



LAB: Prosciutto di San Daniele has arrived in the metaverse

Entering the metaverse, users can visit a curing room and discover the secrets behind the production of Prosciutto di San Daniele PDO.

LAB is the Consorzio del Prosciutto di San Daniele's new online portal which, acting as a digital laboratory and multimedia content holder, allows users to explore the **world of Prosciutto di San Daniele PDO** by totally immersing them in the **metaverse**.

The metaverse stems from the desire to innovate and revolutionise how **we describe the production process of San Daniele PDO**, combining the traditional know-how behind the processing of the pork legs with the most advanced technology. The aim of the Consortium's space is to express the values of excellence and sustainability, by describing the production process of San Daniele PDO in a virtual setting that faithfully reproduces some parts of a *prosciuttificio* (prosciutto factory), letting users experience the brand in a totally new, immersive and involving way. Through an avatar, users can visit a curing room, interact with the surrounding environment and access a series of videos and slides illustrating the various stages of production of Prosciutto di San Daniele PDO.

The portal will be **constantly populated with new content and the space created in the metaverse will be continuously updated** with new areas ready to be explored: very soon, for instance, it will be possible to visit a reconstruction of "*Vento*" (Wind), the immersive multi-sensory installation that the Consortium presented at the last edition of the "*Fuorisalone*" (fringe event), held in June in Milan. Finally, during the road shows organised by the Consortium, it will be possible to experience the metaverse through a virtual reality headset.

The metaverse is the result of the joint work between the Consorzio del Prosciutto di San Daniele and **TechStar**, a Friulian company founded in 2021 that develops solutions and projects based on augmented reality and artificial intelligence technologies to offer business support services in different industries. With this new project, the Consortium is reaffirming its willingness to engage in practical dialogue with the young companies in the region.

LAB can be found at <https://lab.prosciuttosandaniele.it/>.

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