

Adello Magazine's Pioneering Perspective: The Metaverse is Mobile-First

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SAN FRANCISCO, CA, USA, January 24, 2023 /EINPresswire.com/ -- The latest edition of [Adello](#) Magazine is making waves in the tech industry with its feature article on "Why the Metaverse is Mobile-First."



Metaverse is Mobile-First

The article, written by Mark E. Forster, Investor, Serial Entrepreneur, and Chairman of IAB Switzerland Metaverse Division, delves into the various ways in which people will enter and experience the metaverse, a decentralized digital world that offers limitless opportunities for inter-human communication and co-creation.

“

A successful metaverse might just require us to be open about a multitude of access possibilities. [...] History has taught us a lesson: user adoption drives innovation.”

*Mark E. Forster, Investor,
Serial Entrepreneur*

Contrary to popular belief, the metaverse does not require VR glasses for access.

In fact, many successful metaverse platforms, such as Roblox and Spatial, allow users to enter and experience the meta-reality through their smartphones or computers.

This approach has proven to be successful, as up to 83% of gamers use smartphones as their main device, as stated by recent research by the Entertainment Software Association

(ESA). (Source: <https://www.theesa.com/resource/2022-essential-facts-about-the-video-game-industry/>)

In one of the previous Adello Magazine's edition, Gabriele Romagnoli, Head of Business at ShapesXR and Senior Advisor at iconomy, shared:

"I think there are a lot of attempts to do that [to create a metaverse in 2D]. Some of them are really successful. Think about Roblox and other platforms for the desktop, for instance. Those became immediately successful and gained a broad audience. If the metaverse is a single environment that is interconnected with others, then the first step into it is to provide a platform for people. That can be anything, even mobile, so people will get used to it. And after that, you can implement immersive technologies like VR headsets, etc."

Additionally, Meta, one of the loudest companies in the metaverse industry, has announced plans to make their platform accessible via mobile.

At the Meta Connect 2022 staged exchange between Vishal Shah, VP of the metaverse @Meta, and Andrew Bosworth, CTO @Meta, Shah rhapsodized about how great it will be when people can wander in Horizont World via the web. The experience, he says, "takes their ability to connect people to another level. But since you're not a first-class passenger equipped with the Quest's immersive VR goggles, it's on par with what you'd get in a web browser or mobile device."

"Bosworth hinted at why Meta might want to invite people to that second-class experience: "We can't give everyone an immersive experience, it'll be a while before there are enough headsets out there." Adello reported.

"A successful metaverse will require us to be open to a multitude of access possibilities, and the ability to enter the metaverse via a smartphone or desktop sets a new direction for its development, and may even accelerate it," says Mark E. Forster, founder of multiple tech startups.

This thought-provoking edition of Adello Magazine is receiving praise from industry leaders for its in-depth analysis and expert insights.



Adello Magazine #34 feat. Mark E. Forster

#persona

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MARK E. FORSTER

Investor, Serial Entrepreneur,
Chairman of IAB Metaverse Division

Mark E. Forster is an experienced investor and startup advisor with more than 20 years of experience in the mobile space. He is a serial entrepreneur with three exits and has a proven ability to lead companies to success even in times of crisis. Throughout his career, Mark has had the opportunity to manage and scale tech startups across the US, Europe, and Southeast Asia.

Mark's experience in the mobile space has given him a unique perspective on the industry, and he has been able to consistently identify and capitalize on emerging trends.

He has a talent for finding and nurturing talent, and his ability to lead teams to success has earned him a reputation as a valuable leadership asset to any company.

Recently, Mark has been heading up the metaverse division of IAB Switzerland. He brings his expertise in emerging technologies and experience in leading and scaling startups to this new frontier and is excited to see how the metaverse will shape the future of technology. Mark's goal is to help companies navigate the complex world of the metaverse and achieve success in this new and rapidly evolving space.

Adello Magazine #34 feat. Mark E. Forster bio

Don't miss out on this must-read publication, available now for download. Join the conversation and share your thoughts on the future of the metaverse and new technologies.

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Anna Pak

Adello Group

Marketing@adello.com

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