

# 5G O-RAN: Providing a Greater Sense of Participation in Live-Streamed Events

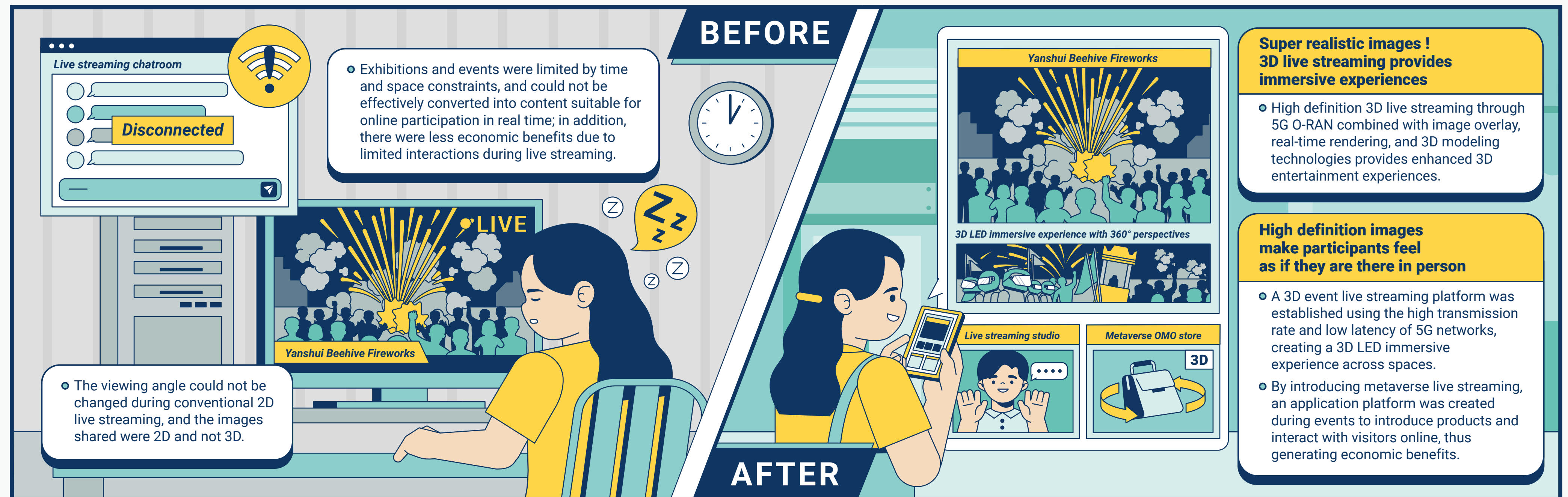
## 5G Metaverse Technology Promotes Innovative Development of Urban Marketing Services

Online events are no longer substitutes for in-person events. The combination of digital content, somatosensory equipment, and marketing providers integrates verification platform services for urban events, exhibitions, and commercial spaces, offering complete metaverse services and setting new standards.

### Project Results

**#First Case in Taiwan** | 5G metaverse technologies have led to the development of city marketing services. Besides being used in meetings and events, these technologies have linked together city marketing, driving the development of OMO marketing services.

**#Increased Economic Benefits** | Combined virtual space models, 3D modeling of products, product launch modules, and an e-commerce platform to create a metaverse OMO store. Businesses can release 3D specialty products and increase online purchase intention through exquisite product models and interactions during product launches. The platform's accumulated transaction volume is expected to reach five million.



### Key Technology

- # Avatar Creation and Simulation Technology
- # Multi-Person Scenario Analysis and Synchronization Technology
- # Realistic 3D Modeling

### Technology Unit

CHUNGHWA TELECOM CO., LTD.

### Domestic Trial Site

Tainan city, Kaohsiung city