SLT-MOBITEL Debuts ‘Traverse’



Recognizing the strategic value of leveraging disruptive technologies and harnessing service offerings from a diverse supplier base, SLT-MOBITEL, debuted ‘Traverse’, Sri Lanka’s first Virtual City at the ‘Wyawasaya-2022’ Trade and

Educational Exhibition.

Fashioned as a future city, Traverse will function by integrating physical and digital experiences, operating in the metaverse with matchless potential for global and borderless collaboration.

‘Traverse’ aims to provide remarkable opportunities for growth and a platform for innovation while helping Sri Lankan businesses to increase their relevance and value in the fast-expanding digital economy.

The rapid evolution of emerging and exciting technologies such as virtual reality, virtual marketplaces, digital assets, non-fungible tokens, or NFTs, provides an effective platform to deliver unique consumer experiences and drive local economic growth.

‘Traverse’ will include a shopping complex, Banks, a Virtual exhibition Centre, Film Hall, a Gaming zone, Government e-counters, and an Art gallery. Business owners can purchase or rent business assets from the categories available in the virtual market space based on their requirements.

Adding more significant value to the local business community, the Virtual City will help businesses unlock strategic partnerships and boost profitability through untapped revenue streams. Moreover, local companies will be able to reach global audiences through cost-effective, scalable, and measurable techniques that require low investment and reduced maintenance costs.

An added advantage of the Virtual City is creating a global marketplace for Sri Lankan products and services.Recognized as a true differentiator steering digital transformation, SLT-MOBITEL is driving the country’s first experience of a virtual city by creating a crowded environment. Benefits include long-lasting exposure to a broad market, facilitating real-time conversation using webinars and live chats, easy access on all platforms, flexibility to promote offerings, and access to trending analytics. Unveiling the Virtual City highlights SLT-MOBITEL’s role as an agile, innovative, and digital-first provider of services, creating a dynamic roadmap with disruptive technologies driving the country’s first virtual marketplace forward.