

MG's Metaverse platform 'MGverse' goes live with Auto Expo 2023's digital twin

- *MG's Auto Expo Pavilion is virtually available on the MGverse for visitors at: <https://mgverse.metadome.ai/metadome-metaverse-web/links/main/3348/index.html>*
- *A social, interactive digital twin of the MG Pavilion – first of its kind – is a living world built from the architectural files of the site and enriched with content and experiences*
- *Comes with a fully Integrated **Explorer & Creator Zone** with car booking, Avatar Shop, and MG Arena with all the products available*
- *3D and photorealistic technology enabled in partnership with Metadome.ai for real effects*

Gurugram, Jan 10, 2023: Committed to consistent innovation for new-age buyers, MG Motor India today announced that its MGverse, future-ready Metaverse Platform, was now live. From today, anyone can experience the magic of the MG Pavilion at the Auto Expo 2023 with friends and family from anywhere. MG has teamed up with Metadome to offer an enriching digital experience for remote visitors. MGverse sets a new standard for accessibility and inclusivity and expands the brands vision of 'Enabling Exciting Experiences Every time' into the virtual world of Metaverse. This 3D, virtual reality-based immersive can be experienced at <www.xxx.xxx> and goes live on Jan 11, 2023, the opening day of the Auto Expo.

The MGverse has been launched with an integrated 'Explore & Creator's center, a virtual experience zone with extended customer experience touchpoints, the MG Arena including an Avatar Shop, as well as other options, which enable customers and visitors to personalize, accessorize, build, and even buy their favourite MG vehicle in the Metaverse itself.

Commenting on the occasion of the MGverse going live, Gaurav Gupta, Chief Commercial Officer, MG Motor India, said, "With the automotive buying journey moving online and new-age customers demanding digital products and brand experiences more than ever, MGverse, the first of its kind is creating a new era of immersive customer experiences. It is indeed a matter of pride, as we have made it possible through technology, the advantages of even greater human interactivity."

"MG Motor is one of the leading innovators in the automotive space, and their appetite for immersive technology is an exciting proposition for Metadome.ai. We look forward to a successful collaboration in empowering the brand's ecosystem of immersive customer experiences with our proprietary 3D & XR platform for the automotive industry," said Kanav Singla, Founder & CEO, Metadome.ai.

Customers can visit the MGverse to get a fully immersive, real-time experience of the Auto Expo 2023. People who log on to the platform will be able to not only take a virtual tour of the expo, which is mirrored here, but also be present, virtually, at the expo's MG Pavilion. Customers can virtually view their realistic Avatar by entering MG's expo pavilion and experiencing interactive engagement features while conversing with other Avatars. Customers visiting the Auto Expo virtually in MGverse can also get themselves clicked at the MGverse booth and take a selfie.

The MGverse was announced earlier as a platform that would combine multiple virtual spaces into a single continuum to allow MG's stakeholders to work, play, engage, collaborate, co-create, socialise, and shop. The MGverse is intended to eventually provide five different experience zones, namely the Explore & Creator's Center, NFT Gallery, MG Car Club, Gaming Arena, and MG Knowledge Center. The Explore & Creator's Centre has already been launched as part of the MGverse, with the remaining zones expected to follow soon.

About MG Motor India

Founded in the UK in 1924, Morris Garages vehicles were world-famous for their sports cars, roadsters, and cabriolet series. MG vehicles were much sought after by many celebrities, including the British Prime Ministers and even the British Royal Family, for their styling, elegance, and spirited performance. The MG Car Club, set up in 1930 at Abingdon in the UK, has thousands of loyal fans, making it one of the world's largest clubs for a car brand. MG has evolved into a modern, futuristic, and innovative brand over the last 98 years. MG Motor India's state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 1,25,000 vehicles and employs nearly 2,500 workers. Driven by its vision of CASE (Connected, Autonomous, Shared, and Electric) mobility, the cutting-edge automaker has augmented across-the-board 'experiences' within the automobile segment today. It has introduced several 'firsts' in India, including India's first Internet SUV – MG Hector, India's first Pure Electric Internet SUV – MG ZS EV, India's first Autonomous (Level 1) Premium SUV – MG Gloster and MG Astor- India's first SUV with personal AI assistant and Autonomous (Level 2) technology.

About Metadome.ai

Metadome.ai is an immersive 3D & XR technology company that enables cloud-based photorealistic & captivating customer experiences.

The company's technology adapts to a spectrum of use cases entailing automotive, home décor, fashion, cosmetics & accessories. Their flagship platform for the automotive industry – Autodome, enables unprecedented photorealistic, cloud-based immersive 3D & XR applications with omnichannel deployment across both in-store and digital and over a multitude of devices. These applications cover the entire pre-retail funnel, empowering brands to launch their products virtually and drive awareness, engagement, and bookings among modern automotive consumers.

With Autodome, the company has achieved stunning graphics quality & photorealism in 3D, cloud-based streaming that enables consistent experiences on the web, and a flexible project pipeline that gives control to the automaker in deciding their cloud service, how they want to develop the 3D content, animations, and the interface design. The platform is compatible with all file formats and is created to ensure maximum utilization of existing content on the client's end while giving the expert services in creating it ourselves if the need be.

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