

Jeff Wong: [00:00](#) And you see all sorts of different behaviors is people. What you realize is people don't really know how to act in the metaverse yet. You know, when you go into a, and we

Baratunde Thurs...: [00:09](#) Know how to act in the real world, <laugh>

Jeff Wong: [00:11](#) Better. Okay? At least there's some definitions, right?

Baratunde Thurs...: [00:25](#) Welcome to Lenovo. Late night. It an unfiltered, no nonsense show about technology. I'm your host, baritone Day Thurston, and tonight we're talking about the Metaverse. What even is the metaverse? Is it good for anything? And did I overpay for that? Virtual timeshare? Yes. Yes I did. Schooling us tonight is Amy Lou Abernathy, whose literal job is teaching people inside the Metaverse. She's the founder of AMP Creative, a company that designs immersive learning experiences for enterprise level organizations. Their VR based empathy experiences are being used by some of the world's largest companies to raise awareness of workplace bias and drive positive behavioral change. Also with us is Jeff Wong, a Silicon Valley veteran with a track record of building successful businesses. That is way too long. The list. He's currently the global Chief Innovation Officer of ey, one of the largest professional services organizations in the world. Jeff is a member of the Council on Forum Relations, the World Economic Forum, and the Aspen Global Leadership Network. Damn Jeff. He's spoken and written extensively about the metaverse and he's got the hot takes in that, right Jeff?

Jeff Wong: [01:35](#) Definitely.

Baratunde Thurs...: [01:35](#) Alright, here's my first question for both of you. Is the metaverse a meme?

Jeff Wong: [01:40](#) I think the metaverse is a real thing. Okay. Not just a meme.

Amy Lou Abernat...: [01:44](#) I think the metaverse, we see glimmers of it. I definitely don't think it's a meme. Okay. But I also think that it's this, this vision for us to collectively work toward.

Baratunde Thurs...: [01:54](#) So I hear people refer to the metaverse with Web three and blockchain and crypto. I hear people talk about avatars and video gaming and Ready Player one. Amy Lou, what's your definition? Briefly of the metaverse?

Amy Lou Abernat...: [02:08](#) It's complex. Hmm. It's where a bunch of different technologies converge. Um, it is something we're extrapolating. Okay. Okay. So we're like taking what exists now and we're thinking of what

it's gonna look like in the future. But I think some things that are really important to say that here we are, we're in the metaverse co-presence. Co-presence. So you're with other people.

Baratunde Thurs...: [02:31](#) Okay.

Amy Lou Abernat...: [02:32](#) You're with other,

Baratunde Thurs...: [02:33](#) Like now, like I'm co-present with you.

Amy Lou Abernat...: [02:35](#) We are co-present. Okay. Yeah. Um, but you're not co-located so we can be together even though we are far, far apart.

Baratunde Thurs...: [02:43](#) Whoa. Mind blowing.

Amy Lou Abernat...: [02:44](#) It's persistent. Okay. So it isn't a game that you start and then it's over when you leave. Hmm. Um, and it's embodied, right? Like it's a spatial experience.

Baratunde Thurs...: [02:55](#) Okay. Co-present. Persistent, embodied.

Amy Lou Abernat...: [02:59](#) I think that there's like, there are seven. Oh my goodness. Somebody like Rhoda,

Baratunde Thurs...: [03:03](#) We don't have to get to all,

Amy Lou Abernat...: [03:04](#) But those are, those are three that I'll, I'll And what about you Jeff? What do you

Jeff Wong: [03:08](#) Think? Yeah, so I look at Metaverse and Web three as two separate definitions that do have an intersection. No. And I take a very broad definition of the metaverse. Okay. For me it's easy. I just say it's any 3D immersive environment. So it includes a lot of those things that you described. Mm-hmm. <affirmative>. So it concludes some of the games, but it also includes a persistent, uh, co-present environments where we're not together physically. Hmm. But I think web three is a little bit different. Okay. Right there you start to think about things like cryptocurrencies, dow defi, all the fun buzzers because

Baratunde Thurs...: [03:42](#) We don't wanna mess with all that

Jeff Wong: [03:44](#) That are

Baratunde Thurs...: [03:44](#) Exactly. No. Literally we don't wanna mess with it. It's

Jeff Wong: [03:47](#) Dangerous. It's dangerous. It could be dangerous. Um, so that's a another part of the world. And then you have the intersection where you do have metaverses in my defic immersive environments. Mm-hmm. <affirmative> where you use blockchain and cryptocurrencies to do exchanges. Okay. And to sell things and buy things and trade things. But you don't need to do that. You can have a metaverse without blockchain and cryptocurrency. You can have cryptocurrency trading without a, um, immersive environment. Okay.

Amy Lou Abernat...: [04:15](#) Do you imagine like a definition of a metaverse where there isn't co-presence? It's immersive, but you're

Jeff Wong: [04:22](#) Alone. You can have that if you're in a,

Baratunde Thurs...: [04:24](#) That's kind of like a lot of metaverses right now. You're alone in them cuz there's nobody hanging out in a lot of these places.

Jeff Wong: [04:29](#) There's no one to hang out with you <laugh>. So you can be playing a game. Mm-hmm. <affirmative>, which is an immersive environment. To me that's still a metaverse where you may be interacting with AI driven avatars. That's

Baratunde Thurs...: [04:39](#) Interesting. That's also sounds like not Twitter. A lot of bots. That's

Amy Lou Abernat...: [04:42](#) Interesting. A lot of bots

Baratunde Thurs...: [04:43](#) <laugh>. Yeah. So the the other contradiction I think in the Metaverse definition has to do with, haven't we already seen it? Second life is well in our past it promised and delivered on a lot of these things, though in a more rudimentary fashion versus the promises of this extrapolation 10 years from now, we will be in the metaverse. So is it behind us or is it ahead of us? What do you think?

Amy Lou Abernat...: [05:08](#) Yes. Ah, yes. Come on now. It's not a destination where we're going to arrive and it's done. It's the journey. It Well, I mean, it it really is. Yeah. It's a, it's a concept that can be more or less fully realized. Okay. Um, I think that there are a lot, there are a lot of people who would say that second life was absolutely immersive. Mm-hmm. <affirmative>, like they, in their minds, they felt very, very real. But for others there's a lot of like, friction. It's a 3D space, but you're only accessing it in a, in a two-dimensional desktop environment. And so the ability to fully immerse yourself, to get that layer often and, and really be able to experience like the spacial experience. Yeah. I think

that's the promise of something, um, that spatial would deliver on.

Baratunde Thurs...: [05:58](#) Where do you fall on this spectrum of We've been there. We haven't arrived yet.

Jeff Wong: [06:02](#) I think that it actually follows a similar pattern to most technology. Okay. Right. You have this early, early year version of a technology and it actually was very cool and amazing for the time. Like

Baratunde Thurs...: [06:14](#) Dial up bulletin boards

Jeff Wong: [06:16](#) Back in the day. That was very cool for the two end, right? Yeah. Yeah. But then it evolves and it becomes better and different. And I think that we are on the em, Lou said, we're are on this evolutionary pathway. Mm-hmm. So we're at a different interesting point now. But I do think there's a lot in the hype curve Yeah. That we're sitting in, that people are talking about the promises that are to come, but they're, they're acting as if it were today. Yeah. And it isn't there yet. Yeah. But that's okay. It's, it's coming. We've seen this movie before.

Baratunde Thurs...: [06:46](#) So speaking of hype, um, we've seen a lot of hype around sort of performative commercial uses of the Metaverse. Lil Nas X does a concert in a virtual space, which is actually pretty interesting. Luxury brands want to convince us to buy virtual versions for real money, which is weird. Maybe cool, maybe disturbing. And, uh, but on the other side of all this commercial work, you have possible enterprise business use of the Metaverse. What types of things do you see happening on this less flamboyant, less public, less headline grabbing side of this virtual space?

Jeff Wong: [07:25](#) You're, you're absolutely right. The, the luxury brands, entertainment companies. Mm-hmm. <affirmative>, uh, events, sort of big concerts, things like that. Very popular right now getting the most press, but also getting a lot of traction inside of these metaverses. Okay. But what we also see from an enterprise perspective is in particular a digital twin concepts. Ooh. So can you rebuild your factory floor? Can you model the, your vertical integrated company inside the metaverse and use that type of visual environment mm-hmm. <affirmative> to show you, you know, how you might make improvements to your factory floor. How you might streamline your supply chain or your company. And so that's, those are really interesting early use cases that we see in the enterprise.

- Baratunde Thurs...: [08:06](#) All right. So let's say you've got your supply chain or your factory warehouse and you've cloned it in the metaverse. First, can you tell me like, how much of the real world can we represent in the virtual world? Is it 70%, 95%? I mean, I know there's physics engines and a lot of these simulated environments. Even thinking about something like Unreal as one example where the wind can really blow and we can kind of model that out. So what does it mean to create a digital twin of a supply chain? A factory, a warehouse?
- Jeff Wong: [08:37](#) A lot of it means actually is the math associated with the different supply chain elements. Okay. Right. So that you, I think you can model quite well because it's around, you know, how long does something take, uh, take to be produced mm-hmm. <affirmative> inside this factory. Therefore I have to have the trucks on time. I have to have the boat have to have the airplane on the other side of it. So I think that there is a lot to be learned through modeling the math of your supply chain. Okay. And looking at what the different interruptions that might happen and how that might impact have downstream impacts on your supply chain. You can do that without the visualization as well today. Okay. Which is what makes it easy for us to put into a 3D visual environment, which I think just makes it easier for the users to, to look at and understand the dynamic of what's going on.
- Amy Lou Abernat...: [09:23](#) Yeah. And there are other things we can do with, with digital twins. Okay. Um, training. Hmm. You can put people in that factory in like maybe really dangerous situations or psychologically dangerous situations. Like there's a time crunch or there's like, you know, a fire or whatever. You can train people in a spatial
- Baratunde Thurs...: [09:44](#) Area like nasa. Sure. Right. Astronauts go through simulations, pilots, flights, simulator. Yeah. You simulate takeoff, landing, crashes, all kinds of doctors.
- Amy Lou Abernat...: [09:53](#) Yeah. Or simulating, uh, or learning surgery through simulations. Um, people who work in like data centers or, um, out in the field in really dangerous work situations. You can model that. You can have them go through these simulations under different circumstances and really get like muscle memory and psychological, um, defenses around interacting in these environments.
- Baratunde Thurs...: [10:16](#) So you can use the virtual world to affect the real world as a training ground, both as a human, but also for a system.

Comparing it to the internet I think is what also scares and attracts people. Yeah. I remember when having a website was this far out luxury, nerdy, weird thing. And then it became necessary for any business to have a representation within the hypertext protocol. Where do you think we're falling in terms of businesses needing to have a metaverse presence?

Amy Lou Abernat...: [10:50](#) A metaverse presence. Mm-hmm. <affirmative> or a Metaverse strategy.

Baratunde Thurs...: [10:53](#) Ooh, let's pull those apart.

Amy Lou Abernat...: [10:55](#) You know, if we have another pandemic having a strategy for virtual events. Mm-hmm. <affirmative> in the Metaverse I think is going to behoove like any company that wants to have Yeah. People come together, collaborate, interact in a more, um, immersive way than on, you know, VC on video conference. Thanks.

Baratunde Thurs...: [11:15](#) Thanks for using the word behoove by the way. I don't hear that nearly enough.

Amy Lou Abernat...: [11:18](#) Yeah. I'll take a 10, \$10 bill for every, for every \$10 word I use.

Baratunde Thurs...: [11:22](#) So how much does the average person actually know about the Metaverse? Do they even care? We sent our producer Alex Stone out to the streets and a segment we call tech walks to find out

Alex Stone: [11:34](#) Everyone's talking about the metaverse, but what is the metaverse? Where is the metaverse? Am I in the metaverse right now? And if so, why is my avatar so joed <laugh> to find out more? I took to the streets of New York City. What is the metaverse

Amy Lou Abernat...: [11:53](#) Spider-Man jumps to

Alex Stone: [11:54](#) Mind? I mean, do you know what the metaverse is?

Interviewee 1: [11:56](#) Not a clue. I think it's the virtual world that you can enter into. It's computerized. Um, it's virtual reality. And in the metaverse you can do a number of things. You can play games, you can I imagine learn things.

Alex Stone: [12:10](#) If you had to guess, what do you think the most someone has spent on a virtual

Interviewee 2: [12:13](#) Property is? It's like maybe like 10,000.

Alex Stone: [12:16](#) What would you, what would you say if I told you it was \$4.5 million?

Interviewee 2: [12:19](#) See, I'm simultaneously surprised and not surprised.

Alex Stone: [12:21](#) Cause I read that someone spent over \$4,000 on a virtual handbag in the metaverse, which is more than a cost in real life. Mm-hmm. I think that's very absurd.

Interviewee 3: [12:30](#) I don't know. Maybe I, if I had the money, I would definitely do it.

Alex Stone: [12:33](#) What if you're just really unhappy with your life? You don't like the way you look? You think I should live in the metaverse <laugh>? Someone actually got married in the Metaverse married on virtual reality

Interviewee 4: [12:44](#) And it's legal.

Interviewee 2: [12:45](#) Uh, I haven't heard about that, but that's pretty cool.

Alex Stone: [12:47](#) Yeah. They vowed to stay together through good times and bad sickness and health. And until the two hour battery life on the device bid them part

Interviewee 2: [12:53](#) Even how long you worked on that one? For

Alex Stone: [12:55](#) A couple days? Yeah. Actually it was his second marriage. He referred to it as installing an update. <laugh>. Alright. That's a terrible joke.

Interviewee 4: [13:02](#) Yeah, it is.

Alex Stone: [13:03](#) What's an avatar? So your

Interviewee 5: [13:05](#) Avatar is that person that you can made up whatever you want, like in order to be like socially inside the metaverse.

Interviewee 1: [13:12](#) Well, I've done virtual reality and I don't think I had an avatar, but I'm assuming like if you were to date in the metaverse, you'd create some kind of avatar, um, which is basically like, I don't know, a rendering of like your, you or your character.

Alex Stone: [13:27](#) I need an avatar. What would

Interviewee 1: [13:28](#) Your avatar look like? And

Alex Stone: [13:33](#) Oh wow. Wait, that's really good. Look.

Baratunde Thurs...: [13:42](#) So what did y'all think? Any surprises, any insights you got from watching this?

Jeff Wong: [13:46](#) I loved, I loved the, the answer Spider-Man. Yeah. I, I don't know where it came from, but I, I loved it. It was very, very funny. I, I think it reflects what we've been talking about. Yeah. Different people have different definitions of the metaverse and different ideas of what it, what it is and what it can be for them.

Amy Lou Abernat...: [14:02](#) I'm not surprised that a lot of people were confused by it. It it's not intersecting with a lot of people's lives right now. Yeah. But the people who had experienced it, they could speak really well to it. Mm-hmm. <affirmative>. And I think that that shows you that once you do experience this very experiential thing Yeah. Um, it becomes easy to talk about at a very human, relatable ex thing to do.

Baratunde Thurs...: [14:26](#) Kind of like the matrix. You have to see it for yourself. Thank

Amy Lou Abernat...: [14:29](#) You.

Baratunde Thurs...: [14:31](#) And I'm done. That was my Morpheus. Thank you so much. So I really want to get deeper into this with you, Amy. Lou, besides the training that we've talked about mm-hmm. <affirmative>, what does learning in the metaverse look like and where is it more valuable than learning in real life, so to speak?

Amy Lou Abernat...: [14:48](#) I think that what I get excited about when I think of learning in the Metaverse is the ability to prepare digital environments. Like create, you know, a world mm-hmm. <affirmative> or an environment where people can come and interact with it from around the world. You know, wherever they are, they can come together, they can interact in this prepared environment Yeah. And they can, they can learn together. Um, it's the co-presence, the ability that no matter what's going on with flights or health or weather Yeah. That we can come together and be together and collaborate together.

Baratunde Thurs...: [15:25](#) Okay. I'm thinking about my own educational journey, especially in, in grade school where, you know, you talk about the world and then there's a map of the world that the teacher pulls down or a physical globe. So you get a sense of relative space. Then there's a VHS tape, but getting inside of something

is a whole nother thing. Yeah. And so if you're learning biology mm-hmm. <affirmative> and you're traveling down the bloodstream and seeing a T-cell or red blood cell Yeah. That may work with people's brains differently. A hundred percent than reading about it or playing with a clay model or watching a video about it.

Amy Lou Abernat...: [15:58](#) Right. Yeah. And what happens, you know, when you change things, how do you see mm-hmm. <affirmative> how those play out over time? Can you speed that up? Yeah. Can you reverse it? That's really important. But as we're talking about this, I also wanna acknowledge that if we're talking about all the things that this technology affords, you know, kids in school, we need to talk about accessibility. I mean, and accessibility means a lot of different things. Mm-hmm. <affirmative>, like it's a huge umbrella term. Um, but this is also something that we need to be really cognizant about. Are we going to replicate the, the issues that are in the, you know, the real world in this new technology? Yeah. We are

Baratunde Thurs...: [16:37](#) <laugh>. Spoiler alert.

Amy Lou Abernat...: [16:38](#) Okay. Yeah. Um, and then how do we get this technology into the hands of the greatest amount of people?

Baratunde Thurs...: [16:45](#) So, so the Metaverse can be a lot about games. So we are gonna play a metaverse themed game that has to do with translating some of this text. Speak into regular language. So you're going to get cards with words related to the metaverse on them. One of you will hold them up on your head. The other will shout out clues to the person holding the word to try to figure out what that is. Are you ready to play?

Jeff Wong: [17:09](#) Yes, we are ready.

Baratunde Thurs...: [17:10](#) Yes. Amy Milo, I'm gonna have you lift your cards first in 3, 2, 1, go.

Jeff Wong: [17:16](#) Uh, the, the, the person or

Amy Lou Abernat...: [17:19](#) Avatar.

Baratunde Thurs...: [17:20](#) Nice. Next one. Go. Keep going.

Jeff Wong: [17:24](#) Uh, you wear this to listen, uh, when you, you phones, uh, keep going. Keep going. A

Amy Lou Abernat...:	17:29	Headset.
Jeff Wong:	17:30	Yeah.
Baratunde Thurs...:	17:30	Go. Nice. Next. All right.
Jeff Wong:	17:33	Uh, we, uh, we talked about this <laugh>, the metaverses. It's extra, extra, um,
Amy Lou Abernat...:	17:42	Outside
Jeff Wong:	17:43	Of the world as it exists.
Amy Lou Abernat...:	17:45	The, um, virtual reality.
Jeff Wong:	17:47	Yeah. The other one, people twin. The other one. One, uh,
Amy Lou Abernat...:	17:49	Ment reality. Augmenta
Jeff Wong:	17:51	Reality. There we go. There
Baratunde Thurs...:	17:52	We go. Keep going. 20 seconds.
Jeff Wong:	17:53	Uh, pass <laugh>. Ah, um, something link fence.
Baratunde Thurs...:	18:02	Uh,
Amy Lou Abernat...:	18:03	A
Jeff Wong:	18:03	Blockchain. There we go. Wow,
Baratunde Thurs...:	18:04	You went a long way for that one. One more. Let's go. The
Jeff Wong:	18:07	Movie that Spielberg, I think did about
Amy Lou Abernat...:	18:11	Ready Player one. There we go.
Baratunde Thurs...:	18:12	Nice. Okay. Time. Oh man. <laugh>. Cool.
Jeff Wong:	18:15	Cool. How many did we get? How many did we get?
Amy Lou Abernat...:	18:17	1, 2, 3, 4, 5, 6. We got four
Baratunde Thurs...:	18:20	Minus the pass
Jeff Wong:	18:21	Minus the

Amy Lou Abernat...:	18:22	Haptics. Oh. Five. Five. So
Jeff Wong:	18:23	Haptics hap I was like
Amy Lou Abernat...:	18:25	Haptics. Okay. That's a
Baratunde Thurs...:	18:26	Hard one. Are you ready? I'm
Jeff Wong:	18:28	Ready.
Baratunde Thurs...:	18:29	In 3, 2, 1, start.
Amy Lou Abernat...:	18:33	Okay. So this was early. We talked about this early on. 2d, but a metaverse of a kind back in the day.
Jeff Wong:	18:41	Oh,
Amy Lou Abernat...:	18:42	Second going. Yes.
Baratunde Thurs...:	18:43	Nice.
Amy Lou Abernat...:	18:45	All right. So you double this in virtual reality and it looks just like the one in the real world. We talked about this. Um, you create a replica of what exists in the real
Jeff Wong:	18:57	World. Digital twin. Yes.
Baratunde Thurs...:	18:58	Nice. Keep going. All right, halfway there.
Amy Lou Abernat...:	19:00	Okay. So this was a movie. Um, the twins made it. Um, it spawned a whole bunch of stuff. The guy that everybody loves. What's his name? Uh, Kenny Reeves Matrix. Yes.
Baratunde Thurs...:	19:11	All right.
Amy Lou Abernat...:	19:13	Um, you need to be able to do gestures in virtual reality, and you need this type of to, to follow
Jeff Wong:	19:20	Along hand, hand gestures, glove.
Amy Lou Abernat...:	19:22	So in order to follow along with it, you need to blanket second. Yes. Woo.
Baratunde Thurs...:	19:27	You got it. Time. Nice work. Alright. The company that we shall not name, which renamed itself a lot of their premise for the metaverse is around office productivity. It's around virtual workspaces, around an, uh, alternative to video conferencing.

Do you think we're gonna be working in the metaverse instead of physical offices? Is that likely in our future?

Jeff Wong: [19:55](#)

So it's, it's interesting. It's fun. There are definitely use cases where this works out well. Mm-hmm. <affirmative>. Um, but I do think the technology needs to develop before we start thinking about ourselves in a significant, using a significant amount of time. Yeah. In the office with a headset on. And this is, uh, something I think about a lot, which is what's the difference between the hype curve and the value curve? What's the real thing that you can do right now versus what is the promise of the future? Yeah. There's a lot of promise for the future, right? When you start looking at, uh, the development of, again, the more expensive headsets that you have right now, in particular, uh, the photorealism for me, which for me is a, is a feature that I like mm-hmm. <affirmative> that it will make it seem like I am actually sitting here with you Yeah.

[20:42](#)

At this table and with Amy Lou at this table. Um, for me, that will provide an office type environment where I can start seeing the reactions on your faces and seeing when Amy looks at me and says, I don't know if I agree, but I can see that physical and feature reaction. Yeah. Which is important. Today it's more cartoon-like. Yeah. Yeah. So it's hard for me to see what the reaction of the audience is. What does it feel like? So I do think there's a difference between hype and reality today. Mm-hmm. <affirmative>. Um, but there is tons of promise for this in the future.

Baratunde Thurs...: [21:16](#)

There was a study pretty small, but it found that after working in VR for a week, productivity was lower, anxiety was higher, it was simulation, sickness. It just, it's not there. Uh, what do you see in terms of not just the training and the kind of the opting in and out in these moments, but the working in

Amy Lou Abernat...: [21:36](#)

When people are coming together Yeah. On platforms where co-presence, um, is a strong feeling where people can have, um, conversations that are layered. Like many people can be talking at once. Mm-hmm. <affirmative>, you know, you can turn over here, you can have a spontaneous interaction with someone. Um, those sorts of things are, are delightful. They bring distributed teams together in a way that a VC call cannot. Mm-hmm. <affirmative> and those kinds of bonding experiences can be positive for productivity.

Baratunde Thurs...: [22:08](#)

So I've heard you like to use the term microdosing the metaverse.

Amy Lou Abernat...: [22:12](#) So I did not coin that phrase Right. To be really clear. But microdosing, the metaverse I think really explains a lot of our metaverse experiences right now because a, they're trippy <laugh> when people put on a headset Yeah. And are in one of those environments for the first time, it kind of blows their mind a little bit. Yes, yes. You know, it is an amazing feat that we have, that we have created. Yeah. But it's just this little bit. Yeah. It's not the full trip. Yeah. You know, um, and we've got a, we've got a long way to go, but I'm super excited to be on this journey. I mean, I am really, really excited about

Baratunde Thurs...: [22:52](#) It. Where do you hang out in the metaverse?

Amy Lou Abernat...: [22:55](#) So I've been spending a lot of time, um, trying out different productivity apps, really understanding what does my personal productivity mean. Mm-hmm. <affirmative> when I'm, um, immersed and don't have distractions. Yeah. Also, um, meeting applications, um, where you get to join your colleagues instead of a Zoom meeting mm-hmm. <affirmative>, you're all together in a space and there are lots of platforms like that. And

Baratunde Thurs...: [23:18](#) What about you, Jeff? Where do you hang in the metaverse?

Jeff Wong: [23:20](#) So we've been doing a lot that has to do with the enterprise in the metaverse. Yeah. So there, I've been probably the most time spent in meetings that we're holding and throwing with different types of groups around the world. Uh, just trying to see how the environment can work for, uh, company meetings, for brainstorming, for ideas. And you see all sorts of different behaviors is people, what you realize is people don't really know how to act in the metaverse yet. You know, when you go into a, did

Baratunde Thurs...: [23:48](#) We know how to act in the real world? <laugh> better.

Jeff Wong: [23:51](#) Okay. At least there's some definitions. Yeah. Right. But when you're actually in the metaverse, there's some really cool things that happen, right. People come dressed as they would like the hairstyles, they would like mm-hmm. <affirmative>, they get to express themselves more fully. And I love that aspect of it. Okay. And then there's some etiquette things that they don't understand. Right. Where the last meeting I was on my avatar is presenting in front of a virtual screen. Okay. Right. A screen in my back and somebody kept moving the screen cuz they didn't realize everyone could see them moving the screen. Right. Right. So there's these etiquette things that as we move the enterprise into these types of conferences or meetings mm-

hmm. <affirmative>, you have to think about how do people react and how do you train them to react inside this environment. Uh, how do we do the company meetings? Do people like that? Do they think, oh my gosh, I have this headset on. I have to tell you, they have pictures of me. I'm on the meeting and I'm sitting here with the headset. I'm holding it up the whole time because it's just too heavy. Yeah. So I'm wondering if is everyone experiencing that? So we have to live it in order to understand it.

Baratunde Thurs...: [24:50](#)

Thank you both so much for having this conversation with me. I really enjoyed it.

Jeff Wong: [24:54](#)

It's been fabulous. Thank you. I've had a lot

Baratunde Thurs...: [24:55](#)

Of fun. And that's it for tonight's episode of Lenovo Late Night. It, thanks to our guests, Jeff Wong and Amy Lou Abernathy. I'm Baratunde Thurston and I'll see you in the Metaverse. Maybe.