

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** FW: NEOM Tech & Digital launches metaverse, data management tool to enable cognitive cities – interested?  
**Date:** Thursday, February 17, 2022 1:37:03 PM

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Hi [REDACTED]

[NEOM Tech & Digital](#)'s Chief Executive Officer, [Joseph Bradley](#) today announced the launch of two new products at the cutting edge of technological innovation, as part of NEOM Tech & Digital's investment of approximately US \$1billion in AI-driven products and hyperconnected solutions that will enable the next generation of cognitive enterprises and cities.

The first is [XVRS](#), a unique mixed-reality metaverse platform, that combines the city of NEOM's virtual and real-world architectures to create integrated, immersive experiences.

The second related announcement [M3LD](#) is an innovative data management platform that empowers users to regain control of their personal data, providing them with greater visibility of the possession of their personal data, monitoring capabilities, and guidance on privacy settings across their digital accounts. M3LD will deliver the data security foundation for the XVRS.

I've attached both releases, alongside the accompanying visual assets for both announcements.

Let me know if this is of interest or if you have any questions.

Many thanks,

[REDACTED]

[REDACTED]

International Public Affairs

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