

SOFTWARE AND TECHNOLOGY

## Deloitte unveils immersive experience at global telecommunications conference

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*Deloitte invites 2023 Mobile World Congress attendees into the immersive "Mirror World" experience. Image credit: Deloitte*

By LUXURY DAILY NEWS SERVICE

Global consulting firm Deloitte is inviting visitors into an immersive experience where they will learn how to recreate the same for their businesses.

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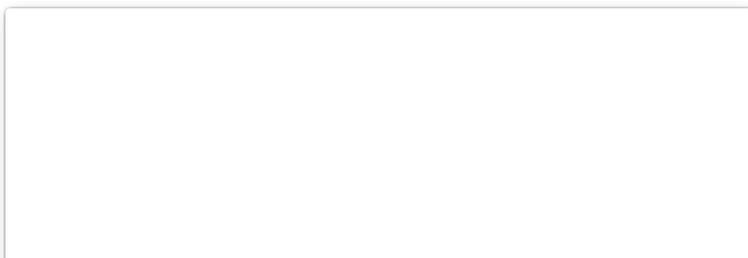
In partnership with Vatom, a technology platform which provides corporations and individuals with access to Web3, the firm has launched a new platform to allow companies to build virtual spaces for their operations. The first example of this platform, "Mirror World," was unveiled as part of the 2023 Mobile World Congress a telecommunications industry conference and trade show this week in Barcelona.

"We're incredibly excited to build upon the rapid advancements in spatial computing and artificial intelligence to create meaningful immersive experiences for global audiences," said Michael Stephan, U.S. human capital leader at Deloitte Consulting LLP, in a statement.

### Time of reflection

Mirror World, and the platform it exemplifies, is one part Deloitte's Unlimited Reality, an offering through which the firm helps its clients connect with tools such as AI that build virtual worlds for their business needs.

The platform also employs Vatom's capability for virtual spaces. By entering Mirror World, live attendees at Mobile World Congress, as well as non-attendees, could take a meeting with Deloitte specialists to learn more about examples of companies and organizations who have used the metaverse to engage with both customers and employees.



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One successful scenario was one in which digital counterparts were created for a series of factory machines to analyze the efficacy of the factory's methods of operation. Another example is The Moser Lounge experience, during which watch connoisseurs gathered together in a shared space where they could discover collectable digital watch offerings.

This echoes the move of several other watchmakers, which have lately used the metaverse and virtual immersion experiences to connect with their consumer base.

Swiss watch manufacturer Audemars Piguet teamed up with California entertainment and technology firm Dreamscape Immersive to create "The Clockwork Forest," an interactive virtual reality experience based on the brand's history.

Starting next month, those who visit Dreamscape Immersive Geneva enter this world for themselves ([see story](#)).

Fellow Swiss watchmaker Hublot recently teamed up for its latest collaboration with Japanese artist Takashi Murakami to create a series of rainbow-colored watches. The most exclusive of these watches is only available to the person who collects all 12 of the collection's accompanying digital counterparts ([see story](#)).

Deloitte and Vatom's collaborative product was developed via the latter company's Web3 SaaS platform which offers businesses customer engagement capabilities with several notable benefits. These include the world's first universal cross-chain wallet which can be accessed through a site's URL. Additionally, Vatom's platform has the ability to host thousands of people in one place simultaneously.

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