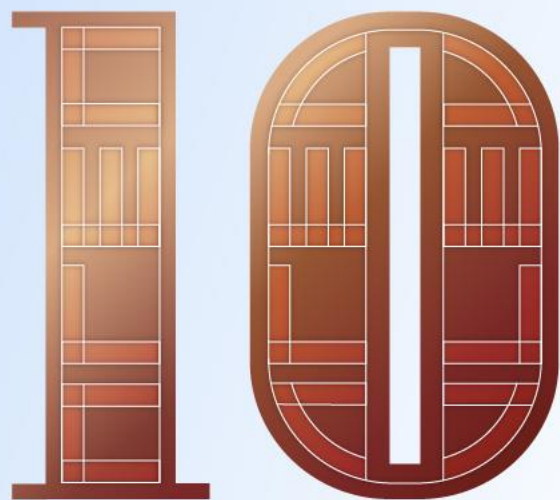




Information Technology Services
The University of Hong Kong



The University of Hong Kong
Libraries



CWLCs 10th Anniversary Ceremony &
Hybrid Teaching and Learning Conference



Information Technology Services
The University of Hong Kong



The University of Hong Kong
Libraries



CWLCs 10th Anniversary Ceremony

Hybrid Teaching and Learning Conference

Ms. Angela SIU
Senior IT Manager
Information Technology Services
The University of Hong Kong



Metaverse as an Engagement Platform for Alumni and Friends

May 30, 2023



INFORMATION TECHNOLOGY SERVICES
The University of Hong Kong

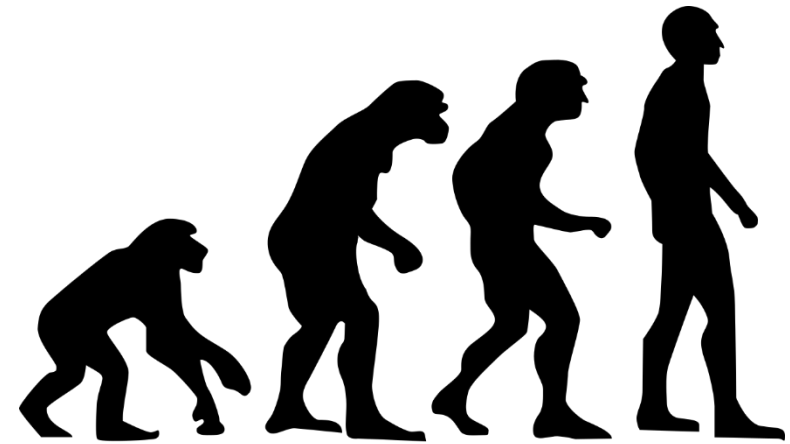


Agenda

- 01 Metaverse for HKU
- 02 Considerations and Challenges
- 03 Potential development

Evolution of Engagement

1. Alumni newsletters
2. Emails
3. Social media
4. Metaverse
5. ?



What is Metaverse

1. VR / AR / MR
2. Web 3.0
3. NFT
4. Immersive experience
5. Digital twins
6. Avatars / Digital identities
7. Community / neighbourhood / Socialising

HKU AlumniLand



Donation campaign,
Inauguration ceremony

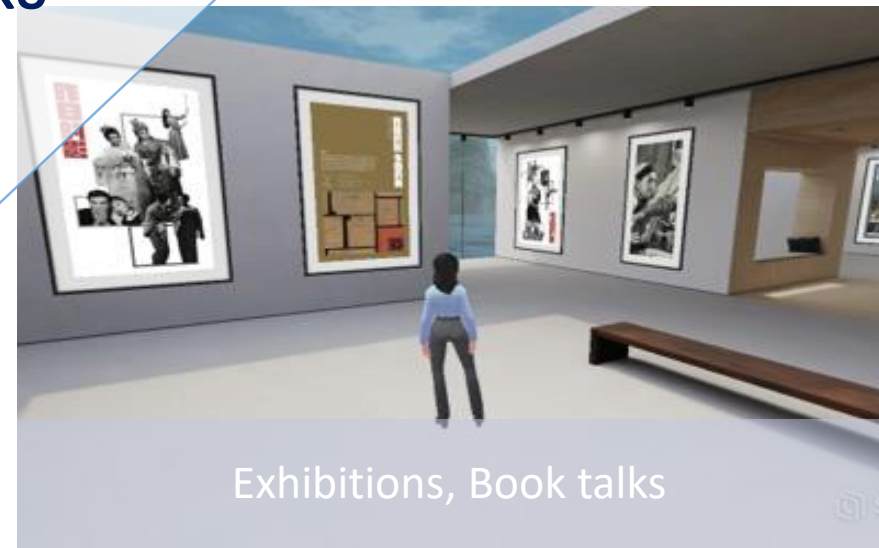


Digital twin

Metaverse for HKU



Virtual reality



Exhibitions, Book talks

HKU AlumniLand



Key Innovative Ideas

Enhance engagement with our alumni and friends by metaverse:

1. Virtual tour around the campus
Brand new immersive experience, time travel
2. Moving events online
Exhibitions / Book talks
3. Donation campaigns
Souvenirs / NFTs / Event hosting spaces / recognition on website

Project Collaboration

Libraries

Pilot use

DAAO

Outreaching

Development

Alumni and
community
engagement

ITS

Project
management

Procurements

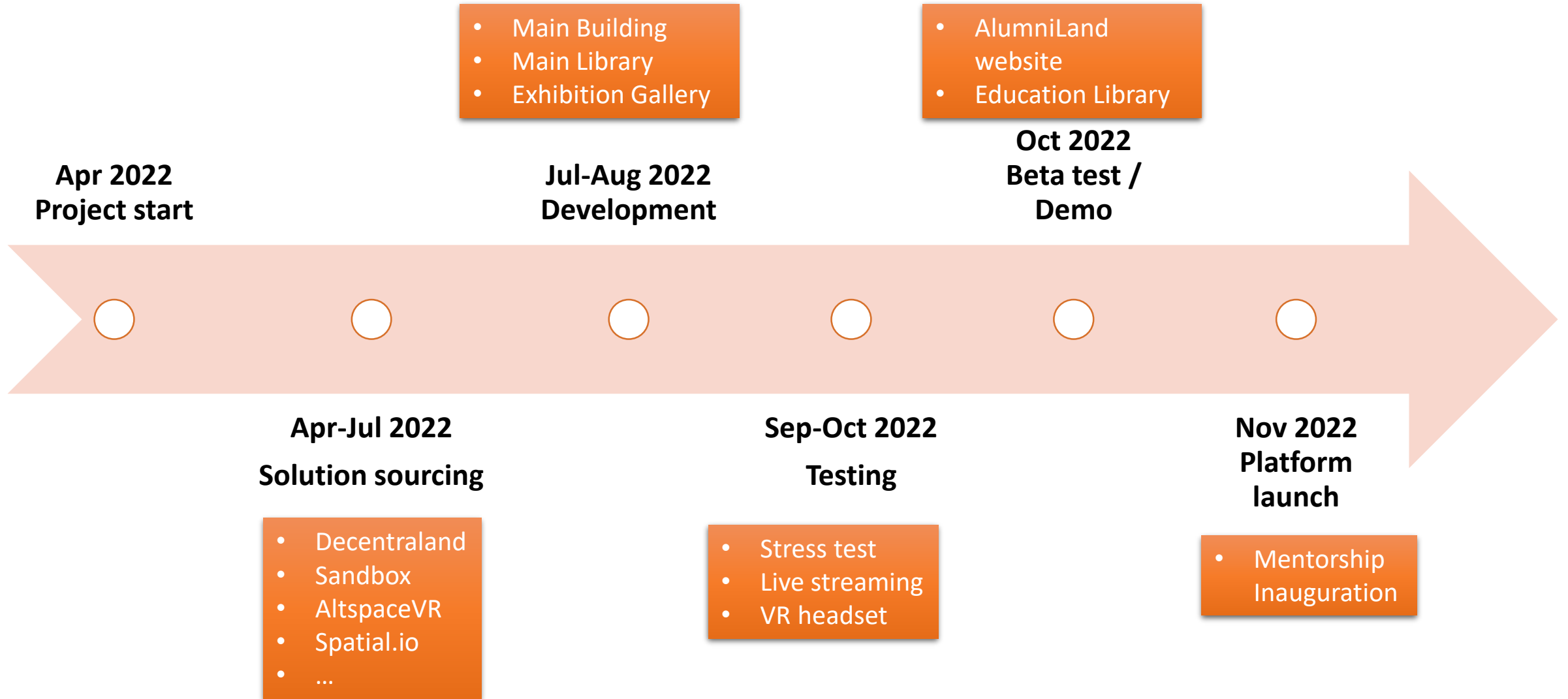
Maintenance and
technical rollout

TELI

3D models building

360° photos

Timeline



Criteria in choosing the platform

Ease of access

Functionalities

User
Registration

Hosting
Capacity

Investment

Avatars

Compatibility

Challenges



High / fluctuating cryptocurrency prices

Sourced platforms
independent of
cryptocurrencies



Clientless solution

Studied virtual desktop as a
workaround
Identified platforms
supporting web access



Demanding computational power

Performed stress test
diligently in a computer lab
Tried online tools for website
load test



Uncertainty in the technology

Explored alternative self-
managed solutions

Accomplishments



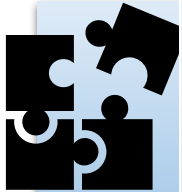
Our presence in metaverse

- As a trendy way for user engagement



Huge cost saving

- Considering other expensive solutions



Fitting user requirements

- Clientless access, good looking avatars, stress test



Digital conservation of architectural heritage

- Enabling immersive experience in realistic-looking campus



Potential Development

1. Advancement in 3D modeling
More realistic capturing of real-life architecture
2. Streaming technology
Offload client-side processing
3. Customised and Programmable environment
Design interactions and script behaviours
4. ChatGPT
Talking characters in metaverse



HKU AlumniLand



HKU AlumniLand (HD)