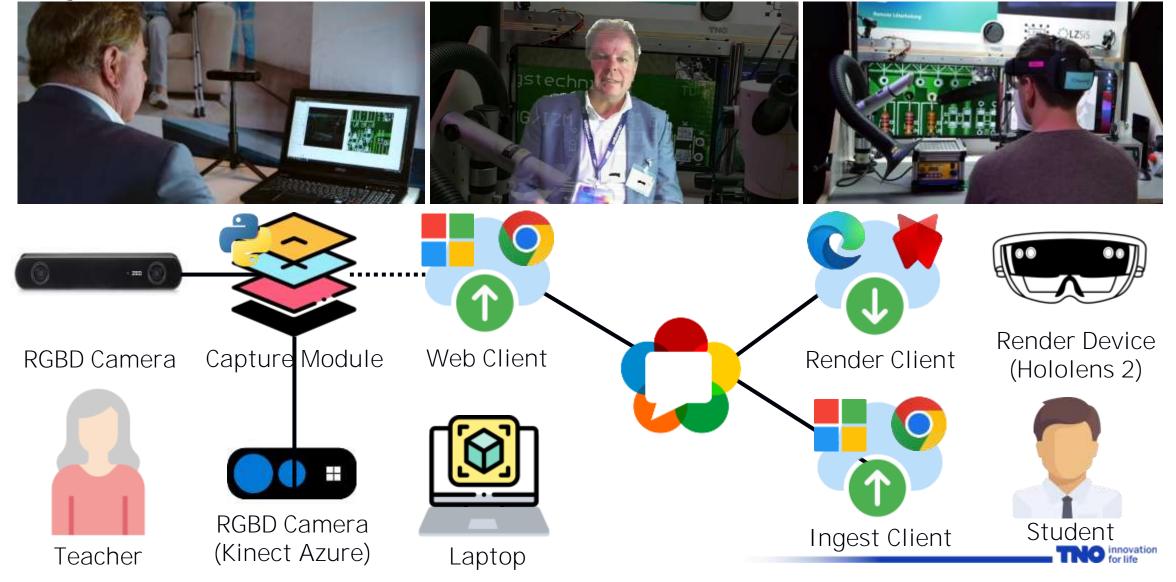








Hybrid AR and VR: show who's there

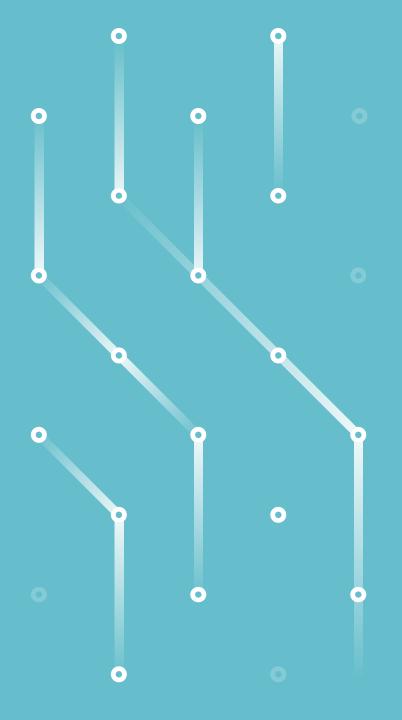


FINAL THOUGHTS

 Augment reality: add visual, auditive and tactual objects to the real world

 Enhance virtual: Show the real world, real people in a virtual environment to create connection with reality









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innovation for life

Thank you for your attention!