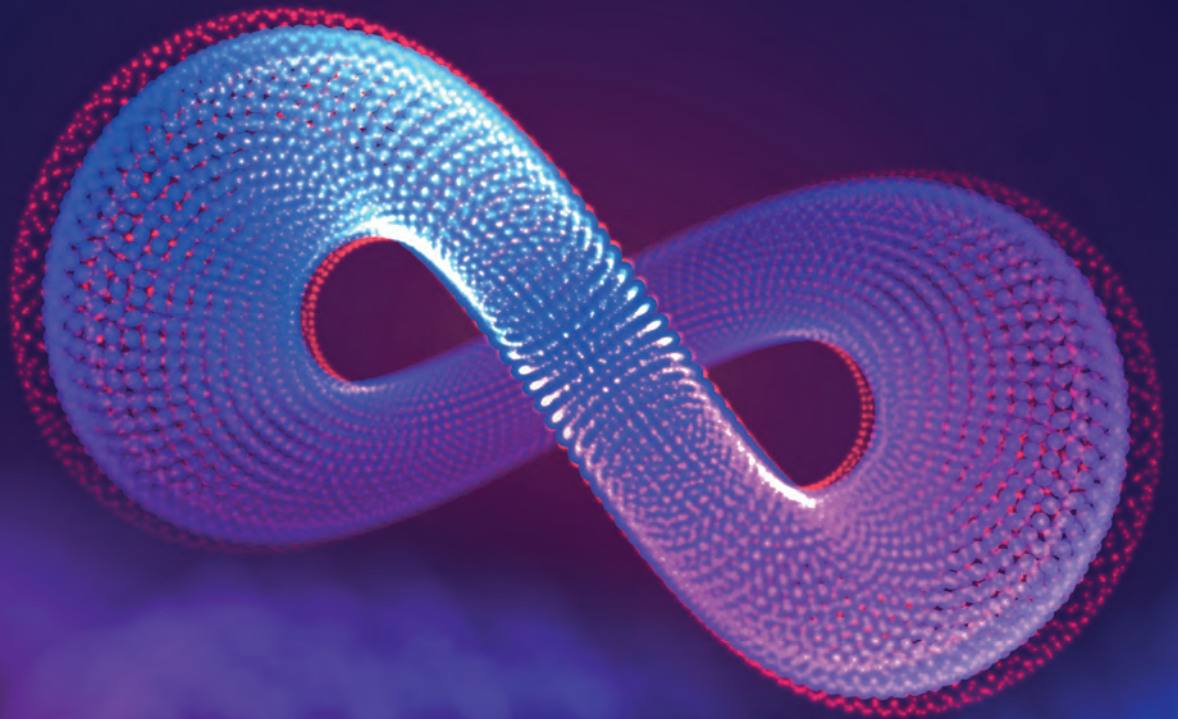


RETAIL 5.0

Metafinity solution overview



Metafinity – HCLTech’s Metaverse platform for transitioning brands & business to virtual world

Powered by HCLTech Blockchain

The latest big real estate market isn't on scenic coastlines or major cities. Its in the **Metaverse** where a growing number of investment firms are spending millions to acquire digital property to develop a virtual world

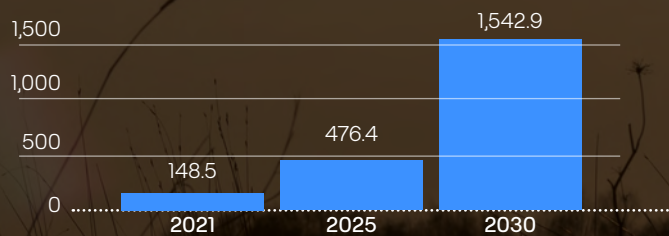
\$ 1 Trillion

Potential global market for Metaverse goods and services

Source: Grayscale Investments

Metaverse market size

Unit: \$ billion (estimated)



Source: PwC

HCLTech’s Metafinity platform will help businesses and brands onboard the Metaverse. It will build experience channel for new –generation of virtual world retail customers

Step into the Metaverse with HCLTech Metaverse solution

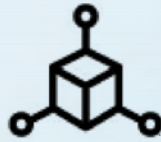
HCLTech Metaverse solution platform is your gateway to unlimited possibilities in the swiftly evolving digital landscape.

With this cutting-edge platform, you can accelerate your journey to the metaverse and drive unmatched innovation.



Platform Support

Experience the seamless power of cross-platform compatibility as our technology effortlessly runs on HMD devices and VR headsets across Android, iOS, and Desktops.



Blockchain Integration

Empower your ecosystem with secure, transparent transactions, and tokenized incentives enabled by blockchain integration.



Video Player and Presentations

Seamlessly navigate, captivate audiences, and command attention with designated controls of video players and presentations that elevate your multimedia experiences to new heights.



Multi-Player Support

Join forces, synchronize minds, and craft greatness together through a real-time collaboration between numerous users.



Reusable 3D assets

Use reusable components and assets to build, innovate, and transcend boundaries with ease, creating captivating digital realms that defy imagination.



Audio and Chat

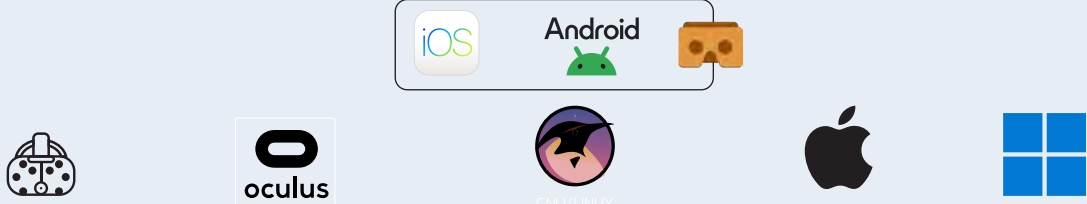
Communicate through a Chat Interface, fostering meaningful interactions and building connections with fellow users.

HCLTech Metaverse platform

The MetaFinity platform is built upon our proven XRStudio platform which is a fast growing repository of verticalized solutions, pre-built algorithms, DIY avatars, multiplayer networking, meta-analytics and integrations with industry approved products. It also harnesses the strength of HCLTech's OBOL tokenization framework.

HCLTech MetaFinity

Channels



The Channels section displays logos for Oculus, Android/Linux, Apple, and Windows. A central box highlights 'iOS' and 'Android' with a VR headset icon.

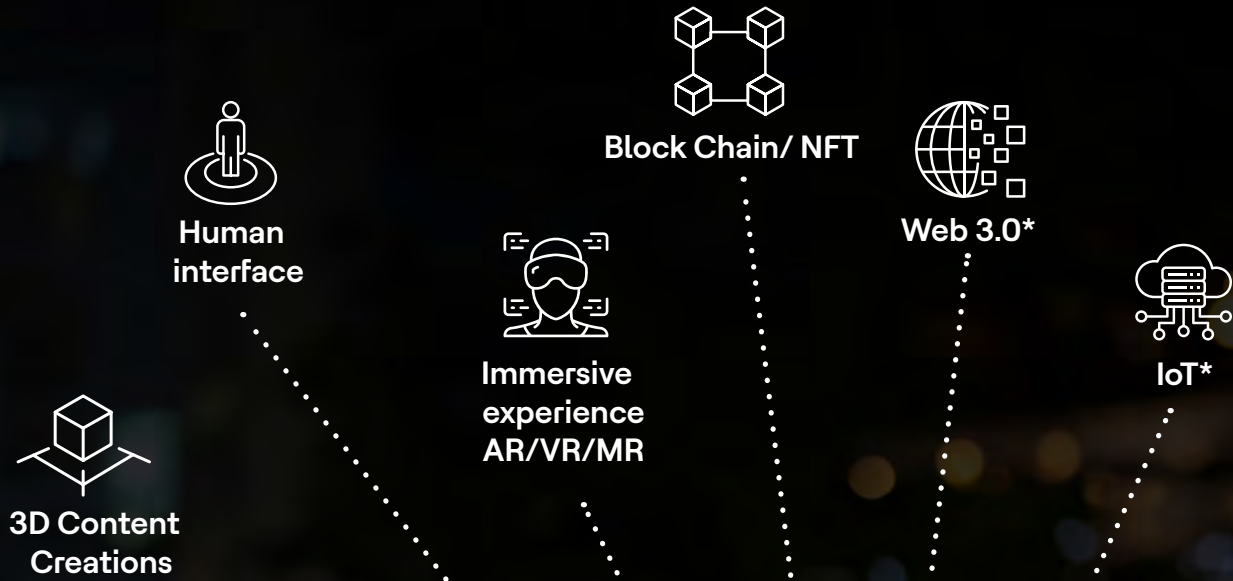
Use cases

MetaStore	MetaOffice	MetaTraining
HR Onboarding	MetaEvents	MetaBanking

Services

Digital Content Services <ul style="list-style-type: none">3d content creationAvatar creation and customizationVirtual environment	Multiplayer Services <ul style="list-style-type: none">Unity XR SDKMeta Analytics	Cloud Integrations Services <ul style="list-style-type: none">salesforceSAPawsAzureGoogle Cloud	OBOL tokenization framework Services <ul style="list-style-type: none">Convert to NFTWallet ServiceBuy NFTSell NFTCorda Blockchain (Smart Contracts)
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Our solution highlights



Intersection of multiple digital technology disciplines

*Web 3.0 and IoT to be taken up soon in the pipeline



Service offerings



Consulting

Fuel innovation with our expertise in XR hardware, technology adoption, and 3D content creation. Let us guide you through use-case incubation and pioneering cloud strategies for success.



3D Content Creation

Craft, elevate, and fine-tune revolutionary 3D experiences. Safeguard and empower your application assets while forging compelling 2D text, visuals, videos, and guides.



Avatar as-a-service

Bring your avatars to life with realistic lip sync, expressive gestures, and endless customization options. Embrace diversity and inclusivity with a wide range of gender and ethnic features, skin tones, trendy accessories, and stylish outfits.



Meta App Development

Revolutionize your digital experiences across all platforms. Build cutting-edge applications for desktops, phones, and futuristic HMD devices and experience seamless collaboration with others through integrated voice frameworks.



Prototyping

Craft stunning and lifelike models that defy imagination. Pioneer the future with groundbreaking prototypes and cutting-edge machine learning models.



XR Testing and Support

Immersive testing validates hologram interactions while E2E XR support covers maintenance, troubleshooting, adoption, analytics, upgrades, and knowledge management.

Metafinity

–World of possibilities for Retail

Retail & CPG

Retail Store Experience

- Custom product experience
- Virtual 3D avatar as shopping assistant
- Exhaustive product selection
- Digital try outs Inspection
- Conduct macro e-commerce with Multichain wallets
- Better shopping experience with virtual showroom

NFT Marketplace

– Buy/sell/lease products using crypto wallets

New Product Launches via Meta Events

Custom virtual environments for:

- Trade shows, exhibitions & product launch events
- Retail fairs
- Concerts, entertainment & Gaming Events to integrate branding and to position ads

Collaborative Working

3D Avatars of store agents work with Digital Twins

Training provide custom, immersive learning experience to cater the needs of the store agents

Customer Experience services: leverage the digital 3D space to assist and communicate with customers in real time before, during, and after a purchase



HCLTech | Supercharging Progress™

HCLTech is a global technology company, home to more than 218,000 people across 59 countries, delivering industry-leading capabilities centered around digital, engineering, cloud and AI, powered by a broad portfolio of technology services and products. We work with clients across all major verticals, providing industry solutions for Financial Services, Manufacturing, Life Sciences and Healthcare, Technology and Services, Telecom and Media, Retail and CPG, and Public Services. Consolidated revenues as of 12 months ending September 2024 totaled \$13.7 billion. To learn how we can supercharge progress for you, visit hcltech.com.

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