

# 5G O-RAN: Providing a Greater Sense of Participation in Live-Streamed Events

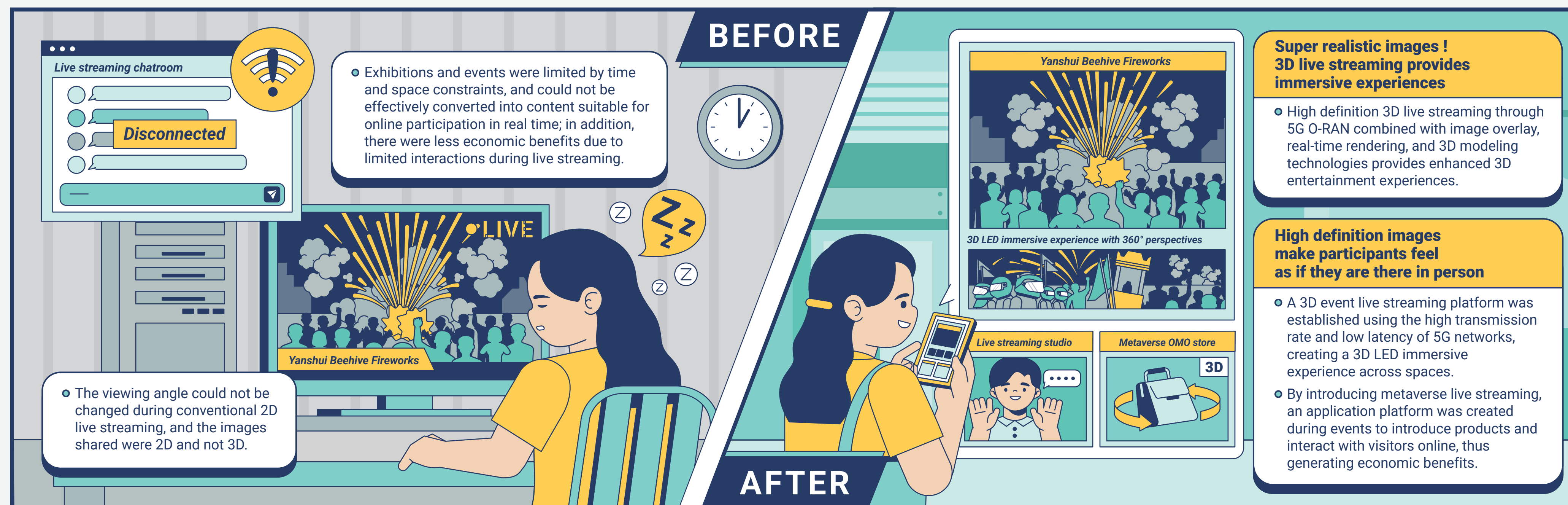
## 5G Metaverse Technology Promotes Innovative Development of Urban Marketing Services

Online events are no longer substitutes for in-person events. The combination of digital content, somatosensory equipment, and marketing providers integrates verification platform services for urban events, exhibitions, and commercial spaces, offering complete metaverse services and setting new standards.

### Project Results

**#First Case in Taiwan** | 5G metaverse technologies have led to the development of city marketing services. Besides being used in meetings and events, these technologies have linked together city marketing, driving the development of OMO marketing services.

**#Increased Economic Benefits** | Combined virtual space models, 3D modeling of products, product launch modules, and an e-commerce platform to create a metaverse OMO store. Businesses can release 3D specialty products and increase online purchase intention through exquisite product models and interactions during product launches. The platform's accumulated transaction volume is expected to reach five million.



BEFORE

AFTER

- Exhibitions and events were limited by time and space constraints, and could not be effectively converted into content suitable for online participation in real time; in addition, there were less economic benefits due to limited interactions during live streaming.

- The viewing angle could not be changed during conventional 2D live streaming, and the images shared were 2D and not 3D.

**Super realistic images !  
3D live streaming provides immersive experiences**

- High definition 3D live streaming through 5G O-RAN combined with image overlay, real-time rendering, and 3D modeling technologies provides enhanced 3D entertainment experiences.

**High definition images make participants feel as if they are there in person**

- A 3D event live streaming platform was established using the high transmission rate and low latency of 5G networks, creating a 3D LED immersive experience across spaces.
- By introducing metaverse live streaming, an application platform was created during events to introduce products and interact with visitors online, thus generating economic benefits.

**Key Technology**

# Avatar Creation and Simulation Technology

# Multi-Person Scenario Analysis and Synchronization Technology

# Realistic 3D Modeling

**Technology Unit**

CHUNGHWA TELECOM CO., LTD.

**Domestic Trial Site**

Tainan city, Kaohsiung city