

METaverse

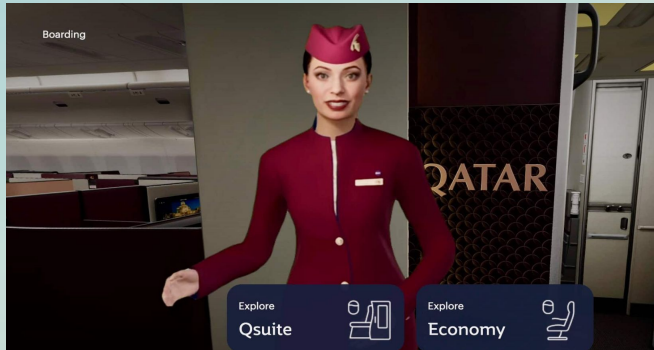


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AIRBUS

Short term

Isolated spaces enhancing activities



Digital Twin

Training

Assisted Travel

Virtual Airbus Shop



Long term

Connected spaces creating opportunities



Zero Prototyping

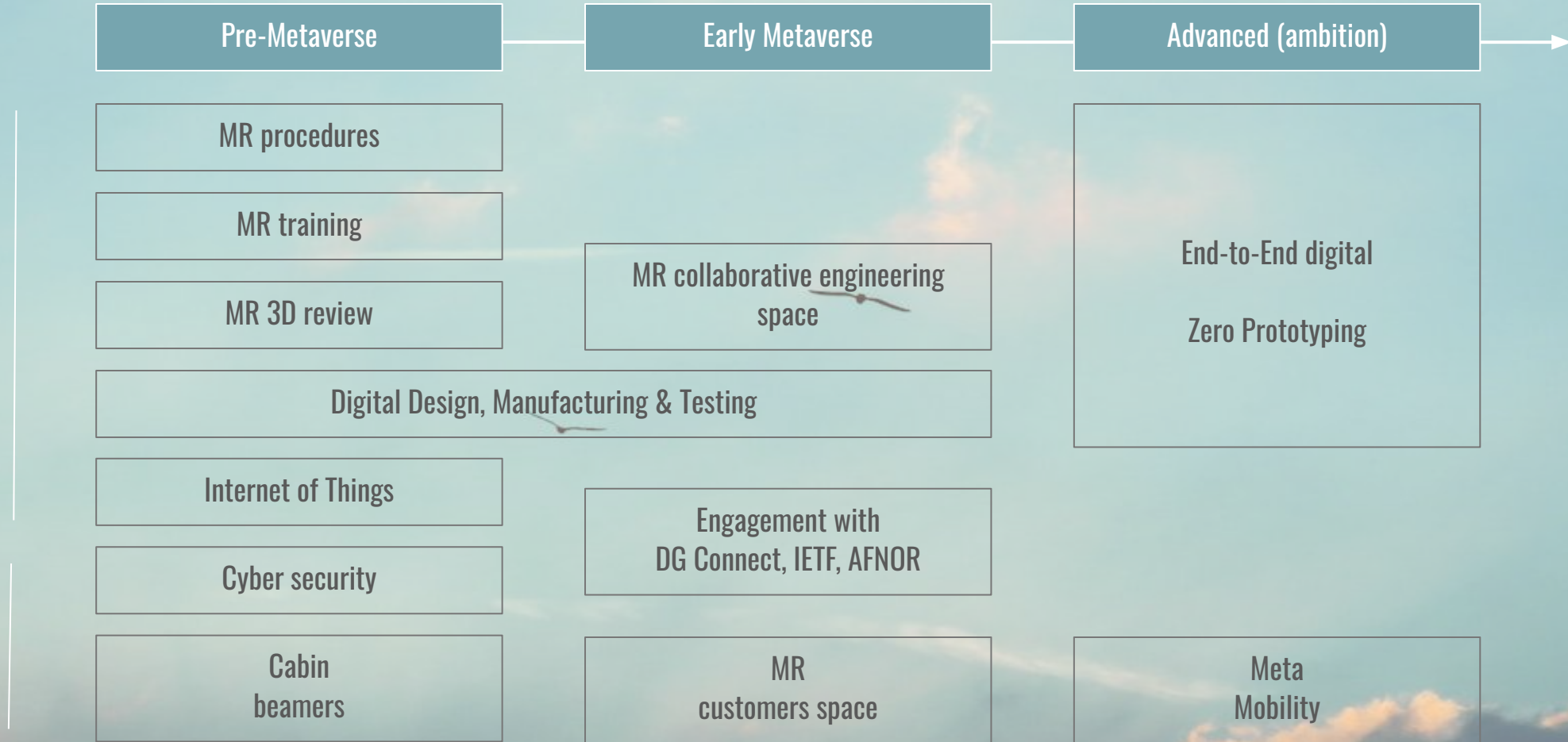
Remote Operations

Metamobility

Experiential Marketing



Airbus engagement & ambition





Drivers & Expectations

Operational Excellence of
Industrial Systems



Customer
Intimacy



Talent capture
& retention



Shaping the future of
transportation





Technology Enablers

and our ambition to address them

Network infrastructure enabling
in-network computing,
decentralization, very low latency

6G for aircraft,
edge computing,
Service-centric networking

Systems and platforms
interoperability (spaces, IoT,
3D...)

Cyber-physical systems, IoT

Data and identity
trust continuity

Distributed ledgers, decentralized
frameworks

High Performance Computing

Quantum computing & networking

Sustainable
Systems

Sustainable
AI

Natural Interactions

Complex speech recognition

Generative AI

New
interfaces

Web3 / Tactile internet



How can the EU support

REGULATION

Preserving the European model:
Ensuring trusted continuity of
personal identity, digital assets
and goods.
GDPR 2.0

Own EU definition
of the Metaverse
so that
institutions set norms
rather than tech corporates

IETF,
ITU,
DG Connect
Engagement

TECHNOLOGY

Network infrastructure enabling
in-network computing,
decentralization,
very low latency

Systems
and platforms
interoperability
(spaces, IoT. 3D...)

High Performance Computing,
generative AI,
Quantum Computing

Web3 / Tactile internet

Sustainable
Systems

Note: the Metaverse may further facilitate EU integration
through international collaborative MR work experiences, as Airbus is already testing