

bizztech

How can a construction company benefit from its own metaverse platform?

- 1) A key benefit of a construction company using its own metaverse platform is better collaboration and communication between team members. With a virtual environment, team members can work together in real time, regardless of their physical location. This can be especially useful for remote teams or for teams working on multiple projects simultaneously.
- 2) In the design and planning stages of a project, virtual models can be more easily modified and tested than physical models. This can save time and resources, as well as help identify potential problems before construction begins. Additionally, virtual models can be used to create animations and simulations that can be used to visualize how a building or structure will function, which can be useful to clients, stakeholders, and regulatory authorities.
- 3) Another advantage of a metaverse platform is the ability to improve the visualization and communication of designs to clients. With virtual models, clients can easily explore and understand a project's design, which can help them make informed decisions. This can also help mitigate potential issues or misunderstandings that may arise during the build process.
- 4) The metaverse platform can also be used as a training tool for construction workers. Workers can practice and learn in a virtual environment before working on physical construction sites, which can help increase efficiency and reduce the risk of accidents. This can also help workers understand and become familiar with the construction site and the specific equipment before starting work on the actual site.
- 5) Using a metaverse platform can also help reduce costs and increase safety on construction sites. Many tasks can be performed in a virtual environment before being attempted in the physical world, which can help reduce the need for physical labor and

equipment. This can also help reduce the risk of accidents, as workers can practice and become familiar with a construction site before working on it personally.

Finally, virtual models and simulations can be easily stored and accessed for future reference, which can be useful for record keeping and documentation. This can be especially useful for large, complex projects, allowing easy access to information and designs for future reference, maintenance, or remodeling.

The most strategically important requirements of a metaverse platform for a construction company are:

- **Download-free access via web browser**
- **General access without special equipment such as powerful computers or VR glasses**
- **No specific internet speed requirements**
- **Highly realistic to photorealistic graphics and avatars to allow users to identify with the platform**
- **The platform must be white label and accessible through the brewery's domain**
- **Flexible platform that can be adapted at any time - for example: additional 3D worlds, new features or technologies**
- **The platform must be scalable in terms of the number of users**
- **Easy implementation of interactive and photorealistic 3D objects (such as digital twins of buildings)**