METAVERSE

and smart cities

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ABOUT ME

Belal Khaled Al-Hafnawi

Position: **Commissioner – Member of the board of commissioners, TRC, Jordan**

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- 21 Years of Solid experience of Technology Management, leadership, Strategy and Regulatory.
- Having experience in C-level consulting and advisory.
- Experienced with Multinational vendors & service Providers (Huawei, Motorola, Nokia, Samsung and STC)
- Having end to end experience in managing mobile networks.
- Focused on Management and leadership of technology
- **Areas of Focus**: Regulatory, Management Consulting, Digital Transformation, Technology leadership, Entrepreneurship, strategic planning, Customer Experience, IoT , Artificial Intelligence , Cloud, Blockchain, 5G

Profile of presenter

- Executive certificate in Management and Leadership of technology (MIT)/United States in 2018;
- Certification in Internet of Things: Business Implications and Opportunities, MIT 2018
- Certification in Artificial Intelligence: Implications for Business Strategy, MIT 2018 .
- Certification in DIGITAL TRANSFORMATION:PLATFORM STRATEGIES FOR SUCCESS, MIT 2019
- Certification in strategic cost analysis for managers, MIT 2018
- Certification in Understanding and solving complex business problems, MIT 2018
- Bachelor's degree in Electrical Engineering, the University of Jordan,2002
- Master's degree in Telecommunications, the University of Jordan,2007

Introduction

- **The metaverse is a virtual world where users can interact with each other and with digital content in a way that is more immersive and interactive than traditional online experiences.**

- **Smart cities are cities that use technology to improve the quality of life for their residents.**

The intersection of the metaverse and smart cities

Improving urban planning

The metaverse can be used to create digital twins of cities, which are virtual representations of the real world that can be used to simulate and test different urban planning scenarios. This can help cities to make better decisions about things like transportation, infrastructure, and land use.

Enhancing education and training

The metaverse can be used to create immersive educational experiences that can help students learn about different subjects in a more engaging way. It can also be used to train employees on new skills or procedures.

The intersection of the metaverse and smart cities

Delivering public services

The metaverse can be used to deliver public services in a more efficient and convenient way. For example, citizens could use the metaverse to file a complaint with the city government, pay their taxes, or apply for a permit

Promoting tourism and economic development

The metaverse can be used to promote tourism and economic development in a city. For example, businesses could use the metaverse to create virtual showrooms or events that can be accessed by people all over the world

Challenges

Cost

The cost of implementing and maintaining the metaverse infrastructure

internet

The need for high-speed internet access.

Protection

The need to protect user privacy and security

Social

The potential for social isolation and addiction

Opportunities

sustainabiltiy

The ability to create more sustainable and resilient cities

Quality of life

The ability to improve the quality of life for residents.

sBusiness

The ability to attract new businesses and investment.

Quote of Today

"Metaverse is a world in future technology that we will enter later."

– Alexander Aronowitz –

Conclusions

- The metaverse has the potential to be a powerful tool for smart cities.

- it is important to carefully consider the challenges and opportunities before fully integrating it into the city infrastructure.