



## Virtual Venue Creation through Queppelin's Metaverse Platform

Queppelin employed its Metaverse platform to facilitate the press conference. This platform enabled the creation of a virtual hall to hold the event. Tanishq's latest jewelry collection Rivaah got launched by CEO - Mr. Ajoy Chawla in the Metaverse.

The virtual hall was set to accommodate visitors, display promotional boards and videos, display virtual 3D jewelry, etc.

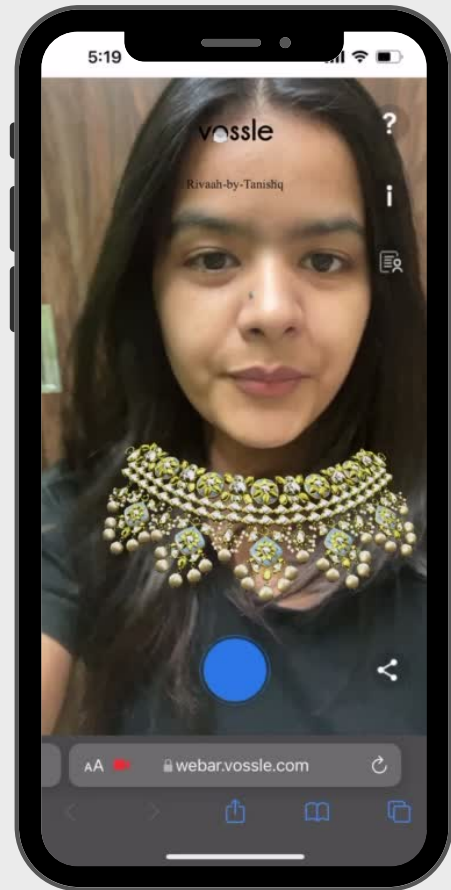
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## 3D Jewelry Tryon with Vossle

Tanishq team accomplished the feat of developing the 3D virtual try-on for each piece of jewelry in the collection by making use of the Vossle Platform.

The participants could try this AR jewelry through Vossle's Tryon feature in real-time. This gave them the idea of the look of wearing real jewelry.



Fortune Business Insights

*Companies leading the metaverse market are Tencent Holdings Ltd., NVIDIA Corporation, Meta, Roblox Corporation, Microsoft Corporation, Globant, Queppelin, Alibaba Cloud, Netease Inc., Magic Leap, Inc.*



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