MSquared

M^2 announces technology leaders as partners of the network

Nvidia, Google, Ubitus and Dolby will be supporting the M^2 network.

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Today M^2, an ecosystem of technologies, services, and standards powering a network of interconnected metaverses, announced a new set of technology leaders as partners of the network.

M^2 benefits from the support of leading players in the areas of cloud infrastructure, cloud pixel streaming, and video & audio technologies to enable unique, highly qualitative, easily accessible and seamless experiences in the metaverse.

Cloud infrastructure and cloud pixel streaming

Cloud streaming forms an important part of the M^2 offering, enabling consumers to access M^2 metaverse experiences seamlessly, from a variety of device types through an internet browser. This accessibility enables M^2 metaverses to address mass market consumers and make sharing of instant access links for M^2 experiences on social media a reality.

NVIDIA provides M^2 with the NVIDIA Graphics Delivery Network (GDN), the backbone necessary for delivering high-fidelity graphics in an ultra-low-latency, real-time environment. GDN is a cloud-streaming solution that uses NVIDIA's own cloud infrastructure, as well as infrastructure from several partners globally. M^2 uses GDN to access high-performance GPUs that deliver unrivalled graphics for users joining M^2 experiences.

By rendering metaverse applications with, and streaming them over, GDN, M^2 users can enjoy these experiences on nearly any device with a web browser.

Google Cloud is a key partner of M^2, supplying the cloud infrastructure that is critical to the M^2 network. Services used throughout the development, testing and live operations of the metaverses operated on M^2 are hosted on Google Cloud.

Ubitus is a GPU virtualisation and cloud streaming provider that deploys on Google Cloud infrastructure, as well as other cloud vendors. Through Ubitus customised support, M^2 is able to offer cloud streaming in increasingly diverse locations worldwide economically.

Real-time video streaming

M^2 relies on Dolby.io Real-time Streaming to deliver video content into M^2 metaverse experiences with extremely low latency. This capability empowers M^2 metaverses with the ability to merge live broadcasting with interactive experiences, as well as enable crucial functionality for enterprise and corporate use cases such as screen-sharing and video calls within the metaverse. Additionally, Dolby.io Real-time Streaming is utilised to broadcast live video productions captured within M^2 metaverse experiences out to large audiences.

Lincoln Wallen, CTO of Improbable, commented: "*Our mission is to bring best-in-class technologies to our network participants across sports, entertainment and consumer products to help them enrich their relationships with loyal consumers. We are delighted to be partnering with these market-leading companies*."

"*The NVIDIA Graphics Delivery Network is helping Improbable on its quest to break new ground in virtual experiences. Thanks to our collaboration, M^2 audiences worldwide can experience high-fidelity immersive entertainment on any device, powered by superfast and responsive NVIDIA RTX graphics streaming technology,*" said Candice Mudrick, Senior Product Manager of the NVIDIA Graphics Delivery Network.

"*We are happy to collaborate with Improbable to bring M^2 to life. Google Cloud will provide the cloud infrastructure needed to support and enable developers to build and deploy high-quality, immersive metaverse experiences that can be enjoyed by people all over the world.* " says Juliet Bramwell, Director, Telco, Media & Entertainment, UKI, Google Cloud.

"*It is an honour to work with Improbable and contribute to this pioneering metaverse endeavour. We hope to continue our close working relationship with Improbable and be a part of their greater success in the future,*" stated Wesley Kuo, CEO of Ubitus.

"*Dolby.io is proud to join the M² ecosystem and play a vital role in driving the future of digital connectivity. With real-time video streaming capabilities, Dolby.io is enabling more immersive and interactive experiences for audiences within the metaverse*," said Paul Boustead, Dolby Laboratories' Vice President of Product and Architecture for Dolby.io.

About MSquared

M² is an ecosystem of interoperable metaverses, connecting together brands and businesses, creators and fans, powered by a network of technologies and services bringing spectacular experiences to life at unprecedented scale and enabling a crossworld economy. Msquared.io

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About Improbable

Improbable is a metaverse technology company that has been at the forefront of building virtual worlds for over a decade, for gaming and entertainment companies or public institutions. We believe that the metaverse is an opportunity for communities to connect and exchange at a larger scale, and can have a positive social, economic and political impact in the real world.

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