



# ANSHE CHUNG **STUDIOS**

Open Standards and the Metaverse

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**ANSHE CHUNG STUDIOS**

## Anshe Chung Studios, Ltd.

- **2006: Establishment of Anshe Chung Studios, Ltd. in Wuhan**
- **Anshe's career becomes real**
- **Today already more than 100 Metaverse experts at ACS in China**
- **Vision: create a Metaverse hub in Asia**



**ANSHE CHUNG STUDIOS**

**EUROPEANFOUNDERS**  
THE FOUNDERS BEHIND THE FOUNDERS

Gladwyne Partners, LLC



# What ACS does

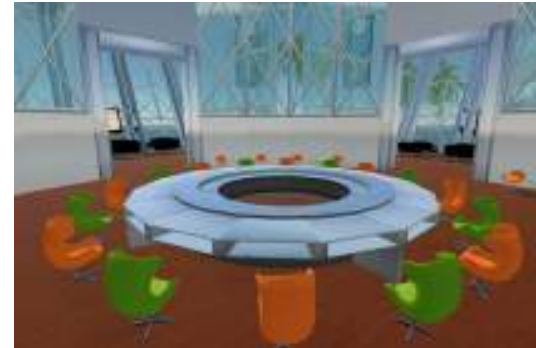
## Community Development



## Consumer Products



## Professional Services



## Virtual Real Estate



## Virtual Finance



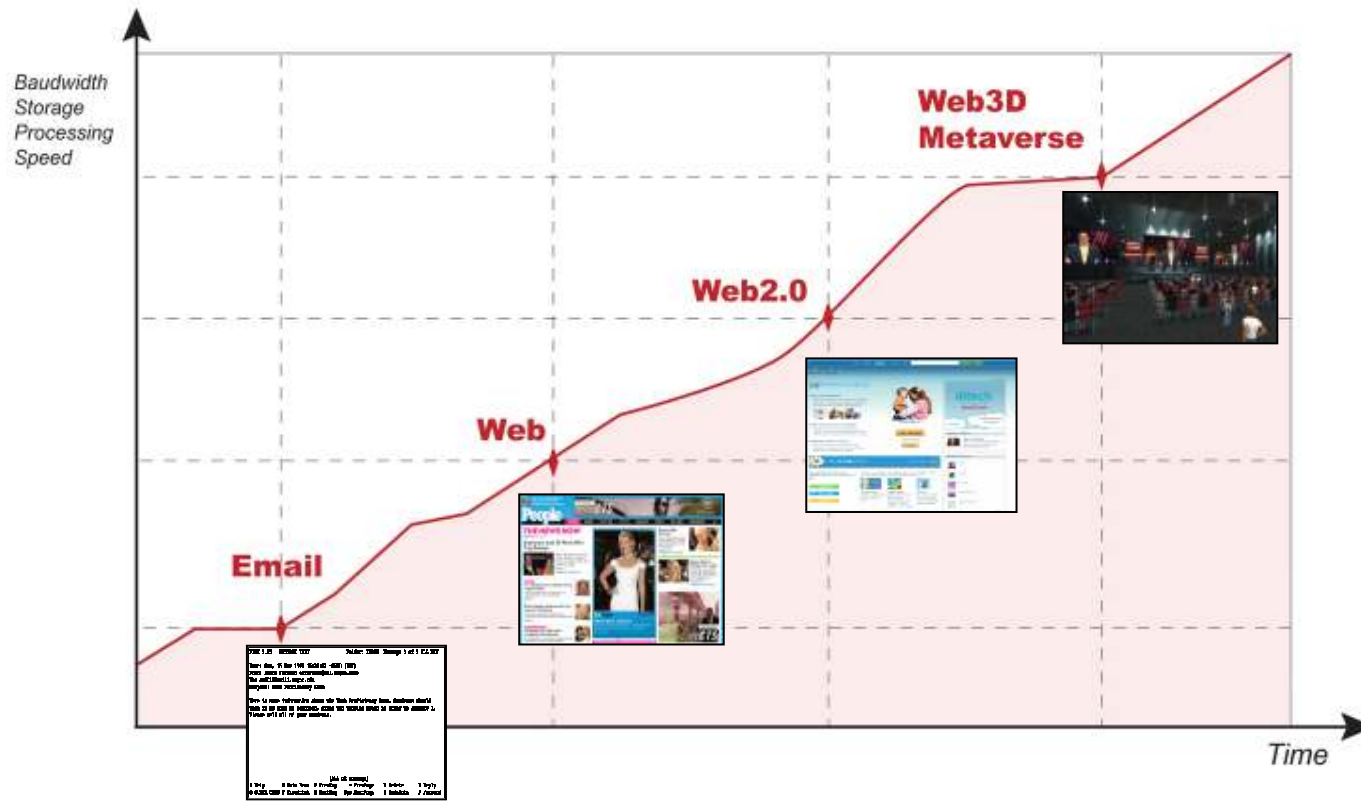


## Platforms we develop for

- Second Life
- IMVU
- Entropia Universe
- There
- Smeet
- ...



# Evolution of Internet Applications





# Metaverse

**global** monetarized  
telecollaborative space  
user content **workspace**  
**avatars** immersive  
social medium  
virtual life  
physics **platform**  
**economy**  
the matrix  
**extension of reality**  
massively multiuser





## Value Add

- Full spectrum interaction and collaboration.
- Replication of useful aspects of real world.
- Elimination of physical and biological constraints.
- Embedded in society of millions of virtual residents.
- Global sourcing and social sourcing.
- (Re-)integrate millions of disabled and disconnected.
- Huge time savings.
- Save financial and ecological resources.





## Future

- Photorealistic rendering



- Ubiquitous



- Reality-Metaverse integration



- Better human-machine interfaces



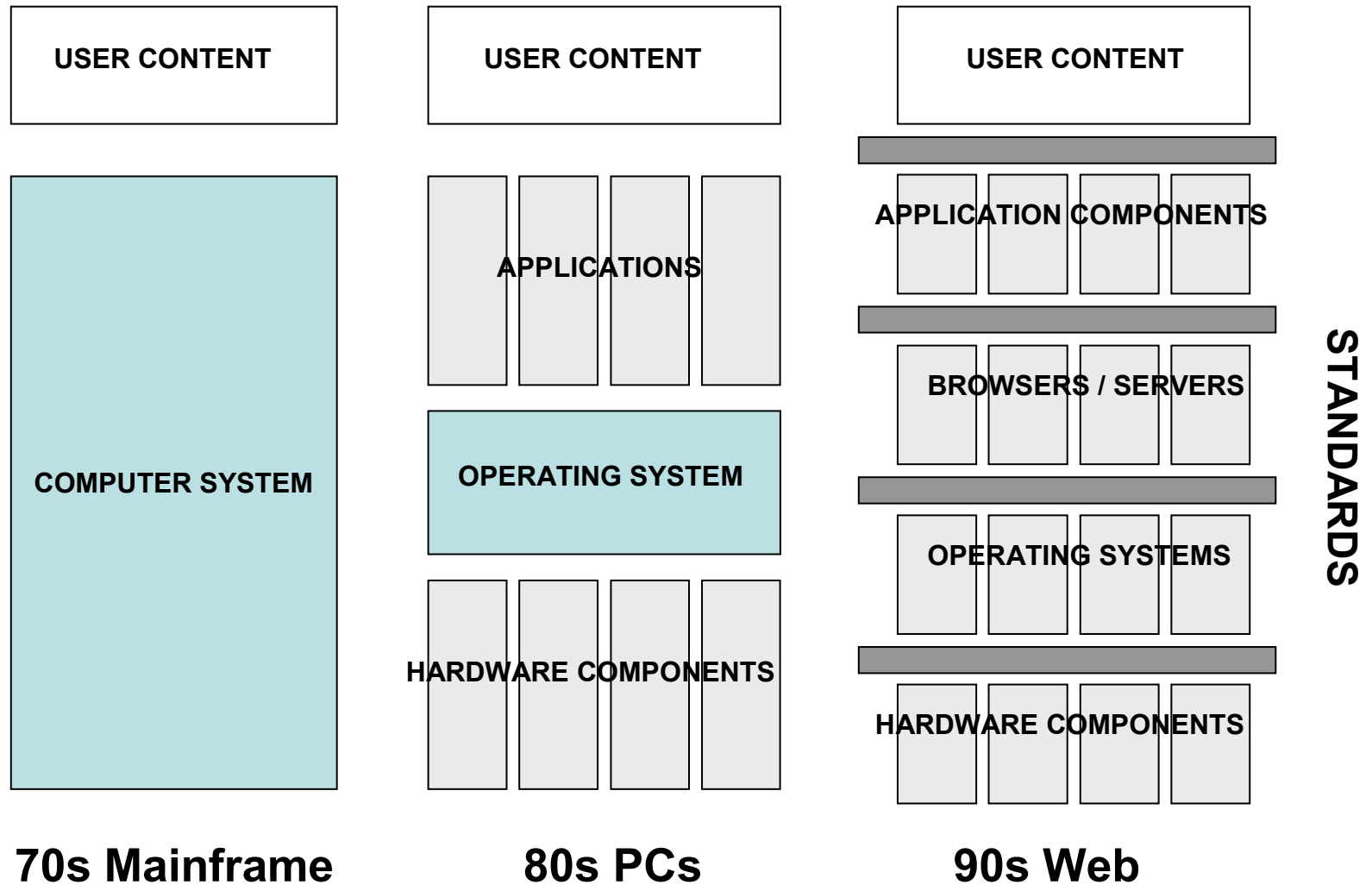
- Open standards





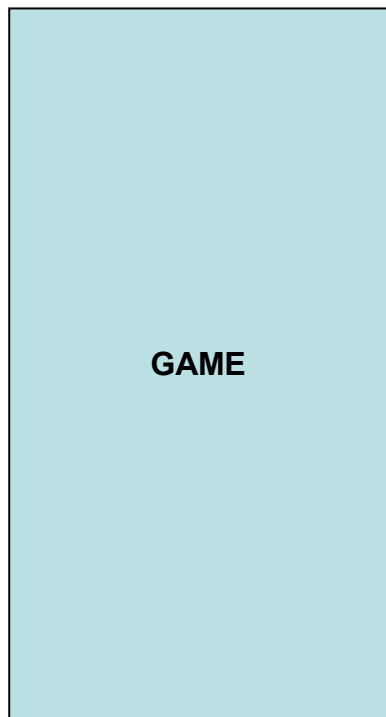


# From Proprietary Architectures to Standards

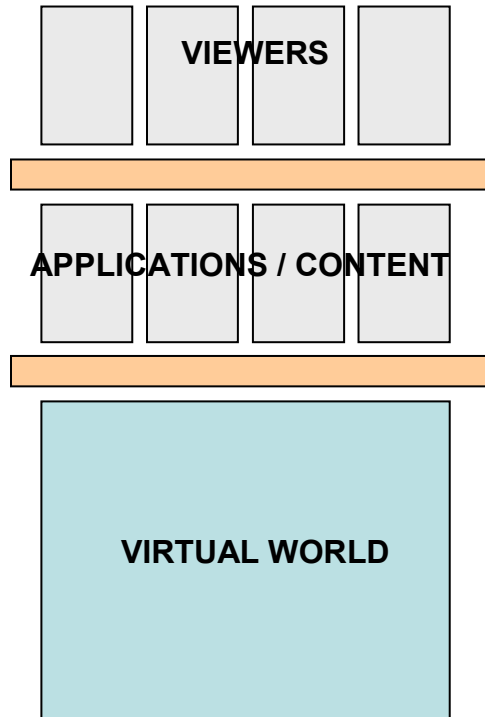




# From MMORPGs to Metaverse

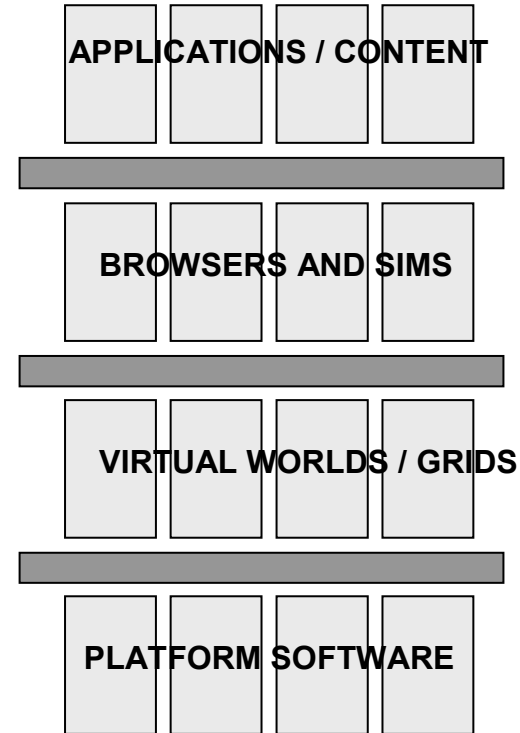


90s MMORPGs



Second Life

PROPRIETARY STANDARDS



Metaverse

OPEN STANDARDS



## Current Success Factors

- User content
- Micro transactions
- Protection of content ownership
- Libertarian governance
- Scarcity of building space: land fees as selection factor in content evolution



## Possible Proprietary Scenarios

- A current popular Metaverse world becomes eBay style monopoly through accumulated user content
- An operating system developer expands its strong market position to dominate virtual worlds
- A leading search company could build a search based monopoly
- A widely deployed multi-media browser plug-in could become a proprietary standard for Virtual World development
- Somebody else establishes a viewer/browser monopoly



## Requirements for an Open Architecture

- Mobility of content
- Separation of platform software developers and world operators
- Open standards on all levels
- Separate trusted asset and inventory registries to protect IP and virtual content ownership across virtual worlds
- Separate trusted virtual currency operators



## Challenges

- Danger of rogue grids that violate IP/ownership rights
- No artificial scarcity of virtual space can lead to empty/dead world syndrome
- Standardization can be slow





## Scope of Standardization

- Content formats
- Programming languages
- Virtual currencies and financial transactions
- User profiles
- Inventories
- Protocols
- Authentication and security



## Some Use Cases

- Create, own and sell content that works in multiple virtual worlds
- Single registration for multiple virtual worlds
- Take user profile, avatar, inventory to other virtual worlds
- Access services from multiple virtual worlds, example Dreamland Stock Exchange
- Cross world communication such as IM, email, SMS
- Cross world search



**Thank you!**

