

# Unity로 만드는 메타버스의 세계

: 다양한 산업에서의 AR, VR, 그리고 AI

오지현

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The background is a 3D architectural rendering of a suspension bridge. A central vertical beam is highlighted in a bright golden color, contrasting with the dark grey and black structural elements of the bridge. The perspective is from a low angle, looking up at the bridge's towers and cables.

**The**  
**Real-time 3D**  
**Revolution is here**

A man with reddish-brown hair and a beard is seated in a white car simulator. He is wearing a dark grey VR headset with various sensors and cables. His hands are on a black steering wheel. The background is a plain, light-colored wall. The overall scene is dimly lit, with the primary light source coming from the front, highlighting the man and the steering wheel.

**Engineering Holodeck  
& Collaboration for Audi**  
Lightshape

실시간 콘텐츠 제작 환경을 도입한 산업 = 대부분의 산업

|            |           |               |               |
|------------|-----------|---------------|---------------|
| Automotive | Aerospace | Manufacturing | Entertainment |
| AEC        | Defense   | Education     | Retail        |

# Overview

- 게임 (Game)
- 미디어 & 엔터테인먼트 (M&E)
- 소셜 (Social) / 메타버스 (Metaverse)
- 자동차, 운송, 제조 (ATM)
- 건축, 건설, 엔지니어링 (AEC)
- E-커머스 마케팅 (E-commerce marketing)
- 콘텐츠 크리에이션 (Contents creation)
- XR 관련 기능 업데이트

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A diverse group of 3D avatars representing various digital identities in a metaverse. The avatars include a man in a blue shirt, a woman with blonde hair, a robot with a purple head, a man in a dark suit, a woman in a black top, a robot with a white head, a man in a red shirt, a blue humanoid figure, a man in a white shirt, a man in a blue suit, a woman in a black top, a man in a black top, a woman with blonde hair and a red head, a man in a black top, a woman in a blue and yellow outfit, and a man in a grey hoodie and red cap. The text "Social / Metaverse" is overlaid in the center in white.

# Social / Metaverse



“몸의 거리는 넓히고, 마음의 거리는 좁혀야 할 시간”



# 사회적 거리두기

(Social Distancing)



I · SEÒUL · U  
서울시 COVID19 심리지원단



# VR CHAT



**VR CHAT**





# Metaverse



너와 내가 만나는 메타버스,  
새로운 세상 속으로 ifland



# Unity Family Pro

Unity Pro 사용자라면 Unity와  
파격 혜택을 받아 만날 수 있

11월 20일~12월 15일

# UNITE: SEOUL 2020 FULL SWAG

나도 따라 읽고  
심재 SWAG FLEX





unity x ZEPETO

Unite Seoul 2020

인터랙티브 맵 소개

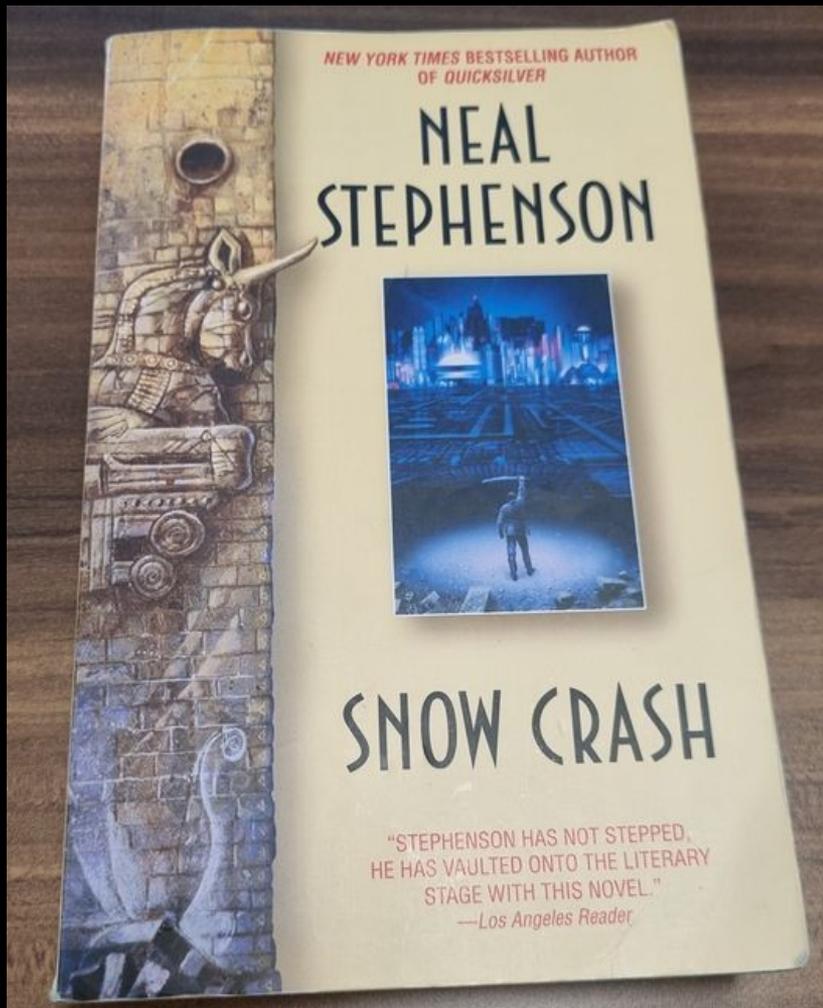




# Snow Crash, Neal Stephenson (1992)

“메타버스”와 “아바타”의 개념을 처음 소개한 SF소설

컴퓨터 속에서 물리법칙의 한계에 구애 받지 않고 자유로이 사회 경제적 활동을 할 수 있는 세상으로 메타버스를 묘사. 입체영상 및 가상현실의 개념과 기술 스펙을 구체적으로 정의함.



스티븐 스피버그 감독

# 레디 플레이어 원



ZEPETO

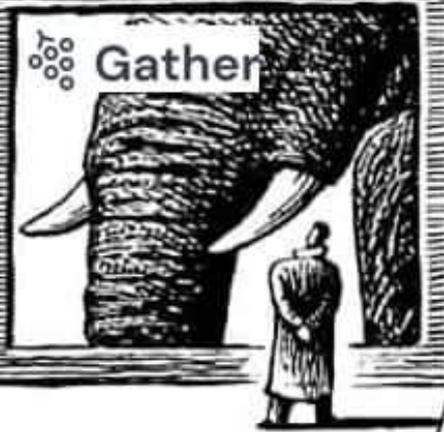
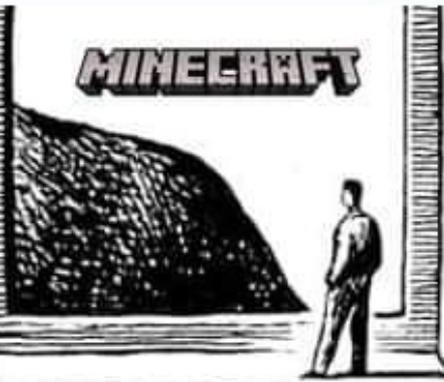




ZEPETO

ROBLOX

MINECRAFT



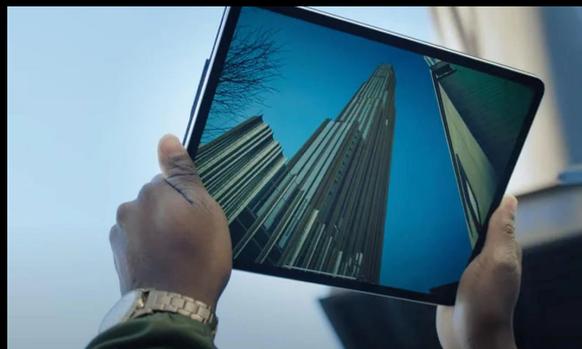
facebook

SECOND LIFE

VRWARE



# Digital Transformation



 **unity**    **X**    **Metaverse**

# Vive Ecosystem Conference 2020

Hosted in VR due to the Corona virus outbreak



# V2EC 2020

零代码 未来  
代码 生态大会  
LESS FUTURE  
ECOSYSTEM CONFERENCE



POWERED BY:  
**ENGAGE**

**#V2EC2020**

VIRTUAL VIVE ECOSYSTEM CONFERENCE

2020

**ENGAGE**  
COMMUNICATE / TEACH / LEARN

  
**VIVE**  
FTC



## 주요 기업 CEO의 재택근무 관련 발언

비판론자



“재택근무는 장점이  
하나도 없다”

리드 헤이스팅스  
넷플릭스 CEO



“재택근무는 뉴노멀이  
아니라 일탈이다”

데이비드 솔로몬  
골드만삭스 CEO



“재택근무로 배움의  
기회와 회사 문화를  
잃어버릴 수 있다”

제이미 다이먼 JP모건 회장

옹호론자



“원하는 만큼  
재택근무해도 된다”

잭 도시 트위터 창업자



“과거의 방식대로  
일하기는 힘들 것이다”

팀 쿡 애플 CEO



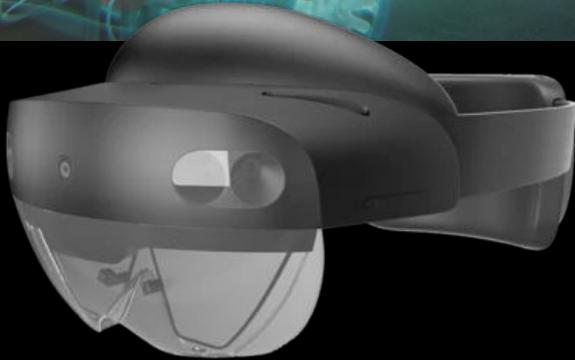
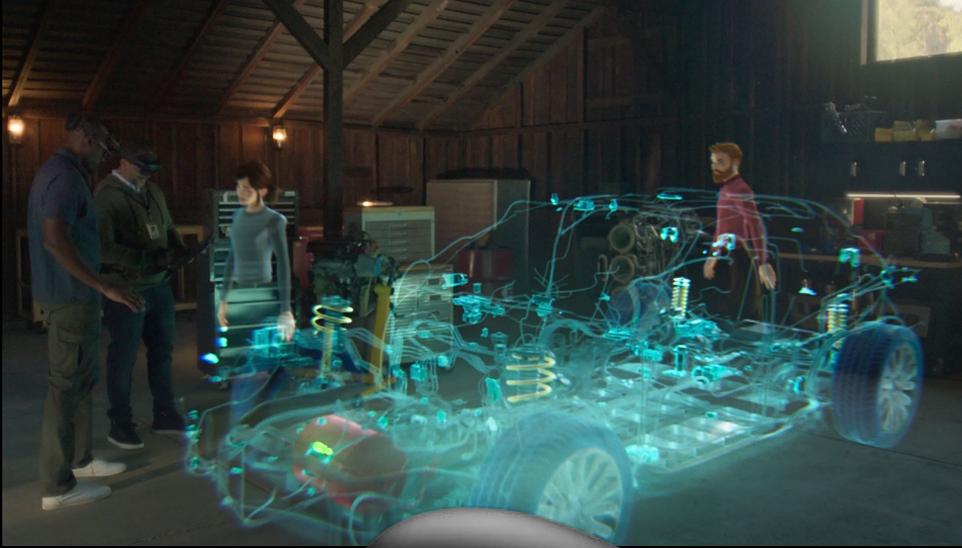
“이들은 출근, 사흘은 재택  
근무하는 하이브리드  
방식 고려하겠다”

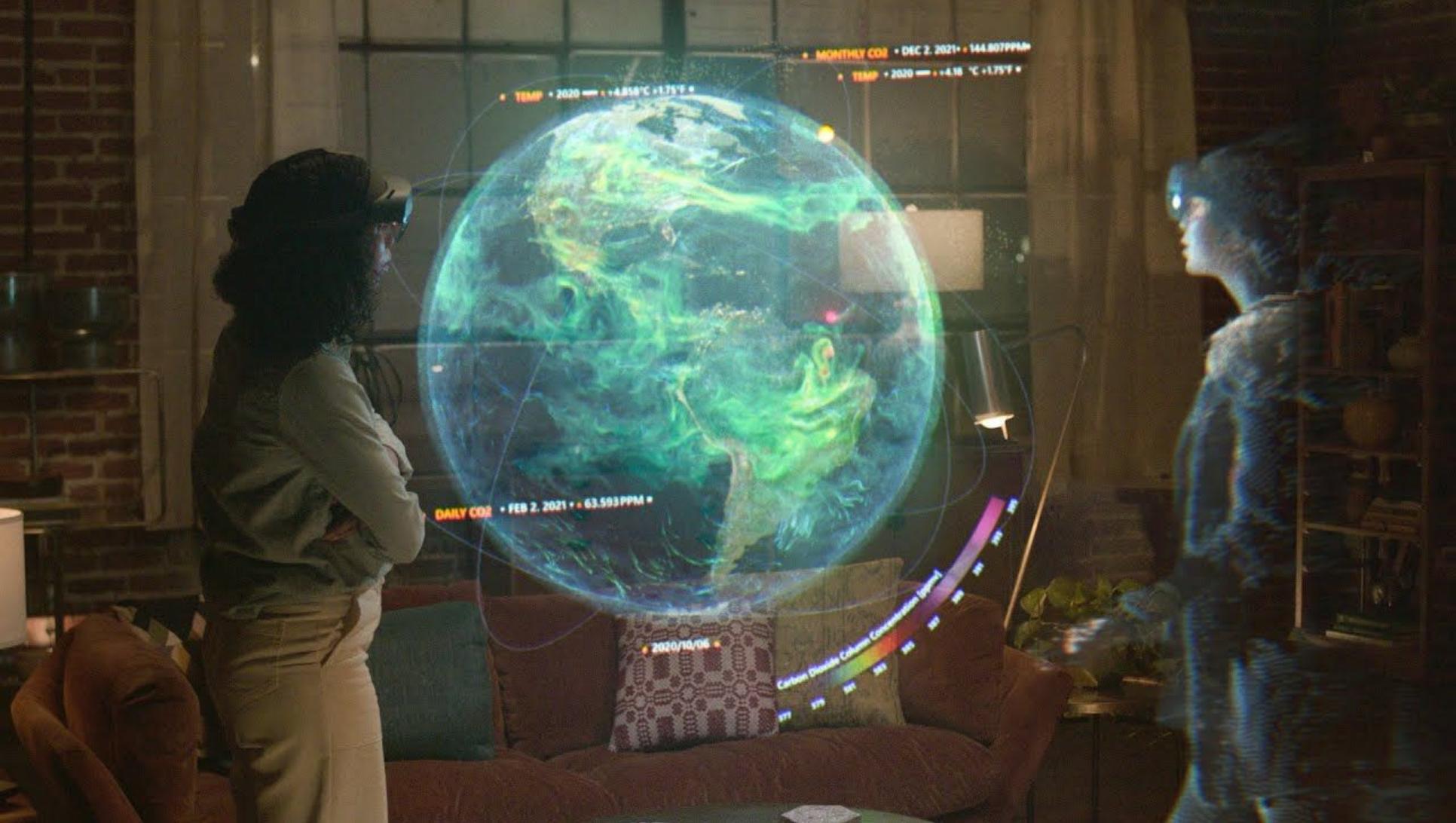
척 로빈스 시스코 CEO











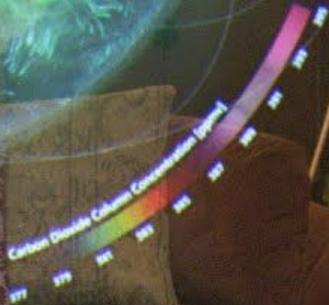
MONTHLY CO2 • DEC 2, 2021 • 144.807PPM

TEMP • 2020 • +4.16 °C +1.75°F

TEMP • 2020 • +4.16 °C +1.75°F

DAILY CO2 • FEB 2, 2021 • 63.593PPM

2020/10/06







Screen images simulated. Production features and user experience may vary.



© 2019 Oculus VR, Inc. All rights reserved. "Production Features and user experience may vary."

A photograph of a desk setup in a dimly lit room. In the foreground, a black game controller sits on a black stand. Behind it, a Nintendo Switch console is mounted on a wooden stand, displaying a blue-tinted game interface. To the right, a black laptop is open, showing a video player with a scene from a movie or game. The background shows a desk with various cables, a black metal mesh cage, and other electronic equipment.

# Media & Entertainment





**SPIELBERG**  
DIRECTING IN **VR**

FILMISNOW.COM  
**MOVIE  
EXTRAS**



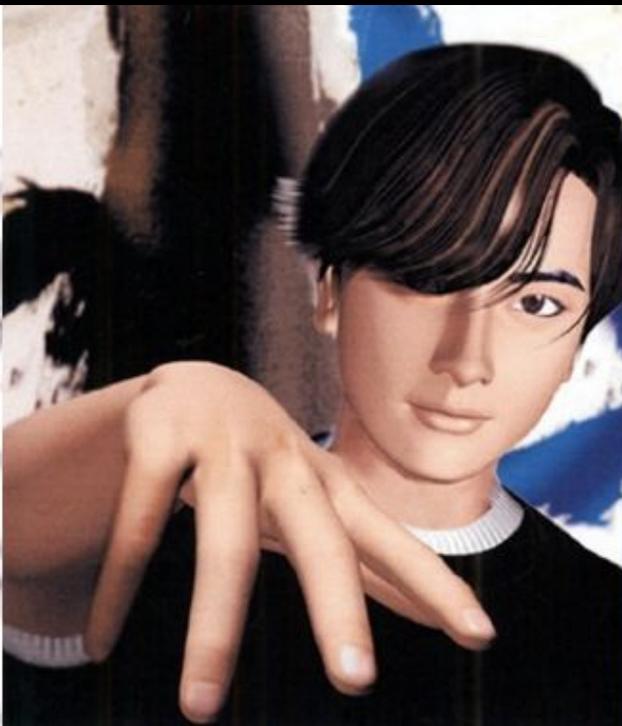


**SUNDANCE**  
FILM FESTIVAL **2019**



unity

SUNDANCE  
FILM FESTIVAL 2019



Cyber singer : Adam, Cider, Lusia



류시아



사이다



A.I.Channel 🎵

구독자 294만명









Galaxy  
x  
Kizuna AI

Again

A smartphone screen is shown at an angle, displaying an anime-style illustration of a girl with long brown hair and a pink bow. She is winking and has her hand near her face. To her right, the word "Again" is written in a large, pink, rounded font. Below the illustration, the text "Galaxy x Kizuna AI" is visible. The phone is resting on a light-colored wooden surface.

Again

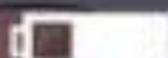
Galaxy x Kizuna AI



# Live Motion Capture

REC

00:02:48:20



앞에 밝게는 어떻게

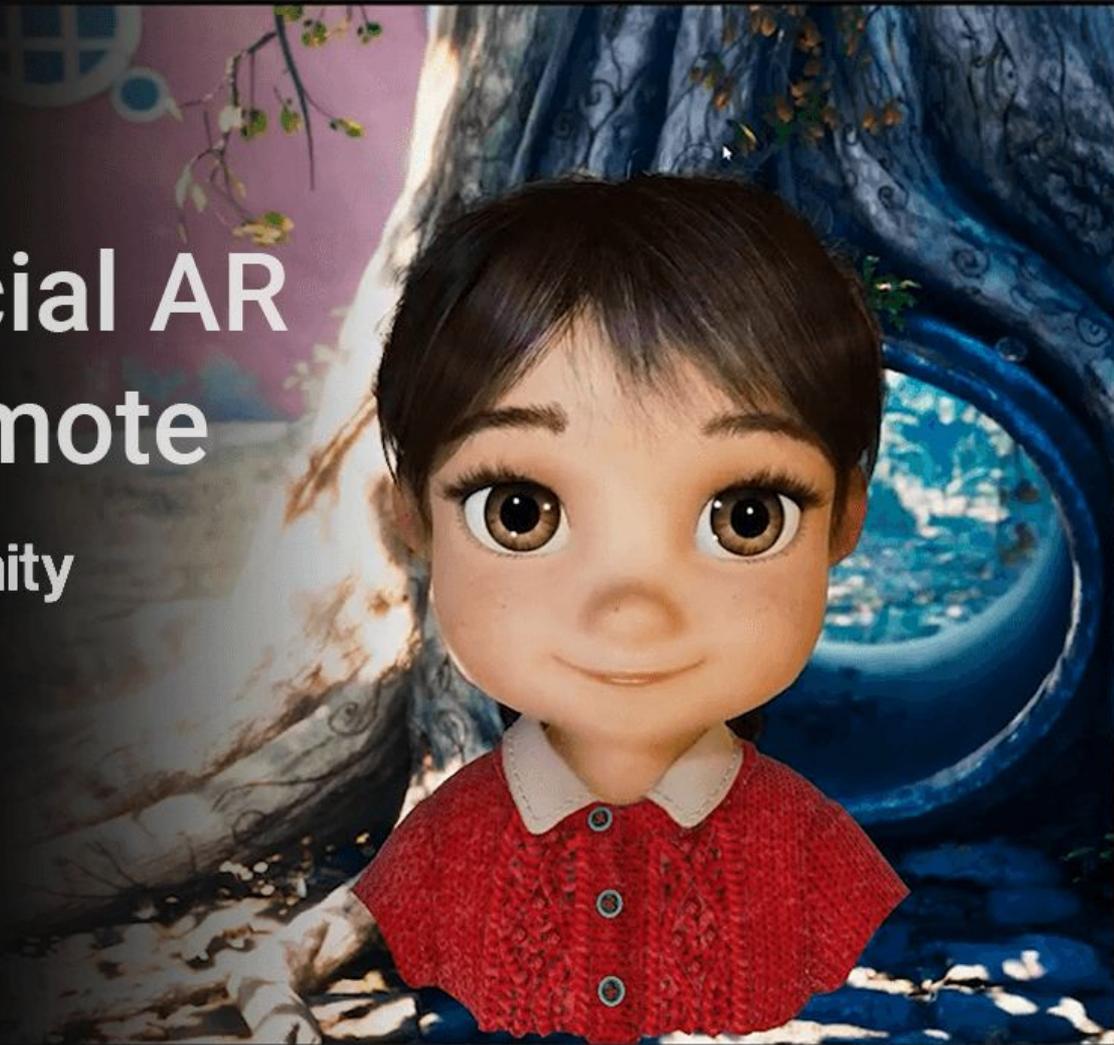




# AZURE KINECT FOR UNITY3D



# Facial AR Remote







SUA



SUA



A person is seated in the driver's seat of a car, wearing a VR headset. The car's interior, including the steering wheel and dashboard, is visible. The scene is dimly lit, suggesting an indoor or nighttime setting. The text "Automotive, Transportation & Manufacturing" is overlaid in large white font on the image.

# Automotive, Transportation & Manufacturing







Play : <https://volkswagen.pureweb.io/>





All below the best part  
of Volkswagen's future  
has just begun

Pre-production vehicle

These are computer animations and might differ from the real products.



An aerial photograph of a road with a white car. The car is surrounded by green and blue concentric lines representing sensor waves. A 3D model of a hand is visible in the upper center of the image. The background is dark with green and blue lines overlaid.

# Artificial Intelligence





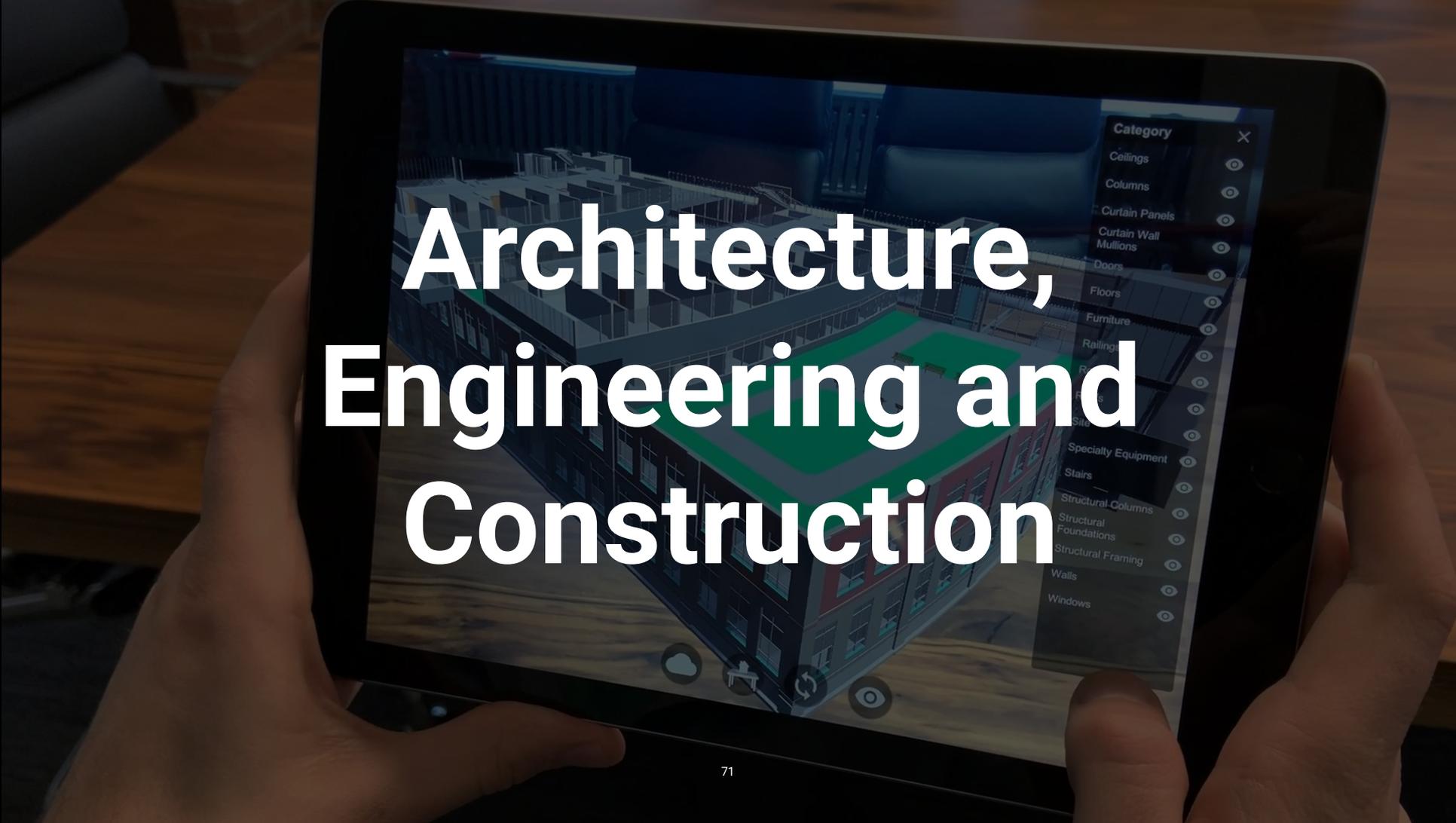


**GPU ACCELERATED 128 BEAM LIDAR**



amazon

# Architecture, Engineering and Construction





 **unity Official Demo**  
**Seoul Office**

WE BELIEVE  
**The World**  
is a better place  
**WITH MORE**  
CREATORS





 unity Official Demo  
**Seoul Office**

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# E-Commerce Marketing





# XR is everywhere



# About Unity





**Unity**는 전세계에서  
가장 널리, 많이 사용되는  
Real-Time 3D (RT3D)  
개발 플랫폼입니다

50%

새로운 모바일 게임 중 유니티 기반

50%

Top 1,000 모바일 게임 중  
유니티 기반

60%

오늘날 유니티로 만들어지는  
AR/VR 콘텐츠

65%

2019 선댄스 영화제 인터랙티브  
콘텐츠 부문 출품작 중 유니티  
기반

90%

2018년 Fast Company가 선정한 가장  
혁신적인 AR/VR 콘텐츠 기업 중 유니티  
기반

# Platform Partnership

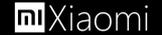
iOS



PS4



fire OS



Gear VR



android tv



PS VITA

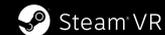


NINTENDO 3DS



tvOS

SMART TV



Unity는 더 많은  
Creator들이 함께 할 수록  
세상은 더욱 좋아질 것이라  
믿고 있습니다



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