

Web 3 Meets Web 2: Authentickator and Smobler's Game-Changing Partnership in Digital Collectibles

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[/EINPresswire.com/](https://EINPresswire.com/) -- In an era where the virtual and physical worlds are converging faster than ever, the world of digital collectibles has taken center stage. The possibilities for owning and trading digital assets have expanded exponentially. As Web 3 develops, we are left with a question: "How can we make this new world accessible to everyone, including those accustomed to Web 2 and even e-commerce shoppers, regardless of their technical expertise?"

The answer comes in the form of a groundbreaking partnership between Authentickator and Smobler, two innovative companies at the forefront of this digital revolution.

A Game-Changing Partnership

Authentickator and Smobler have joined forces to usher in a new era of digital collectibles and NFT adoption. The collaboration aims to bridge the gap between Web 3 and Web 2, making blockchain-based assets and experiences accessible to a broader audience than ever before.

Smobler's expertise in blockchain-based gaming and metaverse creation



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EVEREST Chapter 1 : Khumbu Icefall

perfectly complements Authentickator's user-centric approach to NFT accessibility. Together, they are set to revolutionize the digital collectibles landscape by creating a seamless, integrated ecosystem where anyone can explore, acquire, and enjoy NFTs, all while preserving the authenticity and trust of these digital assets.

This partnership holds the promise of creating captivating, blockchain-based gaming experiences and digital collectibles that appeal to a wider audience while ensuring the utmost security and authenticity. Smobler's global reach provides a strong foundation for this collaboration, ensuring that the metaverse continues to expand and evolve in exciting new directions.

Authentickator will be offering a special treat for Web 2 users: 3VEREST NFTs from Smobler to be made available on the platform.

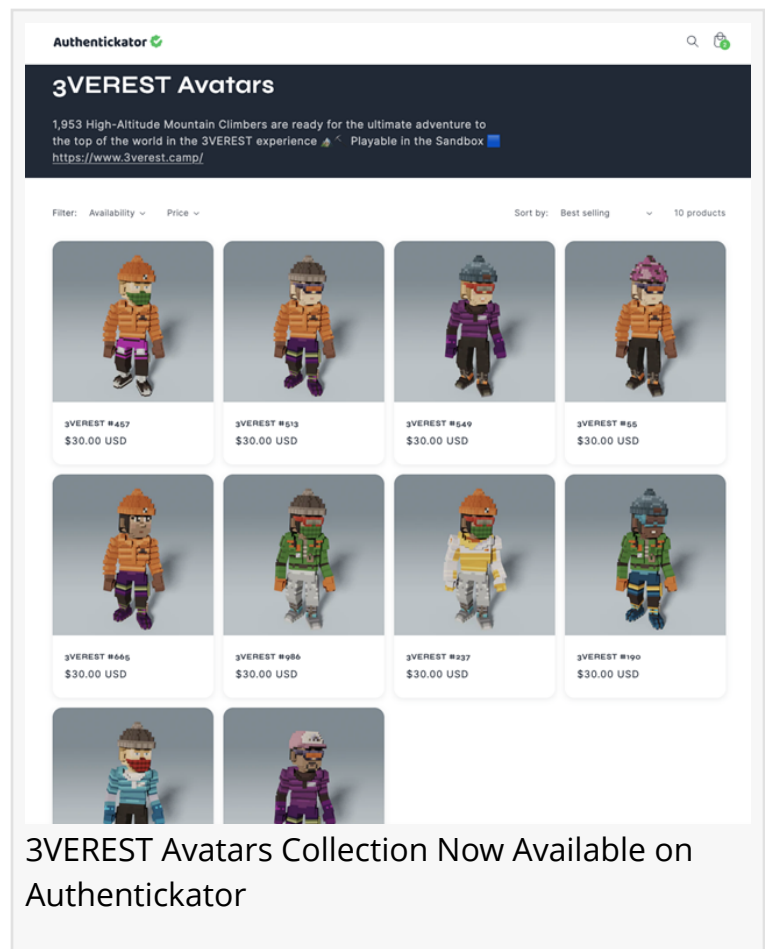
What are 3VEREST NFTs?

3VEREST is a Metaverse experience within The Sandbox that celebrates the spirit of adventure and allows players to scale Mount Everest. The mission is to bring exciting adventures to your screen, providing a unique and unforgettable experience for players of all levels.

These exclusive NFTs will be available for purchase using credit cards, making it easier for Web 2 users to dive into the world of digital collectibles. Whether you are an NFT enthusiast or a newcomer, Authentickator and Smobler are breaking down barriers to ensure everyone can participate in this exciting digital frontier.

What's Next?

As we witness Web 3 meet Web 2 in this groundbreaking partnership between Authentickator and Smobler, the future of digital collectibles has never looked brighter. With accessibility, innovation, and authenticity at its core, this collaboration paves the way for a more inclusive and immersive digital future where NFTs are not just for the tech-savvy elite but for everyone who has a passion for the digital world.



3VEREST Avatars Collection Now Available on Authentickator

To explore and acquire your 3VEREST Avatars, visit: [Authentickator 3VEREST Avatars Collection](#).

About Authentickator

Authentickator, whose mission is to bring NFTs and web3 assets to everyone, is a platform that enables users to easily browse, purchase, and verify the authenticity of NFTs, without a wallet or web3 experience, via major e-commerce sites. Authentick was co-founded by Temasek and Menyala. It has secured Seed funding from Temasek. For more information, visit Authentickator at <https://authentickator.com/> or follow on Twitter, TikTok, YouTube, and LAZADA.

About Menyala

Founded in 2021, Menyala is a venture-building platform founded by Temasek, a global investment firm headquartered in Singapore. As an owner-builder, Menyala ideates with partners, validates these ideas, funds viable ventures, and supports with scaling. Menyala focuses on opportunities that drive technological shifts. For more information, please visit www.menyala.com.

About Smobler

Smobler is a turnkey metaverse architect headquartered in Singapore with a strong emphasis on blockchain based gaming, event production and education. Smobler has created a suite of world's first projects such as a metaverse wedding, the Tools of Rock concert venue and a disability park with SG Enable. It works with legacy brands such as Airbus, Carnegie Mellon, Mahindra, DBS, Starhub and also creates innovative projects such as Metaverse for Good, the inaugural cross chain project with Clay Nation and is curating a series of proprietary IPs such as 3VEREST, Cobbleland, Ichorium Wars and Aloha Surfer. Smobler is backed by The Sandbox and Brinc. For more information, please log on to www.smoblerstudios.com.

About The Sandbox

The Sandbox, a subsidiary of Animoca Brands, is one of the decentralized virtual worlds that has been fueling the recent growth of virtual real estate demand, having partnered with major brands including Warner Music Group, Ubisoft, The Rabbids, Cut the Rope, Gucci Vault, The Walking Dead, Invincible, Snoop Dogg, Adidas, Deadmau5, Steve Aoki, SM Entertainment, The Smurfs, Care Bears, and Atari. Building on the existing The Sandbox IP that has more than 40 million global installs on mobile, The Sandbox metaverse offers players and creators a decentralized and intuitive platform to create immersive 3D worlds and game experiences and to safely store, trade, and monetize their creations. For more information, please visit www.sandbox.game and follow the regular updates on Twitter, Medium, and Discord.

About Animoca Brands

Animoca Brands, a Deloitte Tech Fast winner, a Fortune Crypto 40 company, and one of the Financial Times' High Growth Companies Asia-Pacific 2023, is a leader in digital entertainment, blockchain, and gamification that is working to advance digital property rights and contribute to the establishment of the open metaverse. The company develops and publishes a broad portfolio of products including original games such as The Sandbox, Phantom Galaxies, Life Beyond, Crazy Kings, and Crazy Defense Heroes, and products utilizing popular intellectual properties including Disney, WWE, Snoop Dogg, The Walking Dead, Power Rangers, MotoGP™, and Formula E. It has multiple subsidiaries, including The Sandbox, Blowfish Studios, Quidd, GAMEE, nWay, Pixowl, Forj, Lympo, Animoca Brands Japan, Grease Monkey Games, Eden Games, Life Beyond Studios, Notre Game, TinyTap, Be., PIXELYNX, and WePlay Media. Animoca Brands has a growing portfolio of over 450 Web3 investments, including Colossal, Axie Infinity, OpenSea, Dapper Labs (NBA Top Shot), Yield Guild Games, Harmony, Alien Worlds, Star Atlas, and others. For more information visit www.animocabrands.com or follow on Twitter or Facebook.

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