

Soul Machines— The Human Presence in the Metaverse

It's not just about digital worlds,
the best experiences always
involve human connection

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Introduction

The metaverse is often associated with a 3D space where users can navigate using AR/VR devices, but it is actually a much broader concept of the new Internet and not as futuristic as some may think. Consider virtual spaces where people can meet, play, work, learn and exchange ideas and NFTs. This metaverse is already well underway and we can read every day about new partnerships between brand real estate, social media channels, and communities. The metaverse opens the door to a whole new level of creativity and represents a paradigm shift where companies need to create something today, to engage their users, influence their choices. Create an experience where interactions are based on values and associations, not just products.

Some industries are a natural fit for the metaverse – especially those in fashion, music, sports, and entertainment – with games providing the platform.

The less natural fit have opted to create a virtual replica of their stores or real-world events, but this is often unimaginative and not enough to demonstrate innovation and thought leadership for the metaverse.

Soul Machines is a global leader at humanizing AI and creates hyper-realistic and autonomously animated digital people that are key assets to help big brands and small businesses get a head start on this emerging opportunity and position themselves for future success.

“The Metaverse has already happened, we are living in the hybrid verse,” says Greg Cross, co-founder, and Chief Business Officer of Soul Machines. “Advances like autonomous automation and empathetic customer experience allow Soul Machines to create digital people who can be a company’s skilled, knowledgeable and helpful emissaries within and between all universes.”

Digital People™— Valuable Assets in the Metaverse

In this eBook, we will follow Jon Radoff's decomposition of the metaverse value-chain to describe how Digital People can contribute and accelerate the adoption of the metaverse in various industries and with multiple value propositions: experience, discovery, creator economy, spatial immersion, and decentralization.

In April 2021, Radoff published a description of the **Value Chain of the Metaverse** in Medium, from the experiences that people seek out to the enabling technologies that make it possible.

This eBook describes the value proposition of Soul Machines' products, technology, and mission in the metaverse ecosystem, and in particular the 5 top layers described by Radoff.



The metaverse is the next generation of the Internet: a decentralized multiverse, led by a new and abundant generation of creators.

— Jon Radoff
Entrepreneur, Adventurer,
and Game Tech Expert

Layer 1: Experience

⋮ *Life-like interactions,*
⋮ *meaningful connections*

The metaverse de-materializes the physical space and enables a user experience – one where it is easy to communicate, share, and belong to multiple communities. This is not a new concept. Businesses have been exploiting the duality between physical and virtual worlds for a while, like Zoom creating a virtual working space for teams and Peloton offering a gym space at home with a personal trainer available at any time of the day.

One important novelty of the metaverse is that the user becomes a content creator and content amplifier through his interactions whether he is in a virtual game setting, a shopping mall, concert venue, office, or gym. The presence of hyper-realistic animated avatars in these digital spaces that can talk and connect with the users, in real-time, is a powerful way to foster the creation of even more content, ideas, and user/customer engagement.

By recreating the fidelity of real-life communication with body language, tone, and visual cues, Soul Machines Digital People make users feel comfortable and elicit talks in a judgment-free environment leading to more personalization and a deeper brand experience.



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Future Farm Advisor »**

#discovery
#interconnectivity
#community

Today, the virtual worlds are mostly multiplayer games and entertainment venues, but the hype around the metaverse is raising its adoption curve in the Enterprise interconnected world. Let's use an example to explain how the metaverse will make our lives easier beyond playing games with friends. An architectural designer who creates a 3D version of an apartment can offer to his customers a visit to the premises accompanied by a digital real estate agent available at any time of the day, like **Mia or Jordan from Madera Residential**.

The agent can provide details about the size and orientation of the rooms, the appliances and amenities, and answer questions in different languages. All this can be done before building the apartment and allows the architect to obtain customer preferences on the proposed floor plan, decor, and appliances. Furthermore, if the virtual agent is interfaced with a camera and can view the user, it can also detect non-spoken but valuable emotions like happiness when discovering that the parking garage has 2 spots and plenty of storage.

If we extend this example to the testing of physical products presented as NFTs in the virtual world, Digital People can bring a change in sustainable consumption by allowing brands to gauge interest before launching or producing only to meet demand.



Choose your new home without stress, but with excitement!

Visit, validate, revisit, ask more questions and decide when and where you are ready »

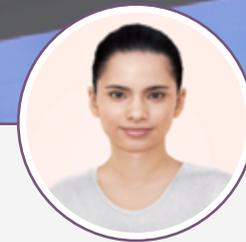
#experience
#discovery
#judgmentfree
#empathy

Layer 2: Discovery

⋮ *Inform, suggest, and share*

The metaverse is meant to foster discoveries and learning through seamless jumps between topics, brands, and communities. Digital People are ideal navigation partners to engage customers 24/7, deliver what they want, and make proactive suggestions. Equipped with AI-powered search skills, they can respond to queries and comments with trusted and curated data, timely information, brand or community-driven content, and recommendations for reliable resources.

In retail, customers are much more likely to buy something when face-to-face interaction is involved. In a virtual mall, a knowledgeable and empathetic digital product consultant (DPC) might become your best salesperson. The DPC can communicate product features verbally and with visual cues to enhance the user experience and retain the customer's attention such as eye contact, facial expressions, and gestures pointing at locations and objects of interest. This animation and emotional intelligence is the core of Soul Machines Digital People. In addition to inbound discovery, they can participate in outbound marketing activities as brand ambassadors like **Yumi** advertising for a store and recommending new products.



Learn how a premium beauty and cosmetic brand reaching out to young women, inspiring the shyest customers »

#experience
#discovery
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#empathy

Inbound discovery consists of navigating between virtual spaces seamlessly. In retail, the virtual sales team should be connected to the virtual product specialist team and the virtual customer support team. Big brands leading the adoption of the metaverse are already interconnecting their services and applications between branches and departments, but also with partners that can enrich their customer experience and broaden their market. The metaverse has already proven to be a great catalyst for partnerships like Roblox with Nike and Gucci, Coca-Cola and Tafi, Balenciaga, and Fortnite.

Let's take a look at another example of how Digital People can assist in the real estate realm. Today, Soul Machines Digital People can accompany a new home buyer from his first house visit, from home loan application to his search on where to purchase new flooring and how to replace drywall. This journey involves an experience with four digital workforces from different companies. With the advancement of interoperability technologies and the building of strategic partnerships, the navigation through these digital spaces can become seamless and generate more creativity and novel services for the customers.



Promise of the Metaverse
Learn more »

Layer 3: Creator Economy

⋮ *Build and self-propel*

While the metaverse cannot advance fast enough for the believers, this may all be moving too fast for the skeptics. The transition from a “not for me” concept to “the next internet we all utilize” will be initially driven by content creators, whether vocational or professional. To unleash the full potential of their imagination, they need access to design tools, apps, and workflow platforms that are easy-to-use, high-quality, and speed performance for production, testing, and deployment.

This is why Soul Machines has developed its Digital DNA Studio, an all-in-one platform, to design, train and deploy Digital People in standard or custom user interfaces.



Digital DNA Studio
Learn more »

Now, let's not forget that above all these tools and utilities, the essential component allowing creators and developers to focus on their story and conversation is the Autonomous Animation developed by Soul Machines. But we will keep this topic for the next chapter.

Digital People are powered with emotional intelligence and can capture empathy-centric insights helping brands understand their customers' interests and expectations. This data can inspire new content and spark new experiential ideas. This self-propelling effect is a pillar of the metaverse.

Finally, designing a virtual space with Soul Machines Digital People adds another dimension to the potential of creativity by allowing interactions between a digital workforce or digital team and digital twins representing personalities and celebrities.

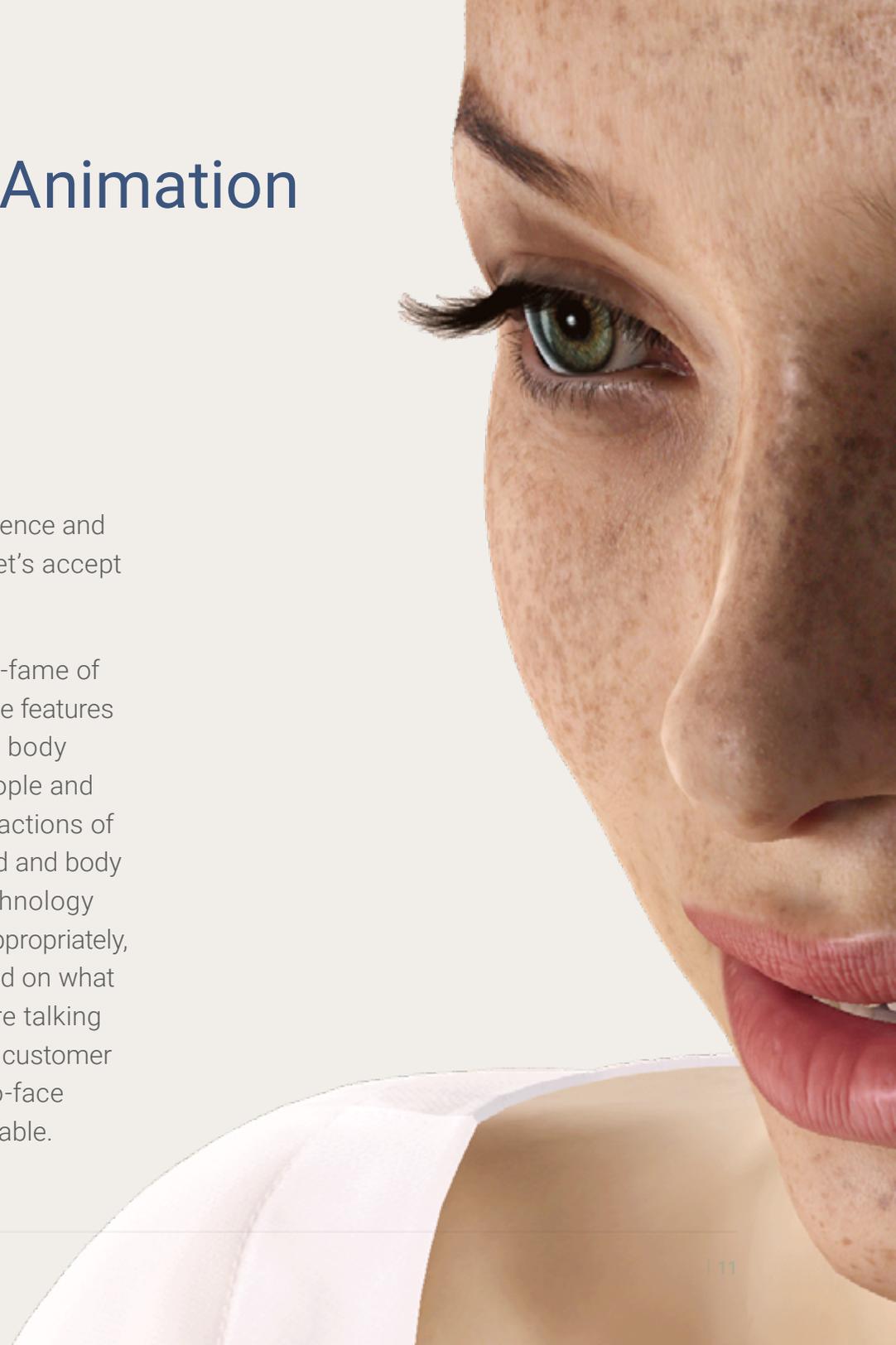


Layer 4: 2D–3D Spatial Animation

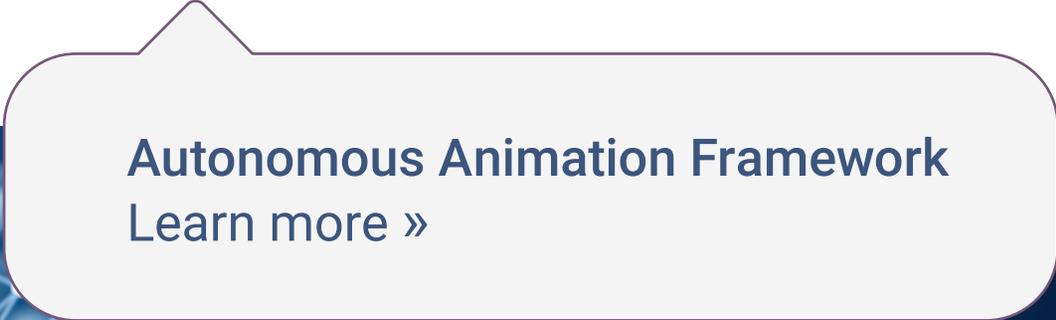
⋮ *Interact and immerse*

Low-quality CGI and poor animation equals a terrible experience and represents a failure in the movie and games industry. So let's accept it as a lesson for the metaverse.

High-quality and hyper-realistic animation are the claim-to-fame of Soul Machines. The Autonomous Animation of Digital People features cutting-edge technologies around facial expressions and body movements to engender a natural interaction between people and Digital People. It is a complex orchestration of lip motion, actions of facial muscles, gaze direction, frowning, hand gestures, head and body position, all are synchronized in time and space. This technology ensures that the emotional experience occurs seamlessly, appropriately, and timely. Digital People are animated autonomously based on what they have to say and their perception of the person they are talking to. They are a scalable and cost-effective way to engage for customer experience, education and health, and areas where face-to-face interactions should be meaningful, empathetic, and memorable.



While Soul Machines is preparing for the immersion of its Digital People into a full 3D space, they already create values in the metaverse by delivering inclusive, diverse, secure, and sustainable 2D experiences. Soul Machines has even defined a framework scoring the levels of sophistication of human-machine collaborations and where the machine's role evolves from subordination to a more symbiotic relationship with the co-creation of valuable, relevant content with humans.



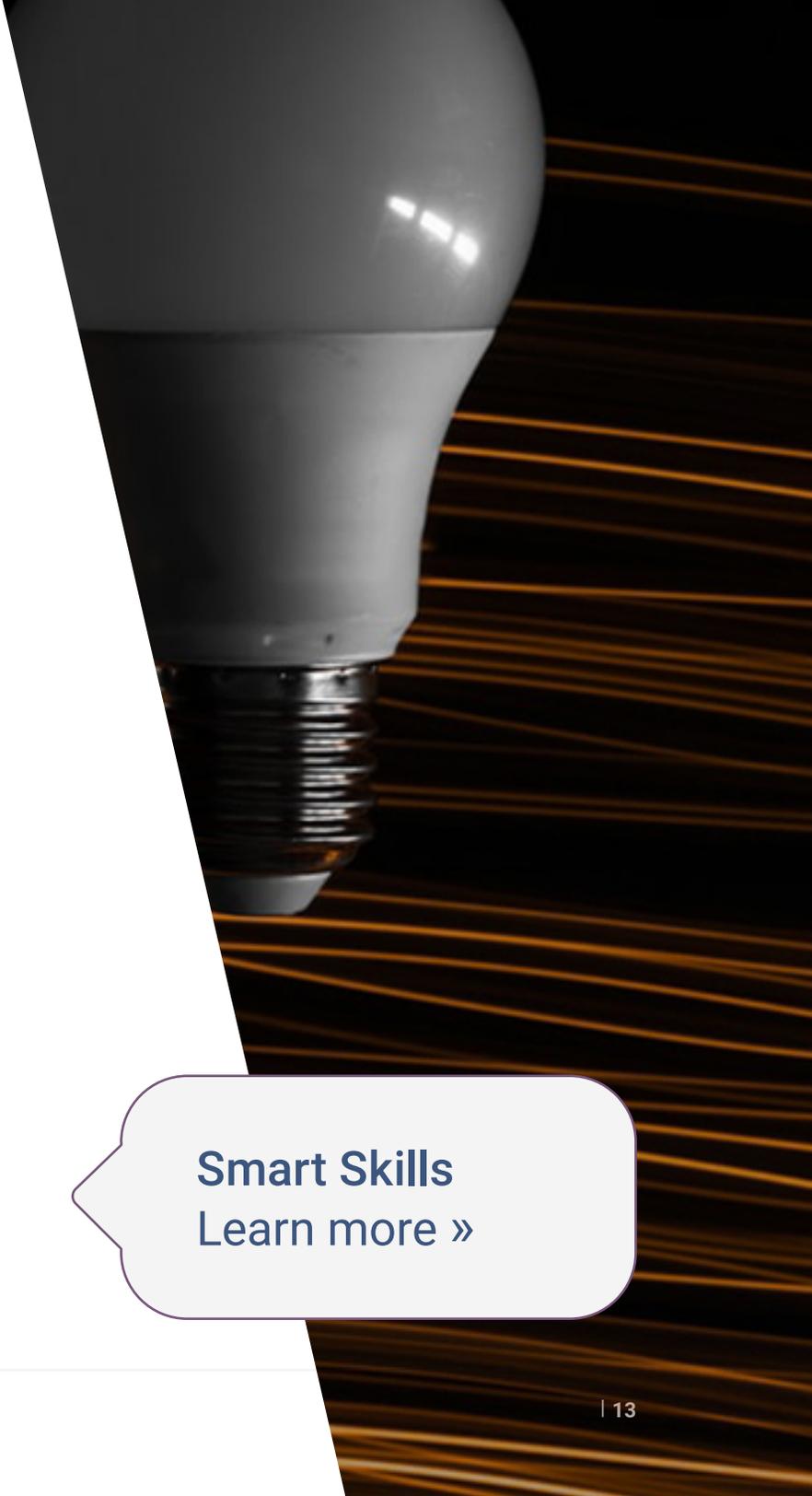
Autonomous Animation Framework
Learn more »

Layer 5: Decentralization

⋮ *Adapt and expand*

With ideation and innovation, all industries can build a space in the metaverse. Gaming and retail have been the pioneers, as mentioned earlier, but enterprises are starting to make alliances with the virtual real-estate of complementary brands to augment the experience and discovery offered to their customers.

It is with this collaborative roadmap in mind that Soul Machines has developed Human OS, the underlying platform to deploy Digital People in web and mobile applications. Its open architecture empowers creators in crafting unique human-machine collaborations knowing that they do not need to focus on building or integrating back-end capabilities. The Human OS platform not only orchestrates the Digital Brain and Autonomous Animation that brings Digital People to life but also acts as an interface to other AI technologies, discovery tools, social networking, and enterprise functions. A framework for reusable and interchangeable capabilities is the foundation for a more interconnected ecosystem. Smart Skills are part of this framework and allow for a click-and-expansion of the standard features of a Digital Person.



Smart Skills
Learn more »

Partners and creators can develop their skills to accelerate deployment and monetize their creativity and development efforts. Sharing Smart Skills creates a rich and highly adaptive ecosystem where Digital People can inherit talents and capabilities in minutes from personality, routines, communication, media search, information, and integration.

Brands that understand the power of a decentralized platform will be able to operate freely across multiple industry verticals. Every sector will ultimately deploy autonomously animated digital people as a digital workforce to represent themselves and their brands in the metaverse.

– **Greg Cross**
Co-founder & CBO, Soul Machines

Conclusion

Soul Machines has the right combination of technology, integration plans, and a future-proof platform to enable business stakeholders to invest and innovate in this new era of the Internet- known as the roadway to the metaverse.

The “7-Layers Value Chain” described in Jon Radoff’s model includes two final layers, Human Interface and Infrastructure. We’ll address those in future articles since they are a bit further down the road from a technology standpoint but on the roadmap of Soul Machines and its collaborations with hardware and enterprise partners.

As the metaverse continues to evolve at a rapid pace, we will continue to provide you with articles on how you can build your metaverse strategies and what this will mean for future users.

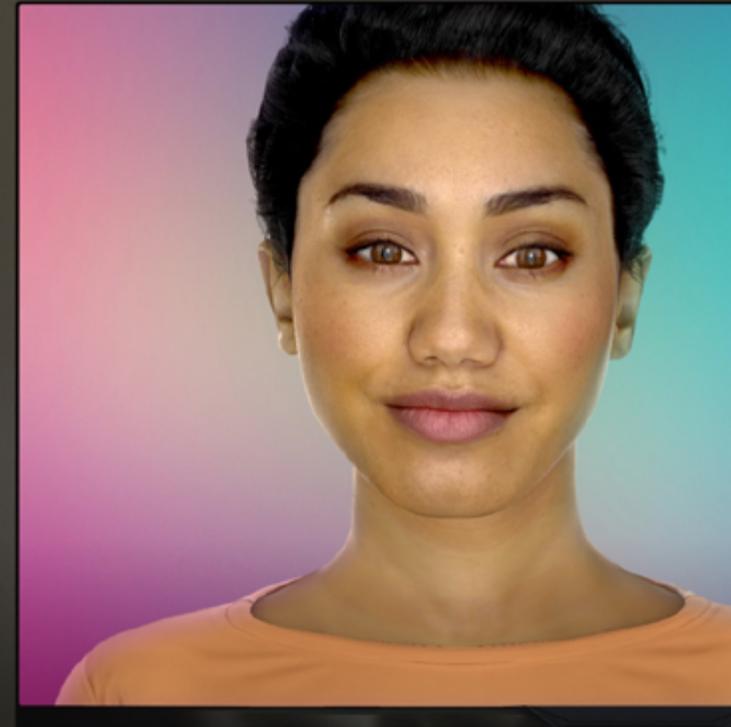
The future of customer experience in digital worlds is going to be the key to winning in all the digital worlds where people do business, work, and play.

– **Greg Cross**
Co-founder & CBO, Soul Machines



About Soul Machines™

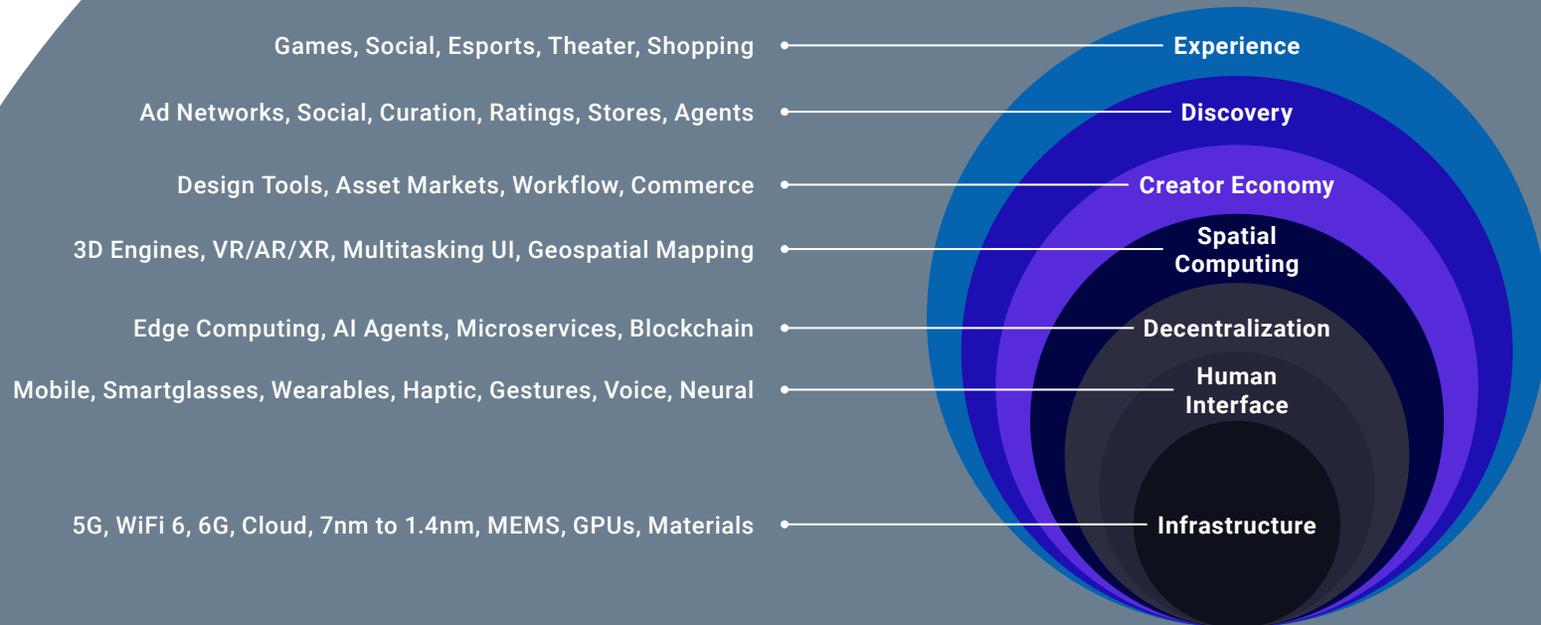
Soul Machines is a global pioneer in humanizing AI, dedicated to delivering the full capabilities and goodness of human and machine collaboration in a responsive, relatable and unprecedented way. Composed of some of the world's best AI researchers, neuroscientists, psychologists and innovative thinkers the company's unparalleled autonomous animation – featuring its patented Digital Brain – brings technology to life by creating dynamically interactive and emotionally responsive Digital People with personality and character that allow machines to talk to us face-to-face. Soul Machines has deployed the world's first Digital People with some of the biggest corporate brands in the world in Financial Services, Technology, Automotive, Healthcare, Entertainment, and Education industries. Soul Machines currently has over 200 employees with offices in San Francisco, Los Angeles, New York City, London, Tokyo, Melbourne and Auckland. For more about Soul Machines, visit soulmachines.com.



Interested in how we can help you revolutionize
your customer relationships? Request a Demo ▶

« *back*

The Seven Layers of the Metaverse



« back



Healthy Soil Biomes has created Clay, a future farm advisor and currently a knowledgeable and upbeat digital farmer advisor that can educate people about today's threats to the health of our world, and get them excited about remedies as simple as biology-focused regenerative agriculture. Clay incites future generations to join an alliance composed of farmers, gardeners, consumers, academics, policymakers, and soil enthusiasts to advocate for soil biomes worldwide. His mission definitely fits in the realm of the metaverse.

#discovery #interconnectivity #community

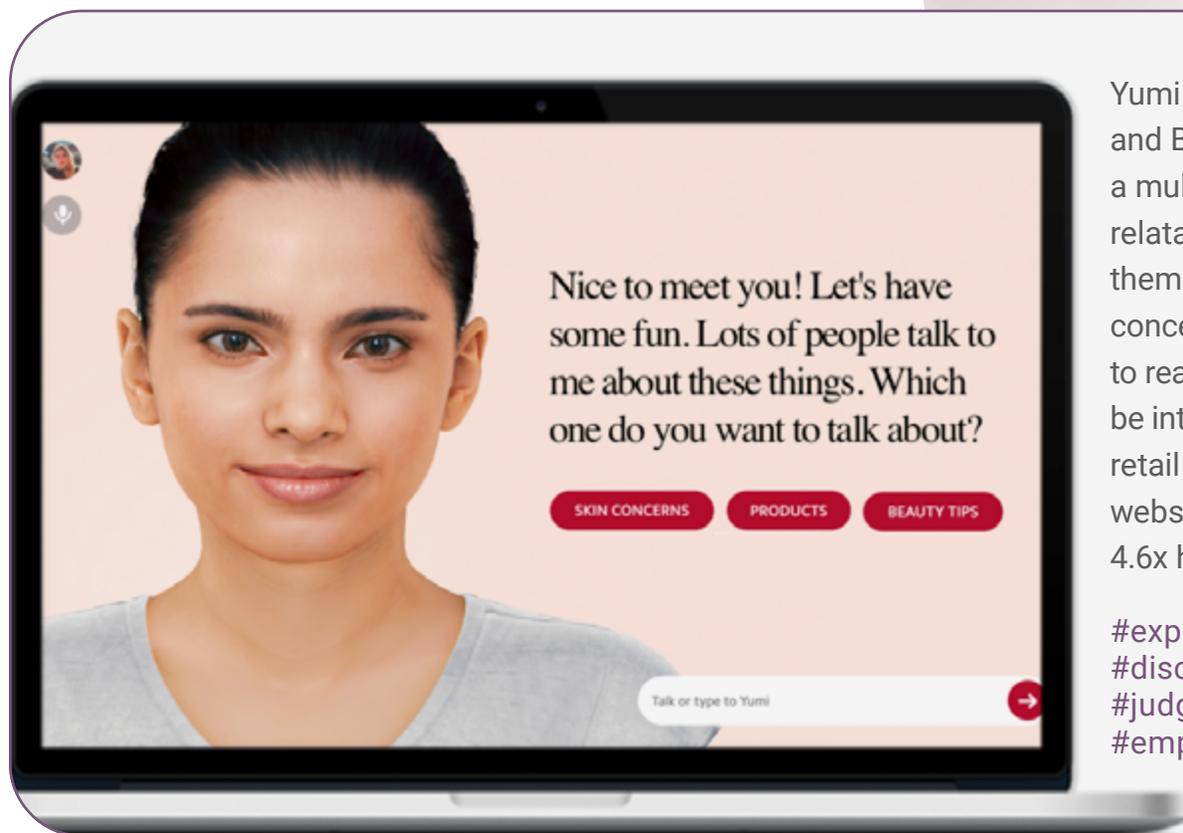
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At Madera Residential, future tenants can schedule tours, get property details, information about the amenities and the neighborhood when and where they are. Mia and Jordan have a face and offer an engaging and interactive experience with eye contact and emotional facial expressions. They communicate clearly and with consistency, looking happy, caring, and sometimes showing a fun personality. Also, they can speak multiple languages to better serve local communities.

#experience #discovery
#judgmentfree #empathy

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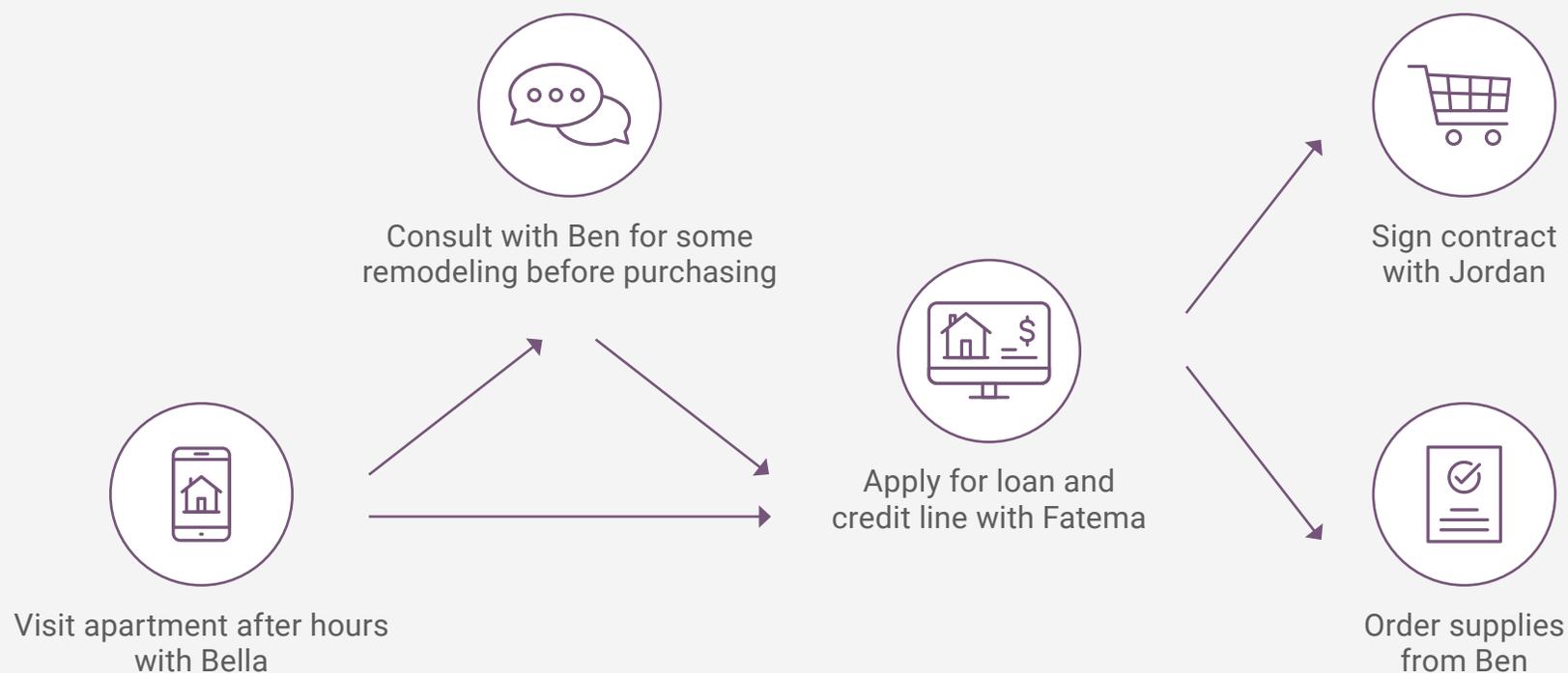
Yumi is a Digital Skincare Consultant and Brand Ambassador created for a multinational CPG company. She is relatable to young women and makes them comfortable discussing their skin concerns and problems. She is also able to reach consumers who may otherwise be intimidated by the traditional skincare retail experience. Yumi has increased website conversions by 2.3% which is 4.6x higher than the industry average.

#experience
#discovery
#judgmentfree
#empathy

Promise of the Metaverse

Imagine a buyer's journey where you will be assisted at each step, providing information only once and accompanied by digital workers from multiple departments or organizations making cross-recommendations that you had not discovered nor considered. Waiting for a callback or trying desperately to go through a phone answering system is no longer part of the timeline. This is the promise of the metaverse with interoperability and decentralization. The metaverse opens the door to a whole new level of creativity and represents a paradigm shift where companies need to create and collaborate.

Interconnected digital workforces will make the customer's journey pleasant and efficient.



Digital DNA Studio

Digital DNA Studio makes it easy to create a personalized online experience with Soul Machines Digital People. It integrates with conversational AI tools such as Google DialogFlow, Microsoft Luis, IBM Watson, and other platforms. Once a Digital Person is deployed in a web or mobile app, Digital DNA Studio becomes a monitoring portal with access to high-value empathy-centric insights. [Read more about Digital DNA Studio »](#)



Studio to create and deploy

Design Digital People effortlessly, equip them with conversations and skills and deploy them into standard or custom UI or web applications.



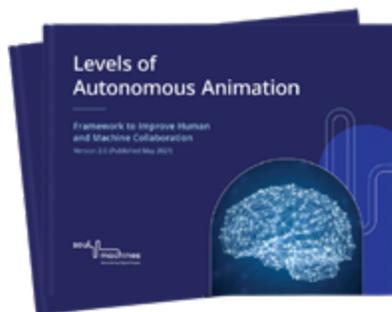
Skills to customize

Amplify the abilities of your Digital People with interpersonal, cognitive, and integration skills valuable for their role.



Insights to adapt and improve

Collect first-party and zero-party data to understand your customers' needs and preferences, and improve your brand experience.



[Download eBook »](#)

Autonomous Animation Framework

Soul Machines' approach to Autonomous Animation is rooted in its belief that the best experience and interactions are only possible when combining high-quality CGI with a computer architecture inspired by how the human brain operates.

What is Autonomous Animation?



A platform focused on increasing the quality of collaboration between humans and machines at scale by imbuing machines with life



The process that enables an (embodied) agent to behave in a believable, contextually appropriate manner with minimal human direction



A framework that measures technology's progress based on the principle of humanizing AI and reducing the burden on humans

« *back*

Smart Skills

Smart Skills amplify the abilities of Digital People with interpersonal, cognitive, and integration skills valuable for their role. They can range from the know-how to polite chitchats, routine tasks such as feedback survey and escalation techniques, to search through social media channels, access to curated databases, and integration to CRM and enterprise systems.

In addition to the Smart Skills offered by Soul Machines in its Digital DNA Studio, creators, developers, and businesses can publish their own skills for internal reuse, free distribution, or monetization.

[Read more about Smart Skills »](#)

