

The Metaverse



Queppelin launches a New Podcast Series - The Metaverse Guy

BY PRAFULLA MATHUR

Our podcast focuses on the technologies and ideas shaping the future of our world and bringing things that were once sci-fi-only concepts into Reality. Our topics cover everything from Artificial Intelligence and Blockchain technologies to Gaming, Virtual Reality, and Augmented Reality. Your one-stop destination for everything to do with technology and startups in Virtual Reality, Augmented Reality, NFTs, Artificial Intelligence, and the Blockchain. We talk about the way forward for technology, and the metaverse is the next evolution of Virtual Reality.

Queppelin Newsletter Highlights

NEW PODCAST SERIES
BY QUEPPEIN -
THE METAVERSE GUY

HOW NFTs WORK?

WHAT MAKES NFTs
VALUABLE?

QUPPELIN MADE A
PROMOTIONAL WEBAR
CAMPAIGN FOR
HUGGIES
(KIMBERLAY-CLARK)

How NFTs Work?

BY QUEPPELIN BLOG

The non-fungible token means that a digital asset or digital art is tokenized so that to make sure that we know who the real owner is in the sea of people on the internet.

NFTs are like proof or license that you are the verified and real owner of the property.



What Makes NFTs Valuable and Why Are Some Worth Millions?

PUBLISHED ON HACKERNOON

In this article learn about:

1. What are NFTs?
2. Why are NFTs valuable?
3. Why are some NFTs worth millions?
4. The Value of Digital Fine Art
5. How can you purchase NFT tokens?



[Read More](#)

Queppelin worked on a promotional campaign for providing visibility to Huggies (Kimberly-Clark)

Queppelin utilized cutting-edge technologies such as the 8thwall's AR development tool and three.js for creating a WebAR experience of the clients product.

As the campaign achieved some impressive results and solidified client confidence in Augmented Reality technology. Here are some results:

- 8% increase in overall conversions through the Ad campaigns
- 3x growth in Return on Ad Spend (ROAS) in contrast to the prior 2 dimensional (2D) campaigns
- 500,000 views on web-based Augmented Reality experience with an average engagement time with the experience of 1.5 minutes
- 2x increment in conversion value

[Know More](#)