



Gusto XR Introduces CoReality: Transforming Enterprise Showcasing in the Metaverse

Hong Kong, June 30 - Gusto XR, a leading provider of immersive technology solutions and subsidiary of Asia's leading Brand Technology Group - Gusto Collective, announces the soft launch of CoReality, a commercial metaverse solution that revolutionizes the way enterprises present their products and art pieces.

In today's interconnected world, physical limitations and geographical boundaries often impede businesses from reaching their full potential. CoReality, a cutting-edge metaverse, shatters these barriers by offering a dynamic and interactive digital platform for enterprises to engage with their audiences. This digital miniverse allows users to teleport to various themed locations, providing an unparalleled experience that surpasses the limitations of the physical realm.

What truly sets CoReality apart is its innovative mobile-first approach, enabling simple, seamless and flexible interactions. The digital miniverse can be accessed through mobile devices, as well as laptops and desktops for added flexibility. This approach significantly reduces costs for businesses, empowering them to connect with a wider audience effortlessly.

CoReality joins Gusto's impressive suite of products, which already includes state-of-the-art virtual and augmented reality technologies. As a company dedicated to pushing the boundaries of immersive technology, Gusto remains committed to providing innovative solutions that empower enterprises to forge deeper connections with their audiences.

Experience the future of showcasing with CoReality and unlock the full potential of your enterprise.

Visit <https://coreality.ai> to experience CoReality.

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About Gusto Collective

Gusto Collective is Asia's leading Brand Technology group and operates in two business domains: crafting tech-powered storytelling for brands and developing immersive technology tools for storytellers.

The company was founded in January 2020 by Aaron Lau, a technology and branding veteran, and renowned business leader. With a mission to future-proof communication for a new generation of consumers, the company specializes in developing tools and immersive content within the spheres of AR/XR, Web2 to Web3 activations, metahuman IPs and emerging AI solutions.

The group has over 200 full-time Gustodians across six offices in Hong Kong, Shanghai, Singapore, Kuala Lumpur, London and Paris. Since its founding, the company has garnered widespread industry recognition as Forbes Asia's 100 Companies to Watch and as a multi-award winner recognized for excellence in NFT Innovation and creativity. Gusto has recently completed its Seed Plus fundraising at \$23 million USD, with Animoca and Gaw Capital leading the round.