XLA metasites

WELCOME
TO METASITES

2 0 2 3

Product Definition

Our global network of metasites (proprietary metaverse spaces) creates an online system of communicating 3D photorealistic virtual locations, connected by same protocols, functionality, accessibility and login.

Users are registered per unique browser-like experience, combining their profile, avatar, wallet and adjacent services.

You can deploy your own metasite and connect it to the network of multitude of users to promote your brand, IP, services, communities – the possibilities are endless.

Metasites stay in the ownership of the person who built them, while X.LA's purpose is to facilitate them via set of frameworks and protocols to make sure this model operates as the system.

Key Charcteristics of the Metasites

Highly Interoperable

Users will be able to move seamlessly between different platforms and even networks

Interminable

There will be endless virtual opportunities for everyone

Bridge Between Two Worlds

The metaverse links the physical and digital worlds

Bigger Socially

Interaction will vastly expand due to shared virtual environments in the metaverse

Available for all Hardware

The virtual environments will be accessible to nearly all devices
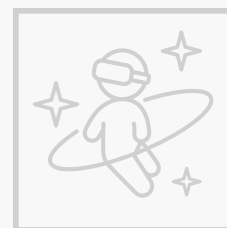
Packed with New Content

Real-world limitations don't exist in the metasites – take advantage of the endless possibilities in an online world

Massive in Scalability

Hundreds of millions of digital avatars will be able to coexist simultaneously.

Accessible for All

Anyone can benefit from the Metaverse, anywhere, in real time

A Vast Space for Growth

People will be able to invest, lease, and own digital assets

Watch
a short demo
of the
Metasites

WATCH VIDEO ON YOUTUBE ▶

Four different locations

FANTASY

**SUBURBAN**

CITY

HOTEL

And soon there will be more

Showcase gallery

Digital galleries are unique to XLA Metasites, existing as completely customizable spaces for art installations of any kind. Facilitate and experience art without limitations, moving through the fully realized 3D digital world of Metasites and unleashing a new wave of creativity.

Character customization
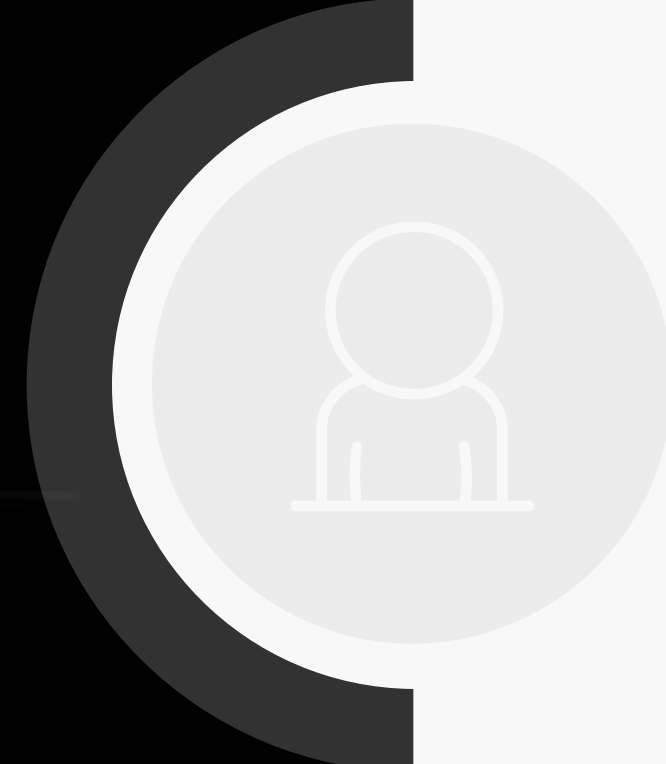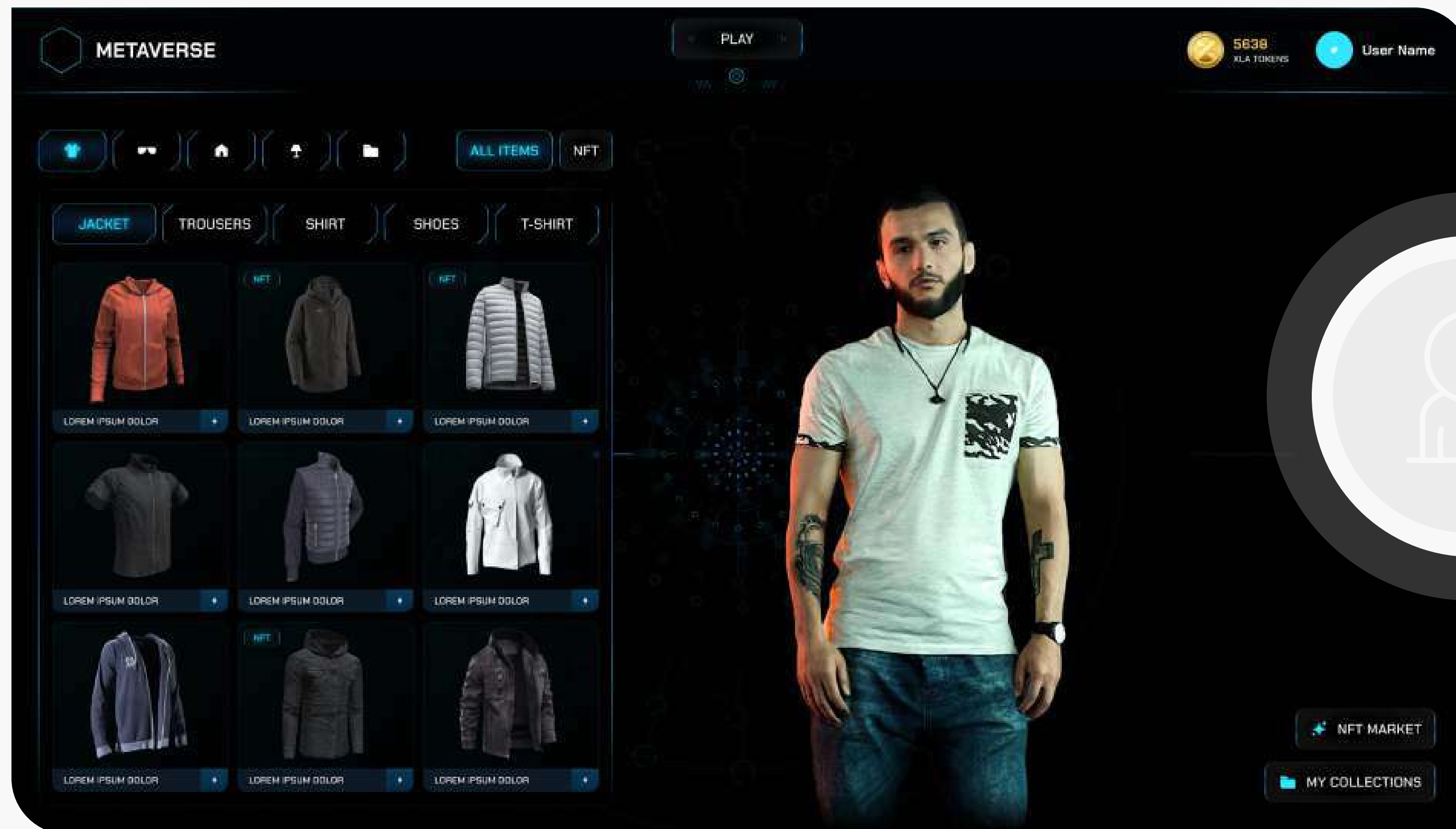
**Unlimited
opportunities
for self-expression**

Target Audiences

**Commercial Brands
in B2C with large following**

Metasites are ideal for MMR and situated global brands like Zara, Coca-Cola, Amazon and 7-Eleven. Expanding into a digital platform allows for increased online engagement, as well as brand new opportunities for marketing touchpoints.

**Non-commercial IP's with
significant pre-existing audiences**

Brands in the educational, community, and ideological spheres are what drives us a society. Museums, universities, libraries, and other community spaces can re-establish and re-prioritize in this new digital world beyond physical frontiers.

**Commercial IP's with significant
pre-existing audiences**

Metasites provide opportunities for already popular movies, games, music, and other entertainment industry vehicles who can convert their pre-established audiences. Level up your fandom with new ways of communicating.

**Commercial IP's at UE5 who has an
entertainment product in late
stage of production**

This is an easy source of content for us, because they already have content and emergent communities.

**Large platforms and entities with
many active audience segments**

Let's call those "embassies" of other platforms.
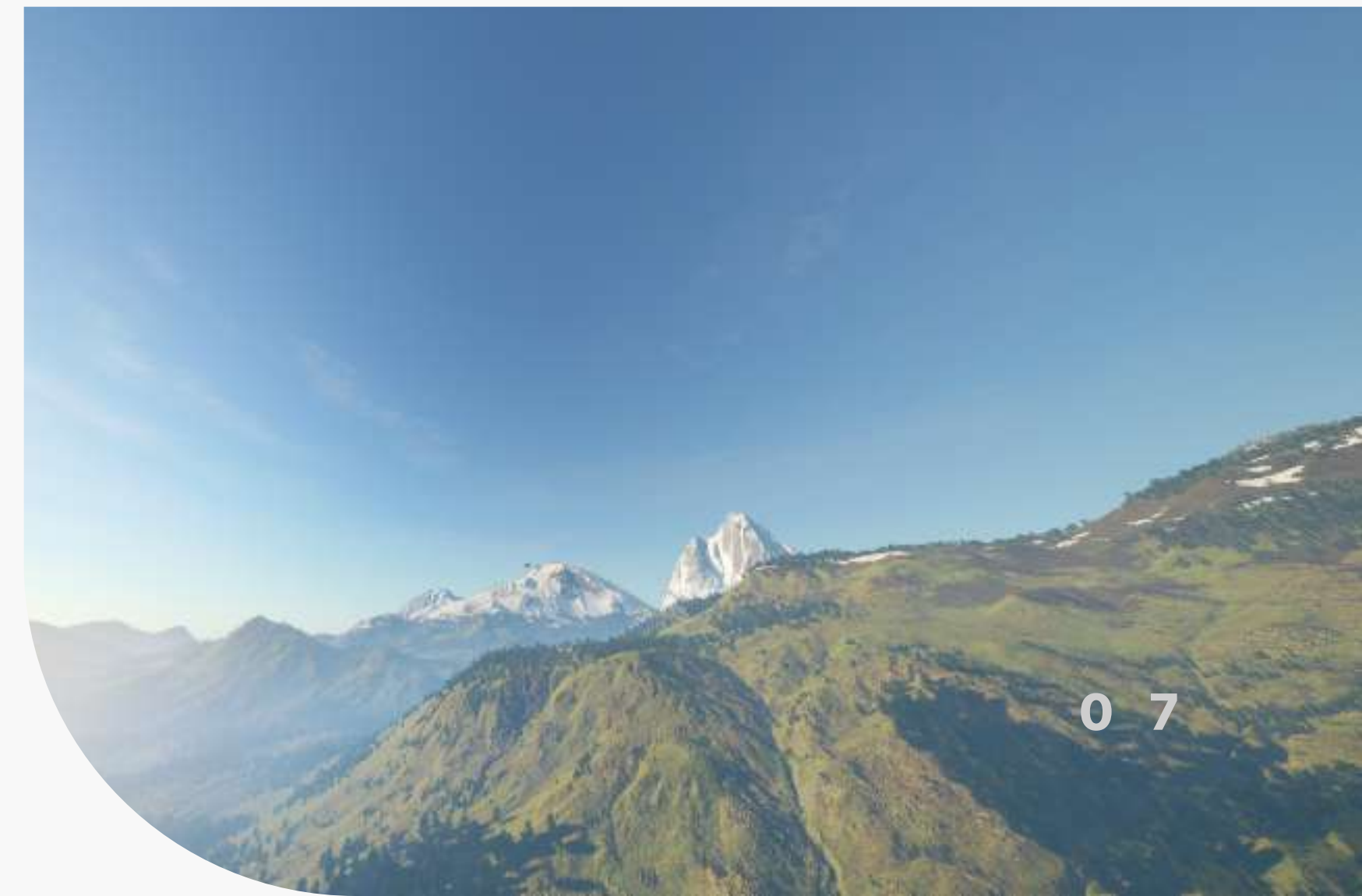
Why do Brands Need This Now?

+ **Creating new revenue streams**

+ **Increase users' lifetime value**

+ **Immersive communication with the audience**

+ **Level Up lifestyle brand into a Virtual Lifestyle brand**

+ **Increase the number of microtransactions**

+ **Increase ARPU**

+ **New user acquisition channel**

+ **Multidimensional verbal and visual communication with users**

Key Benefits

Ultimate blockchain solutions in **Unreal Engine 5 photorealistic worlds.** Track organic traffic flow and monetize Metasites environments using microtransactional models.

The future of digital revenue streams is all about **microtransactions** – metasites are the ultimate way to ensure user flow and monetize transactions.

Average Revenue Per Unit (ARPU), but why? In short, ARPU is the most important metric to consider for **in-game** analytics. ARPU tracking allows us to implement and scale microtransactional models.


UNREAL
ENGINE

Market Research

The Metaverse market may reach **$783.3 billion** in 2024 vs. **$478.7 billion** in 2020 representing a compound annual growth rate of **13.1%**, based on Bloomberg's analysis and Newzoo, IDC, PWC, Statista and Two Circles data.

As video game makers continue to elevate existing titles into 3D online worlds that better resemble social networks, their market opportunity can expand to encapsulate live entertainment such as concerts and sports events as well as fighting for a share of social-media advertising revenue.

The total Metaverse market size may reach **2.7x** that of just gaming software, services and advertising revenue.

Market Research

2022

61.8

USD BILLION

2027

426.9

USD BILLION
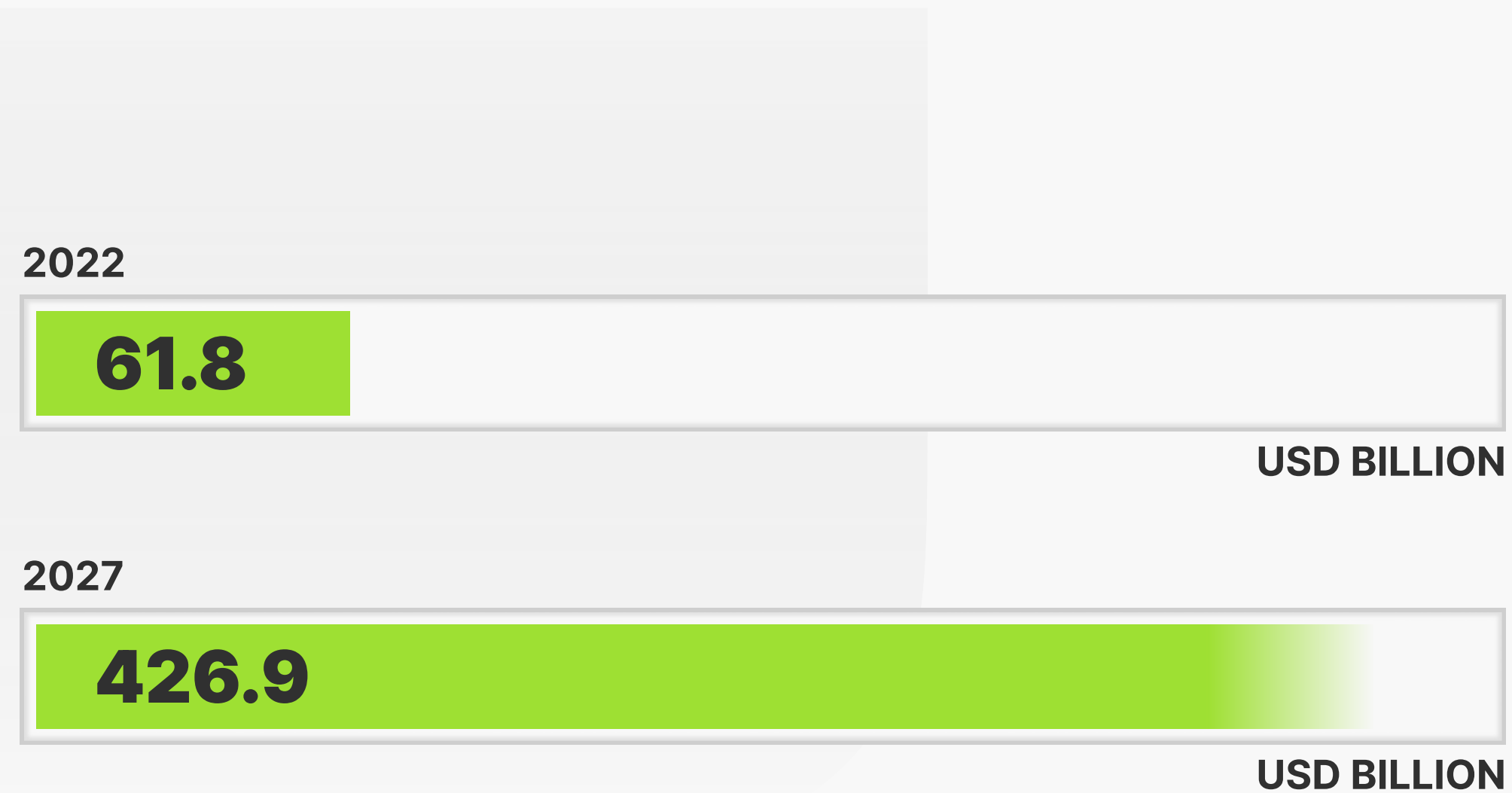
The market growth in Asia Pacific can be attributed to the rising technology diffusion, presence of numerous manufacturers of state-of-the-art technological devices, and rising number of online gamers and live streamers.

47.2%

The global metaverse market is expected worth USD **61.8 billion** by 2027, growing at a CAGR of **47.2%** during the forecast period.

Market Research

The growth of the market can be attributed to the increased usage of extended reality devices in consumer applications. The demand for HMD is high in consumer applications owing to their use in the gaming and the sports and entertainment sectors. The use of HMD as smart glasses in sports (such as ski driving and fighting games) is increasing


New product launches and contracts are expected to offer lucrative opportunities for the market players during the next five years.

Smartphones have been identified as the most promising device for AR technology in the future with the increased use of mobile AR. This, in turn, is expected to fuel the growth of the AR hardware market.

The rising adoption of new extended reality technologies in various applications, especially in countries such as China, India, and South Korea is another factor driving the growth of the extended reality market in Asia Pacific.
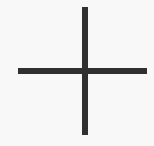
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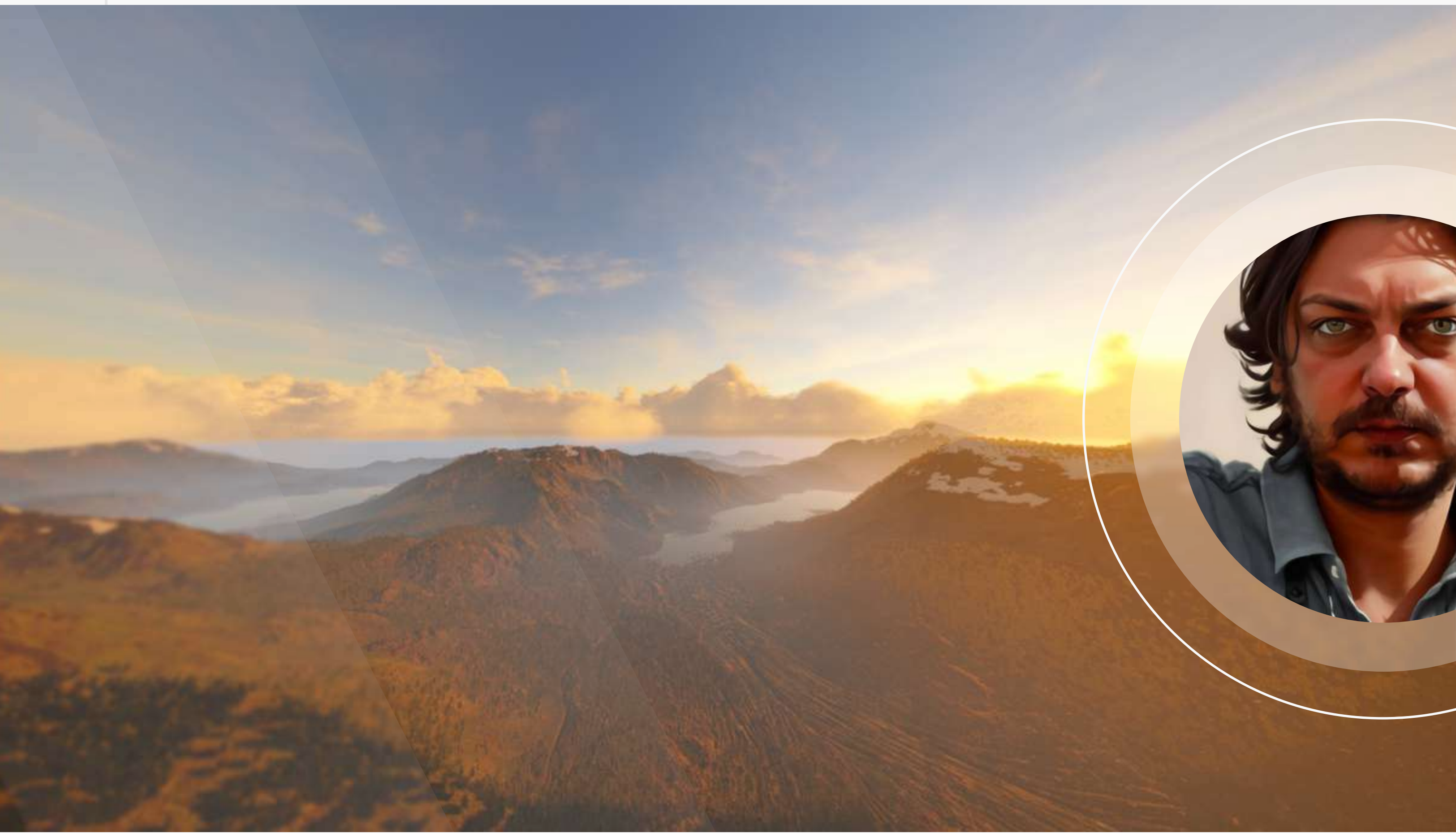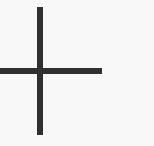
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