

**What Areas Does Metaverse Have the Most Impact On?** The World Economic Forum (WEF) believes that the metaverse will be adopted first in an industrial setting rather than by consumers. In an article published on January 13, the organization predicts that the implementation of the metaverse will first be on an industrial level, helping various companies more efficiently complete design and monitoring tasks. Two of the metaverse technologies that will become part of the industry in this new phase are digital twins and augmented reality. Implementing digital twins, the digitalization of a group of elements coming from the real world, will allow testing the functionality of an element, or examining the possible inefficiencies of an assembly line, or simply prototyping a model without having to build it physically. Augmented reality, another technology covered in the paper, will allow designers to combine real-world elements with digital elements, to test the interaction between the two. These technologies have already been adopted by a number of companies, including carmaker Renault, which launched industrial metadata in November, aiming to save \$330 million by 2025.

**Source:** [The Pipsafe Team](#) - **What Areas Does Metaverse Have the Most Impact On?**

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