

# Freeverse Partners with CUPRA on Metahype, an Open and Collaborative Space in the Metaverse

*Freeverse's Living Assets™ technology will power access to and reward users for their engagement within Metahype – a new metaverse experience launched by CUPRA.*

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/EINPresswire.com/ -- [Freeverse](#), the dynamic NFT infrastructure platform leading the way in creating User Generated Value (UGV) with blockchain-based digital assets, has partnered with CUPRA to power an innovative and interactive exploration of the metaverse.



Debuting at the brand's Exponential Impulse event in Berlin, Metahype is an ever-expanding virtual island where brands, creators and communities get together to socialize, collaborate, create, and live emotional experiences.

The island is formed by different districts and common spaces that can be owned and used by brands, start-ups, and creators to connect and engage with the new generation.

Users land at Metahype square, where they receive their Metahype Passport, a Dynamic NFT powered by Freeverse's Living Assets™ technology, that represents the reputation of each Hyper. CUPRA has developed a gamification system that rewards users with 'Hypes' for their engagement and activity within the platform.

"Cupra's vision for the future of digital ownership - where value is generated by users, as opposed to being artificially created by scarcity - is truly pioneering," said Alun Evans, CEO of Freeverse. "We are incredibly proud to be supporting such an inspirational and groundbreaking project."

Developed mostly in-house and with local partners, Metahype's overarching objective is to

connect different communities and unleash the power of collaboration. The opportunities are huge, and the only limit is the imagination and creativity of the CUPRA Tribe.

Metahype will be accessible via desktop at [Metahype.com](https://www.metahype.com) and soon also available via Mobile. To sign-up and start discovering the island, visit: [www.metahype.com](https://www.metahype.com)

#### About Freeverse

Freeverse is on a mission to power the future of digital ownership. In order to make this happen, we leverage blockchain technology to create Living Assets™ that can evolve and appreciate in value according to how they are actually used. The platform allows the creation of very low cost, dynamic NFTs that can be bought and sold in both crypto and fiat currencies simply with API calls, without paying gas fees — and with less impact on the environment.

Freeverse's founding team combines decades of experience in technology and startups. It was brought together by Dr. Toni Mateos, co-creator of the technology behind Dolby Atmos (via Immosound, the startup acquired by the audio giant in 2012). Joining him in the founding team are Dr. Alun Evans, Alessandro Siniscalchi and Ferran Estalella. Freeverse is funded by leading European tech VCs, based in Barcelona, servicing clients globally.

For more information, please visit: <https://www.freeverse.io>.

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#### About Cupra

CUPRA is the unconventional challenger brand that brings together emotion, electrification, and performance to inspire the world from Barcelona. Launched in 2018, CUPRA has its corporate headquarters and a racing car workshop in Martorell (Barcelona), in addition to a global network of specialized points of sale. CUPRA proves that electrification and sportiness are a perfect match, and in 2022 the brand hit new heights with over 150.000 vehicles delivered. Each successive launch of a model has marked a new milestone in defining the brand's character, with a challenging and original design: the CUPRA Ateca, a unique model in its segment, the CUPRA Leon, its first electrified model thanks to a plug-in hybrid electric engine, the CUPRA Formentor, the first model to be developed exclusively by the brand, and the company's best-selling vehicle to date; and the CUPRA Born, the brand's first 100% electric vehicle,

CUPRA is FC Barcelona's official automotive and mobility partner, the World Padel Tour's premium sponsor and the official sponsor of the eSports Club Finetwork KOI. CUPRA is the only automotive brand that participates in the EXTREME E and Formula E racing competitions. The CUPRA Tribe is made up of a team of ambassadors who want to be the driving force of change. Among its members are Street Artist TV Boy, Olympic gold medalists Adam Peaty, Melvin

Richardson and Saúl Craviotto, the German goalkeeper Marc ter Stegen, and two-time Ballon d'Or and Best FIFA Award-winning footballer Alexia Putellas.

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