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Thread: [Facebook Rebranding, Shifting Focus to "Metaverse"](#)

Bluffer - October 20, 2021, 12:29 pm

[Article](#)

Quote:Aside from Zuckerberg's comments, Facebook has been steadily laying the groundwork for a greater focus on the next generation of technology. This past summer it set up a dedicated metaverse team. More recently, it announced that the head of AR and VR, Andrew Bosworth, will be promoted to chief technology officer. And just a couple of days ago Facebook announced plans to hire 10,000 more employees to work on the metaverse in Europe.

The metaverse is "going to be a big focus, and I think that this is just going to be a big part of the next chapter for the way that the internet evolves after the mobile internet," Zuckerberg told The Verge's Casey Newton this summer. "And I think it's going to be the next big chapter for our company too, really doubling down in this area."

So Facebook is announcing soon that they are rebranding and will shift focus to development of the "metaverse" which Zuckerberg believes is the next major stage of the internet, parallel to the shift that mobile internet was from desktop.

I actually think this is really cool, Facebook with its machine of very smart people and billions of dollars could pull this off.

What do you guys think of this? Will it work could we all have AR Glasses on just like we all have a smart phone in our pocket?

SIM-2502833 - October 20, 2021, 12:40 pm

I plan to remove smart phones completely from my life, or at least, the internet aspects of them (anything useful youd probably find in earlier versions of this tech) however as it becomes practical to a working and business mindset and less of a rich peoples toy, I might be open to the idea, but not from facebook.

Baby - October 20, 2021, 12:42 pm

Maybe I'll have to do a little more reading on this

In?sane? - October 20, 2021, 12:43 pm

This is the future the the zuck knows it, hopefully someone who actually has a soul can develop alternatives.

Scoppa - October 20, 2021, 12:54 pm

I heard they will change Facebook's name too. The new one would be something around "Horizon" (saw this in local news.)

Prettykitty - October 20, 2021, 12:54 pm

I heard about this on twitter today, I wonder what name they're going to go with.

Juoku - October 20, 2021, 1:44 pm

This sounds cool but unfortunately for us we all know that Facebook don't do shit unless they can abuse the living hell out of it and its consumers... So we'll see how this works if it does see daylight

TB12 - October 20, 2021, 1:49 pm

I see Facebook I run away

Blockonome - October 20, 2021, 1:50 pm

Let us see what happens, but I do think that it will be a very nice thing, I hope it will change the world to the better!

Kaiba Corp - October 20, 2021, 2:01 pm

Not until they are undistinguishable from normal eye wear.

Most countries stopped Google in their testing face as fear of the consequences...

You have an iPhone it might get robbed, but it's in your hand /pocket /purse.

Glasses visibly expensive high tech. They're on your face.

Would you ducktape a headphone and take the metro thinking: this is absolutely safe.

Once that problem is sorted I'm also sure they'll be a huge revolution.

Maskin - October 20, 2021, 2:06 pm

<https://www.youtube.com/watch?v=8IBPnxLAAnk>

<https://coinmarketcap.com/alexandria/article/facebook-and-coinbase-partnership-sparks-controversy>

Facebook has partnered with Coinbase it seems.

Intresting.

Bluffer - October 20, 2021, 2:07 pm

(Oct 20, 2021 02:01 PM)Kaiba Corp Wrote: [\[CITE\]](#) Not until they are undistinguishable from normal eye wear.

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Excellent points. I wonder if there will be a way to make this technology useful to one person only. That takes away any reason to steal them from others. I could see a world where these glasses are used as a digital identity perhaps with facial recognition or eye recognition or the like. Would be very controversial of course but would solve the problem of identity on the internet.

device - October 20, 2021, 2:08 pm

In 20 to 25 years, people might not get out of their homes anymore.

I have a friend who wrote a book on this subject. He thinks technology will keep us in a golden prison, the gentle and soft cocoon of consumerism and virtual realities.

Envy - October 20, 2021, 2:28 pm

I mean, this is coming from someone who wanted to make an Instagram for children to "properly introduce them to a world of Social Media" so a "metaverse" idea in comparison to that would be ideal.

Fortune 500's looking for new ways to scathe their money.

lol - October 20, 2021, 2:30 pm

I'm not too sure about this. I'll wait for further information.

SIM-2502833 - October 20, 2021, 4:07 pm

(Oct 20, 2021 02:14 PM)Focus Broken Wrote: [\[CITE\]](#) Why? A smart phone is just a computer that you can carry in your pocket.

Because I don't think it's healthy nor in my best interest to carry around a device that synchronizes me to a technology I don't trust, nor want to rely on too much.

popZmoke - October 20, 2021, 7:49 pm

Dead company, who even uses fb in 2021 lmao

xPower - October 20, 2021, 8:01 pm

It makes sense because they have a garbage reputation as facebook and they don't want other applications such as IG being shown as 'made by fb'

Bluffer - October 20, 2021, 8:08 pm

(Oct 20, 2021 07:49 PM)popZmoke Wrote: [\[CITE\]](#) Dead company, who even uses fb in 2021 lmao
Literally billions of people.

Louis Vuitton - October 20, 2021, 9:08 pm

Sheesh didn't even know this was going on

Nate - October 21, 2021, 1:08 am

Interesting to see how this turns out, don't see a problem changing the name. I mean google is under Alphabet (parent company)

Lindros - October 21, 2021, 3:14 am

First of all it sounds gay.

Second of all, fuck Mark Zuckerberg. He can eat a thousand dicks and choke on all of them.

Maxorg - October 21, 2021, 3:29 am

It's an interesting and cool direction that they're aiming for. Technology consistently upgrades and we need to keep up with it.

SteveTobbs - October 26, 2021, 11:25 am

Another reason to stay out of real life and get into the internet.

Ke\$h - October 27, 2021, 11:19 pm

(Oct 26, 2021 11:25 AM)SteveTobbs Wrote: [\[CITE\]](#) Another reason to stay out of real life and get into the internet.

Yeah, the more the engagement the more the \$\$ for them. Like it's all about money for FB and they are well aware that their platform is having a massive negative effect on humanity.

I rarely use Facebook so I don't see myself using this metaverse, whatever it is (i still don't know what's Metaverse)

Lindros - October 28, 2021, 1:11 am

(Oct 26, 2021 11:25 AM)SteveTobbs Wrote: [\[CITE\]](#) Another reason to stay out of real life and get into the internet.

Ah man. I really want to get out of the internet and more into real life. The addiction can be real.

Ke\$h - October 28, 2021, 1:37 am

(Oct 20, 2021 04:14 PM)Panik Wrote: [\[CITE\]](#) I wish he'd get out of the big tech game.

If it's Zuckerberg you're referring to then, he won't. There is a saying that goes "no one gains power with the hope of relinquishing it." His company has gained soo much power that it is altering the reality of billions of people

Maskin - October 29, 2021, 7:50 am

Everything Facebook revealed about the Metaverse in 11 minutes

<https://www.youtube.com/watch?v=gElflo6uw4g>

So many dislikes. Call me crazy but this can be huge.

medamine.t. - October 30, 2021, 2:33 am

(Oct 20, 2021 02:08 PM)device Wrote: [\[CITE\]](#) In 20 to 25 years, people might not get out of their homes anymore.

I have a friend who wrote a book on this subject. He thinks technology will keep us in a golden prison, the gentle and soft cocoon of consumerism and virtual realities.

Fairly true, the next generation will be prisoners of the next technological revolution.

SynergizerX - October 30, 2021, 6:55 am

Hmm, to stake it in AR VR, with a new name, i wonder what theyre planning. My head goes straight to Futurama when they visit the internet into the future, its literally like being a virtual space where you enter buildings to buy stuff. I imagine were long ways tho before anything really innovative happens.