

# AR/VR/MR in Social Edification addressing UN SDG for CSR Initiatives

There is enough buzz about Augmented Reality, Virtual Reality and even Mixed Reality production in entertainment, education, travel & tourism, digital architecture and digital furnishing.

But AR/VR/MR in Social Edification is certainly news and something you should like to learn more about.

Currently there is a great deal of attention on the need of doing CSR Initiatives by large corporations.

Banks, insurance companies, utility companies, mobile network operators are all finding it necessary to be conspicuously doing CSR Initiatives to foster a public image of a responsible corporate citizen in doing social good and be seen as giving back to the communities from which they have been taking in enormous volume of profits.

Ecocarrier has a proposition that is excellent for such CSR Initiatives.

Ecocarrier for Social Edification is doing something very interesting and commendable for its social influence.

Social Edification [www.socialedification.com](http://www.socialedification.com) consists largely of social projects that are designed for the following purposes:

## **(A) to raise the digital consciousness of the general public with apps and games**

for pre-schoolers of all ethnicity and people of all ages whose first language is not English with W5GO apps (episodes) and games that incorporates AR/VR/MR Production in fun, entertaining and informative ways for learning by natural absorption [www.w5go.com](http://www.w5go.com)

for people of all ages anywhere an on-line repository of photographs and videos [www.ppixxells.com](http://www.ppixxells.com) and a facility for DIY AR Production [www.vive-ar.com](http://www.vive-ar.com) and DIY 360VR Production [www.qiiq-vr.com](http://www.qiiq-vr.com)

## **(B) to build or influence the making of a kinder, more equitable and more enlightened society through**

- (i) the promotion of MRESENCE, [www.mresence.com](http://www.mresence.com), a service platform that caters to any service provision operation involving parties that are seeking advice/expertise/know-how and the parties that are able to provide advice/expertise/know-how that are in demand in situation where the parties are physically separated and remote from one another in configuration that may be one-to-one, one-to-many, many-to-one and many-to-many.

MRESENCE achieves in Mixed Reality "See What I See", "Touch What I Touch" and "Empathy over Cyberspace" for applications of such situations and configuration.

MRESENCE incorporates Blockchain technology for crypto protection for security of text, audio, graphics and video and AI in Deep Learning and Big Data Analytics to provide facility for high security intelligent operations for the applications of the subscribers who use the service platform. It will have both private and public modes of operation.

The private mode of operation is to suit the requirement of private corporation or institution for an efficient way of cloud-based managed service provision for services of their business for operation involving

- Remote Collaboration
- TeleMedicine
- TeleHealth
- On-line Distance Learning
- TeleConference
- TeleMeetUp etc.

In its public mode of operation, some members of the general public sign on to MRESENCE service platform as service/advice seeker whereas others sign on the MRESENCE service platform as service provider and/or advice/expertise giver or simply for TeleMeetUp for family occasion or social gathering or conference of any kind..

- (ii) The promotion of PizzAR [www.pizzAR.com](http://www.pizzAR.com) as a cloud-based service platform for Mobile Digital Advertising and Promotion Campaigns as a Bridge from the Traditional Print Media mode of advertising business operation to a Mobile Digital mode of advertising operation.

The Bridge enables the Traditional Print Media Businesses to provide Mobile Digital Media advertising and promotion services to their advertisers without any additional investment in capital expenditure nor operation expenditure.

Such a life line saves the Traditional Print Media Businesses from imminent demise due to the loss of advertising revenue to the competitions offering On-line Advertising and Mobile Digital Advertising.

The corollary to such an outcome is that the people who are currently employed in the Traditional Print Media Businesses will have continued employment and be able to maintain a reasonably fulfilling livelihood.

### **(C) to address many (10+) of the 17 UN SDG (Sustainable Development Goals)**

Ecoacrier for Social Edification projects severally address various UN SDGs or goals:

W5GO apps and games [www.w5go.com](http://www.w5go.com) address Quality Education, Gender Equality, Peace Justice and Strong Institutions

PPIXELLS [www.ppixells.com](http://www.ppixells.com) addresses Quality Education, Good Health & Well Being, Gender Equality

MRESENCE [www.mresence.com](http://www.mresence.com) addresses Good Health & Well Being, Decent Work & Economic Growth, Industry Innovation & Infrastructure, Sustainable Cities & Communities, Climate Change, Life on Land and Life Under Water.

PizzAR [www.pizzar.com](http://www.pizzar.com) addresses Poverty, Climate Change, Decent Work & Economic Growth, and also Clean Water & Sanitation

W5GO episodes/apps and games and PPIXELLS services raise the digital consciousness of the general population starting with the very young. PPIXELLS serves as a recreation central for people of all ages for digital education and entertainment for Good Health & Well being

## **Social Edification projects for CSR Initiatives**

The social projects of Ecocarrier for Social Edification would be fitting for CSR Initiatives in any country/region/community as they address the needs of

- raising the digital consciousness of the general population and of
- engendering a kinder, more equitable and more enlightened society and also
- promoting the sustainable development goals that have been agreed by all nations as being important for the preservation of the earth and the human race as we know it.

In particular, Ecocarrier's proposition to a Mobile Network Operator (MNO) is to form a strategic partnership with the MNO in

- (a) propagating "Ecocarrier for Social Edification" social projects in the country/market that the MNO serves as part of the MNO's CSR Initiative which, incidentally, will generate greater usage demand on MNO's mobile network and consequently a significant increase in revenue to be derived from the great usage of the mobile data service provided by the Network. The CSR Initiative in the case has the good effect of perception of giving back to society and yet being a profitable operation even in monetary terms.
- (b) making available to the enterprises on the MNO's mobile network the complete range of AR/VR/MR-enabled solutions as cloud-based managed services and relative apps and games

Ecocarrier's main focus in B2B and B2B2C space is in offering AR/VR/MR solutions as cloud-based managed services and the apps relative to the services in the following commerce and market space:

- Mobile Digital Advertising and Promotion Campaigns [www.pizzzAR.com](http://www.pizzzAR.com)
- Real Estate [www.view2visit.com](http://www.view2visit.com)
- Travel and Tourism [www.view2tour.com](http://www.view2tour.com)
- Cultural and Historic Exhibition [www.aristory.com](http://www.aristory.com)
- Architecture, Building and Construction [www.ardifice.com.com](http://www.ardifice.com.com)
- Business and Services involving interactions among parties who are geographically dispersed such as Remote Collaboration, TeleMedicine, TeleHealth, On-line Distance Learning, TeleConference, TeleMeetUp etc. [www.mresence.com](http://www.mresence.com)

Please also visit [www.arvr00.com](http://www.arvr00.com) and [www.ecocarrier.com](http://www.ecocarrier.com)

## **Cooperation with proponents in the CSR Space**

Ecocarrier seeks cooperation with all proponents in the CSR Space for the propagation of the notion of Social Edification as above-proposed.

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