



3D Web

From virtual worlds to the immersive Web

- . Search . Mapping
- . Video Games
- . e-learning . e-commerce

Innovation Reports

This report explores the technological and economic environment of the 3D Web, from the partial use of 3D to fully three-dimensional universes. It identifies the services that are key to enabling the migration to 3D: e-commerce, mapping, serious gaming... and offers a close-up look at virtual worlds, using original business models for buying virtual goods, and at augmented reality, the next central 3D application on mobile devices.

Key questions

- What are the current and future key 3D technologies on the Web?
- What business models do virtual worlds employ?
- What lessons can we take from 3D developments in other industries : gaming, CAD, etc.?
- Which Web services are the most likely to migrate to 3D?
- How are the Internet's leading players positioning themselves with respect to 3D?
- Will the Web go fully 3D?



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