



EXPERIENCE MAKERS^{MILAN}

Igoodi Story



Maurizio Sala

Partner e Chief Communication Officer
Igoodi

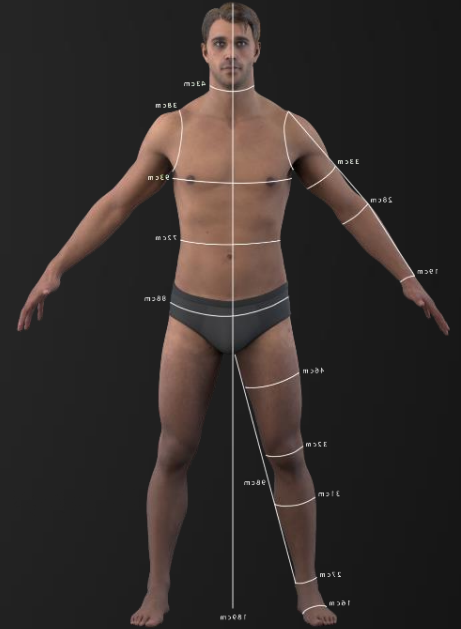
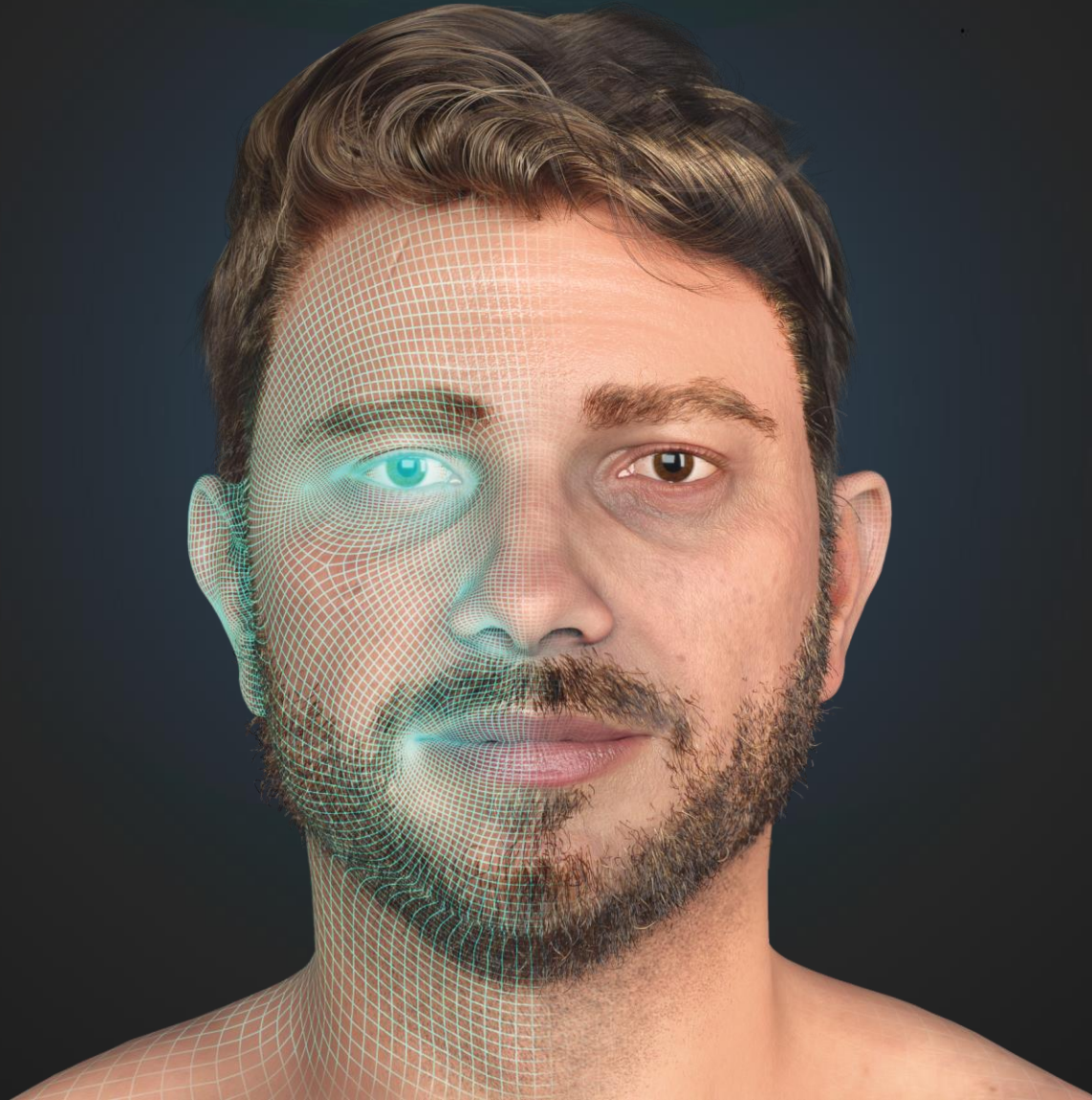
Metaverse Phase 1: the Presence



Metaverse Fase 2: the useful body



High Definition



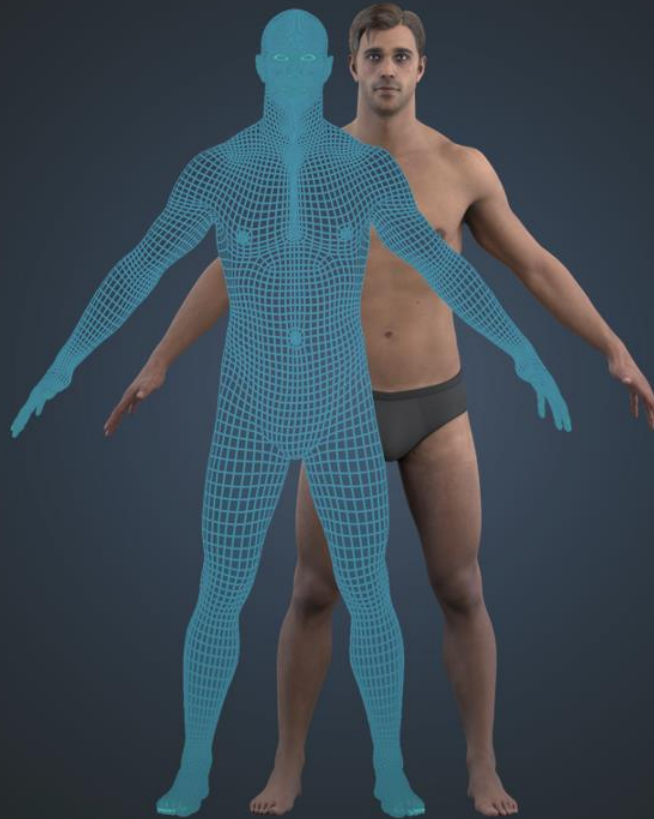
Smart Body



THE GATE

THE REAL AVATAR IS YOU

**A new generation of Avatars
to revolutionize our
digital identity
with our real body.**



- Perfect digital copy of real people
- High quality & resolution.
- Body dataset generation (smart body)
- Transversal application opportunities.
- Interoperability with Metaverse, virtual environment and customized services.
- Compatibility with all technologies for innovative experiences.

FIELDS OF APPLICATIONS

AVATAR BASED

Wellness, Fitness & Sport

- Virtual fitness and telepresence training
- Body analysis
- Monitoring of body changes
- Remote nutritional consultancy
- Made to measure sports clothing and equipment

Social

- Social avatar Influencer
- Digital Talent
- New engagement way

Virtual Assistant

- A.I Conversational
- Multimedia touchpoint
- Instore digital assistant



Health

- Future medical record
- Telemedicine
- Specialistic consultancy
- Health monitoring
- Dermatology
- Orthopedy

Game

- Engagement
- Utilities game
- Interactions in virtual contexts

Fashion

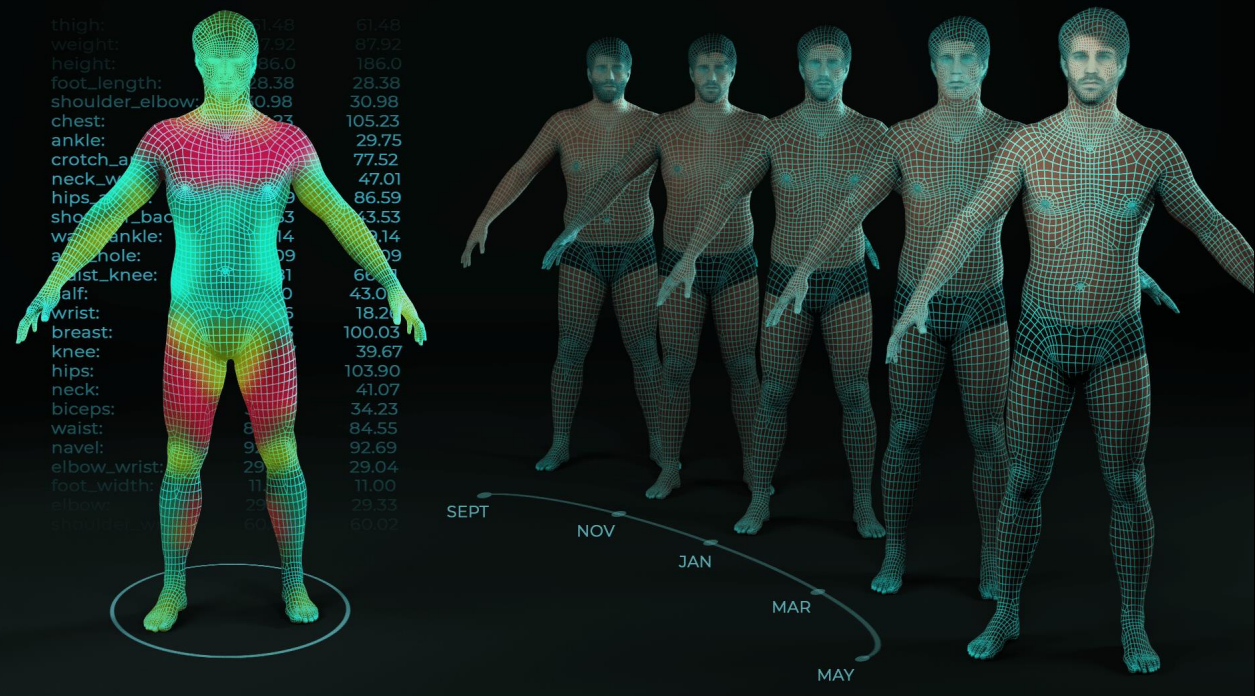
- Made to measure
- Ready to wear with size advice
- Virtual fitting and fashion show
- Remote style consultancy
- Production processes more efficient

FASHION

METaverse PERSONAL SHOPPER



SPORT & WELLNESS



AI + AVATAR

Talent Digital Assistant





