Reality and fiction blur

Imagine if...
people became lost in
the virtual world

Augmented reality

Bio engineering

Virtual reality technology has continued to develop with retina tracking, miniaturization of VR systems and improved haptic feedback. Augmented reality has also found widespread usage. New business models have developed in the virtual world around provision of tailored customer experiences, new modes of interaction and ways of heightening stimulation. Large scale collection of personal and behavioral data is commonplace, as firms seek to provide highly tailored and addictive modes of interaction.

Virtual assets become increasingly valuable as people (and firms) tailor their experiences and avatars. Fraud, blackmail, extortion and bribery find new manifestations. Law enforcement and legal frameworks fight to keep up with the pace of innovation.

Privacy becomes a major issue as the ability to collect and manipulate personal data grows. Norms on the protection of personal spaces in the virtual world from interference and intrusion must also evolve.

Cyber security challenges develop around the protection of virtual assets and the access controls in virtual worlds, as well as fine grained controls over permitted interactions between objects including avatars.

"The digital economy race belongs to those governments which can balance cybersecurity prerequisites and economic growth. Striking this equilibrium entails crafting regulations and safeguards that empower businesses to flourish while ensuring resilience in the face of ever-evolving cyber threats. Forward-looking governments must invest in innovative technologies, adopt agile strategies, and foster a culture of vigilance to secure a prosperous and digitally robust future."

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