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## **Project presentation:**

The project has been divided into four stages with the aim of clarifying the investment (it should be noted that we are in the stage of seeking capital for the formation of the S.A.). This project is expected to serve as a container framework and promoter of social instances that help to favor the aspirations of youth in the search for excellence, in their transit through university education. It would fulfill an important social function, not only in the educational aspect, but also economically and sociologically, which would result favorably in terms of building future generations of professionals and, thus, the intra-family relationship. The added value that we would provide would be very significant, not only in the aforementioned framework, but also in the communications market, in addition to the well-known socio-business relationship through the interrelationship between universities and inhabitants, and this, thanks to companies and their presence, as a support product of Corporate Social Responsibility. Given the context of permanent evolution, and technological changes, it is necessary to constantly update the communication, commercial and service tools, designed to satisfy each user, allowing to provide the necessary flexibility and the appropriate tools according to said needs. The best technology available for the project will be used, in order to develop the solution that maximizes the benefits to be obtained.



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## **Objectives on which the project is formed:**

University integration, companies through social responsibility and the family sharing a life decision towards the future and supporting and learning about a stage of difficult decisions to make for their children. Taking advantage of virtuality, which apparently has no limits, is a key step that eliminates territorial barriers. The intention of getting closer to you lies in trying to promote this project as much as possible, in accordance with the constant techno-scientific development, which forces us to improve ourselves and launch it with the best proposal in light of the demands to come.



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## Project detail:

This invites us to understand the possibilities offered by a service of this nature to universities in any country in the world and, fundamentally, its impact on cost reduction. It shows aspects that are creative enough to change an aging reality that the educational system provides in many places. Any process of renewal and development of structures as a system contributes to the improvement, in this case, of education. We refer to a service for universities with respect to possible future entrants (high school students who are interested in choosing a university to continue their studies), through a project that shows the Houses of Higher Studies in 3D images on the Internet (These They are images of each university, obtained with digital cameras transferred to the computer, as well as the exact reproduction of the interior of each one of them), in a virtual ISLAND. This possibility is reflected as a result of the technological contingencies that allow those interested to enter this virtual exhibition of the university offer of online degree courses, as well as the opportunity for those who require information on master's degrees, postgraduate degrees and other possibilities that these entities provide. From the technological point of view, the interested party is allowed to enter the establishment, tour it (their figure walks, goes up and down the stairs, enters the classrooms, through Links, snoops in the library and in the career offers, etc.). This advance also allows the intercommunication of the interested party, who is not only assisted by a person from the admission sector of said selected university, but can also interact with other applicants who coincide in entering said establishment as if they were in situ, helping a decision, decision-making, as well as the incorporation of the respective parents, if required, without leaving their homes, which maximizes the project. In addition, this service allows universities to stay updated (Each one can renew the information it provides, as well as add and update everything related to talks, forums and any action they wish to inform the student population). All this online. This service also has an accountant that records the income of each of the potential future students, which certifies the seriousness of the information that the university receives about potential interested parties, and that safeguards and consolidates the investment of each educational entity. A service that is provided 365 days a year, 24 hours a day, reaching the whole world, which generates a very important added value, especially when universities receive a large number of foreign students.



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## **Goals:**

Have massive, fast, accessible and dynamic arrival to students and interested parties, from all parts of the world. Have study centers, where you can access to learn, learn and choose where to pursue your career. Virtual University Exhibition open 365 days a year, 24 hours a day, with talks, data, classes or live conferences. Let's think about how incredible it is to understand, to call it something, that there is a "nation" that has a greater number of citizens than any country in the world and that it is a virtual space called Facebook, which brought together two thousand three hundred million people in 2019, therefore, the real possibility of analyzing this type of project in a time of change.

## **Virtuality:**

Construction of a University City. Creation and architectural development, furniture, etc. Direct virtual communication within the site and outside it, through chat, voice, conference, announcements, events, blog, web page, forums, links.

## **Users:**

They will be able to choose the house of studies, for which, it will be possible to publicize the space that they will live in daily. Get advice on the chosen career. Meet local people. Have prices, schedules, exams, etc. Interact with students from all over the world.

## **3D technology:**

3D technology reaches all segments and promises further development. In the business world, the third dimension reduces costs and promotes innovation in international logistics processes with less environmental impact. New technologies are presented in videoconferences that leave a feeling of "reality and coexistence" between the sender and the receiver. It is looking for it to become the closest thing to real life.



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The fanaticism for videogames is absolute in almost all ages, and marks an unavoidable reality that grows bigger with 3D and this development knows no limits and advances the concept of "Digital Home". The industry has come together so that the third dimension offers a true revolution. We are facing the interaction with the spectators. In the point that refers to Human Resources, I mentioned recitals. It is interesting, and this, seen from the business-economic concept, to take into account that broadcasting a recital for the great target of the student body is an extremely important income of money. There are examples where they have had an audience of 10,000,000 people within the age range that includes the study stage. Easy to check. If we take into account the costs that advertising has in traditional media, many sponsors would be interested in advertising. As to give a single example. This revolution allows us to envision a different future and this future must belong to those who anticipate it. Let us think that this project does not stop being, among other things, a video game, to such an extent that we should pay attention to the fact that through it, more than US\$ 134,000 million are moved annually. We are introducing to the university market the potential of this progress from the concept of the game as a bridge of communication and multiple interaction, where the interested party, directly or indirectly, approaches the university and is accompanied by their friends, future acquaintances and their family. College is coming into the home. Thanks to the game of the various interests that are condensed, the action is decompressed and loses its status of anguish for the one who must take this transcendental step in his life and this is possible, since from the secondary school, they will be able to familiarize themselves daily with what it will represent your new stage. What is undeniable is that this type of game not only adheres to a fixed and determined target, but also involves all ages, which is why the frame of reference is extended to universities and they can take advantage of this new instance of relationship to with the sectors that require postgraduate degrees. An article from the Diario la Nación in Argentina, dated April 25, 2010 in the section "Economy & Business" made reference on page 9 "Jobs" to training through games. In this action that was developed, companies and various specialists intervene to stimulate the skills and competencies necessary for the workplace, where they recognized the value of this new reality. We are talking about a strategic sector, in this case, in the new education market, but infinitely expandable to other circumstances.



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## Advantages:

Being on this island will position the universities and companies that support this venture, showing them around the world through an action committed to education and with a diametrically new, advanced and accessible characteristic, reaching remote places, where they can meet future students, teachers or tourists to find out. The possibility of meeting, touching, going through, virtually or conversing with people close to the desired objective. The hierarchy of this project is that it understands, not only the university objectives, but also that of future students and their families, the importance of the scenario where the future of the new generations is conceived when choosing the destination to follow and the investment. Quality as the antithesis of spending, not only represent a significant number of years, but money. The promptness, practicality, family communion for said decision and the help that this project would provide to future university students on a day-to-day basis, far exceeds what has been known up to now and fundamentally, the incorporation of universities into homes, helping to minimize the difficulties that arise when having to travel long distances, in search of information to decide, the future entrant, many times alone. Without forgetting the offer of master's and postgraduate degrees that includes professionals from all over the world.



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## What are we talking about?

The virtual world is a 3D metaverse, where people interact through avatars, without any kind of limitation. This reality has been growing by leaps and bounds since 2003, with millions of people registered in the world, who daily play, socialize, visit places, work, study, etc. This has become something that goes far beyond a video game, it is a place where avatars interact and do business. For this reason, companies around the world have opened their virtual branches, many with a focus on marketing. Others go further and look for new ways to interact with their employees, customers and suppliers. With a real economy, millions of dollars are made every day in this new world, where the official currency is the Linden dollar, which can be exchanged for US dollars. This virtual reality has the virtue of becoming a meeting place, chats between all those who know how to appreciate technological advances and the speed of response to their needs, the dose of entertainment and the qualities to do business or study from home or be in knowledge about the progress of the world, among other things. It reaches everyone in the objective consubstantiation with the necessary quota of interrelation between the desired objectives and with the rest of the planet. Strengthen ties, generate solidarity. Relationships that are later consolidated with real encounters. It constitutes the cultural, tourist, educational space, in the field of health, work, arts, etc. We are talking about added value to human relations and it is the awakening of a new era in communication and marketing.





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## Visual structure:

Construction of islands where each of the Universities participating in the Expo will be located. It shows the environment that makes the place where each University is located. Between the islands, sweet shops, bars and everything that refers to the interests and desires of the user context will be shown, and what is generally found in expos. The avatars come to life, talk, eat, listen to music, dance, study, work, etc.

## What are the main VECTORS where the business we are proposing would rest?

- 1) In social service and integration vs. Uprooting, sectorization, etc.
- 2) The high degree of advertising contact.
- 3) The social and solidarity exposure of the companies, both those that are inserted in the project, and those that see the advantages of the project in the future.
- 4) The high field of action that allows even the presentation of events that involve virtual auditoriums of more than 10 million. of people, with which the value of advertising per person is reduced to tiny limits.
- 5) Without forgetting social aspects such as aid contingencies, etc. that serve the community.
- 6) Let's keep in mind that the expansion of services has no limits, so investment and livelihood will also benefit. One more step would contemplate the multi-screen.
- 7) The arrival to the various social sectors would be captured by the aforementioned conditions. In a world where capital dominates in times of the internet dictatorship, therefore, socially subjected to the general context, the business attitude of social responsibility would generate the support and retribution expected for said condition.



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## Projection:

This project is dimensioned in time and increases with techno-scientific progress. Artificial intelligence has no limits. Professionally focused on the context of education, he projects the young generations to enter a more competitive world than the current one.

## Visual structure

Images that respond to traffic and experiences in any university, and the movement is replicated on Internet screens.





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## Towards the future

Teachers "avatar" and classes in 360 degrees. The interaction between the Internet and the constant techno-scientific advance. Research and development centers have been advancing with new technologies that, today, can collaborate with learning.



Tele-presence with a hologram effect, also known as "professor avatar". It gives the possibility of having a professor in the form of a hologram in different classes of a university, simultaneously. There are also "360 degree classes", which allow a student who is not in the classroom to participate, almost as if they were live. There are artificial intelligence applications, with algorithms that obtain personality patterns from students. Also, augmented and virtual reality. And even the use of Blockchain technology, a type of highly secure data encryption that is gaining more and more ground.



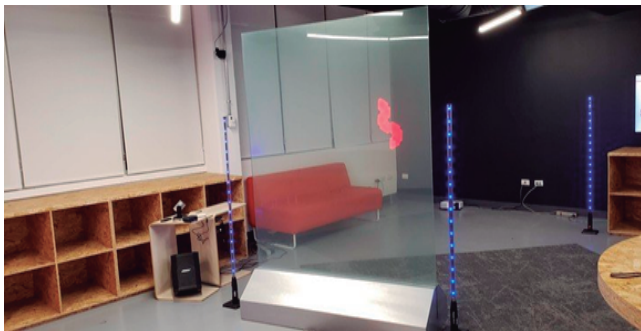
It seems to be present, but it is an avatar. This is how a teacher looks at a distance through tele-presence with a hologram effect.



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The teacher "avatar" is very sophisticated. It is primarily intended for universities or large academic institutions. To carry it out, a transmitting room is required, which has cameras, various environmental microphones -they are not handheld or tie holders-

and the screen from where the teacher sees the students. At the same time, the classrooms must have the counterpart: A holographic film -the device that represents the avatar-, plus the camera and microphones that follow the students and are controlled from the transmission room, where the the teacher.



The device used to play the teacher "avatar".

The results that are reached is that students who use this technology will show academic results similar to those who would have studied in person. The main benefit of technology is being able to share a class from a teacher who has special knowledge of a discipline with students located in different classrooms, even in different cities. And all simultaneously, with questions and answers as if they were all in the same place. Let's clarify that the cost, for now, will go down over time, it is between 6 and 10 thousand dollars for each study room, but it recovers, because teachers are prevented from traveling. And also, the quality and talent of the teacher is taken to places where it could not be done before, thus equalizing the learning”.



360 classes, between a teacher who teaches and a student who could not attend.



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The "360 classes" thing is also sophisticated but, unlike holographic tele-presence, it is a little late. It is still in the pilot test period. What this development seeks is that if, for some reason, a student cannot attend class, the device allows them to "be there", even if they are physically in another place as? A 360 video equipment is placed in the classroom, those that have many cameras that capture the entire environment plus software that processes the information in such a way that the person at a distance can move the cameras and see the environment in real time, and 360 degrees. From the pedagogical point of view, what is sought is that this "virtual" student participates in the class practically as if he were in person. The student can see at all times what is happening in the classroom and the reactions of each of his classmates, and can even participate in group tasks. The classmates simply move closer to the camera and interact with the student at a distance.



Augmented reality applied to teaching.

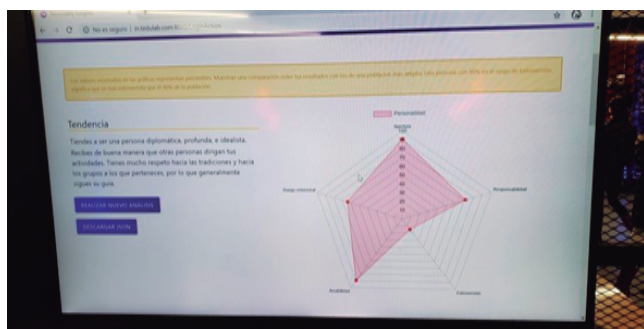
We must clarify that although the technology is there, it still cannot be used in a massive way, because there is still not enough bandwidth to pass the tons of information back and forth that is needed for this to work smoothly, but the way is prepared.

Another one that is advancing, and strong, is artificial intelligence applied to education. A "smart board" that obtains information, at all times, about what the student is doing in their digital student life.

The board obtains from activities delivery times, to grades, quality of the work delivered, and more. With all this data, and using algorithms, it makes predictions of what can happen to that student, and thus help them progress in their studies.



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The profile of a student, according to what an artificial intelligence platform obtains based on the student's digital history.

Artificial intelligence also takes data from students' participation in social networks, and uses it to obtain the profile of the "personality" of each student. With this, the teacher can plan the most suitable teaching methodology. José Antonio Martínez, from Mostla, clarifies that this is done taking into account the protection of students' personal data. And that they only work with those who accept the terms and conditions. There are also augmented and virtual reality educational apps. Those of augmented reality download to the cell phone or tablet some content that allows to reinforce, in a more vivid way, the content that is being seen in class. For example, you can manipulate the structure of an atom as if you were holding it in your hand. As for virtual reality, there are all kinds of applications for academic purposes that can be used. As always, the most important thing is that teachers do a good "curation" of the content that is already prepared. Blockchain technology, meanwhile, is being used more and more to certify titles globally, in an easy, secure way that allows third parties to have confidence that these titles are real.



We are in a stretch of "progress", evolution for some, involution for others, but a reality that has no turning back. The world of education requires from the business world that, through the concept of "Business Social Solidarity", they combine a necessary body so that these advances in science and technology produce their social, cultural, educational and economic dividends. Time is still worth gold and human training is essential for these purposes.



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## From 4D to 7D, a complete virtual reality experience

The 7D reality consists, in short, of the projection of holograms, but its colors and movements are so perfect that they give a hyper-realistic sensation to the spectator, since it is not only about images: the experience includes smells, surround sound and sensations with smoke.

7D technology is a photographic process that is achieved with the differences of two laser beams and a special camera that cause the sensation of visualizing and interacting with a virtual effect in a real space, that is essentially holography, in other words a technique advanced photography, holograms in images.



Japan was precisely the first country to innovate with the introduction of this new technology, replacing real animals with 7D projections.

### What is the novelty of 7D technology?

As previously mentioned, 7D technology allows figures or forms to be displayed so that users develop an interaction with this impression, using devices that reproduce movements and consistent patterns, despite having different characteristics.

These projections transmit holograms in high definition highlighting the textures and colors. The most outstanding reproductions focus on animals, the reality of movements and animations. Until now the uses are for entertainment, however many specialists in the area of medicine choose to apply it in the field of education.

### What is the novelty of 7D technology?

- Project high-quality images with fluid motion.
- By projecting each image you can integrate sounds and smells.
- It can be used in different fields such as medicine and education.
- This technology can be used by several users at the same time.
- It does not require a direct device to appreciate it.



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## Recommended servers and technology applied for the project:

The project requires a server suitable for workloads such as IT and web infrastructure, high-performance virtual desktops or public cloud - among other scenarios - the Cisco UCS C220 M5 Rack Server is a high-density two-socket rack server that emphasizes two key qualities in this type of machine: efficiency and performance. Another alternative could be Dell EMC PowerEdge R7515 servers, which is part of their new PowerEdge equipment. New features include workload-optimized system design, efficient TCO, higher bandwidth, and encrypted virtualization.

