Near Reality

Next wave of Generative AI will be in images and video.

The AI model (Sora) understands not only what the user has asked for in the prompt, but also how those things exist in the physical world.

Challenges for the Metaverse evolving into Near Reality:

- Technical - There are no standards (MP4) for 3D / Immersive or AI generated content.

- Social – lack of *authenticity and trust* acts as a blocker to user adoption.

- Commercial – Simulation vs Animation. Metaverse not a substitute for real world experiences with a viable business case.

- Accountability – problematic topics such as IP for synthetic data, "privacy" of digital avatars, (de)platforming immersive content - near reality will amplify the same problems on social media today).

Safeguarding *Near Reality*

Next wave of Generative AI will be in images and video.

JIN: I AM WORRIED ABOUT THE CRIME AROUND HERE.

A recent demo by Nvidia on conversationally interacting with in-game characters. The characters' responses and video are created using generative AI.

Safeguarding by:

- Education – authenticity and trust against (disinformation, Nonconsensual X, voice cloning, shallow vs deep fakes)

- Media Labeling – water marks, health labels,

- Technical – Insert meta "handlers" at transmission – protocol level, enable data privacy preserving technology, Next Generation authentication

- Legal – correct the mistakes of Web 1.0 rework / reframe (USA) Section 230 – immunity from civil liabilities for information service providers.