

# Postgraduate Certificate

Challenges and Opportunities in the  
Race to Build the Metaverse Future



## Postgraduate Certificate

### Challenges and Opportunities in the Race to Build the Metaverse Future

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Target Group: University Graduates, Graduates and Undergraduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administrative and Business Sciences

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/challenges-opportunities-race-build-metaverse-future](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/challenges-opportunities-race-build-metaverse-future)

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# 01

# Welcome

The Metaverse is a futuristic concept that in recent years has captured the imagination of many. The construction of a fully immersive three-dimensional virtual world has the potential to change the way we work, play and communicate. However, it also presents a number of challenges, including privacy, security and regulatory issues. To address these challenges and capitalize on the opportunities presented by building the Metaverse, TECH has created this exclusive online program on Challenges and Opportunities in the Race to Build the Metaverse Future. Its syllabus provides an in-depth understanding of the underlying technologies needed to build a Metaverse and addresses critical issues such as privacy, security and regulation. Upon completion of the academic pathway, students will be prepared to meet the challenges and take advantage of the opportunities in the race to build the Metaverse.



Postgraduate Certificate in Challenges and Opportunities in the  
Race to Build the Metaverse Future TECH Technological University





“

*You will learn how the Metaverse will change the way companies connect with their customers and how to take advantage of these opportunities”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success”

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH you will have access to Harvard Business School case studies"

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level”

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.



05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

# 04 Objectives

This Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Metaverse Future is designed to provide executives with an in-depth understanding of the underlying technologies needed to build a Metaverse and address the challenges and opportunities in the race to build it. This 100% online program prepares students to lead the race to build the Metaverse and be well positioned to take advantage of future opportunities.



“

*This program is ideal for executives in any industry who want to stay updated with the latest technology trends and explore new ways to innovate"*

**TECH makes the goals of their students their own goals too  
Working together to achieve them**

The Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Metaverse Future will enable students to:

01

Generate a defined structure for the operation and application of the Metaverse in all the areas in which it will be developed

02

Determine the opportunities presented by the application of the Metaverse at personal, social and business levels

03

Internalize the challenges in the sectors forced to adapt in their immersion in the Metaverse, and how to solve them in order to find the advantages and use them for our own benefit







04

Enhance the ideas already established for the Metaverse and be able to find solutions to the challenges currently encountered in its development

05

Analyze all the actors, areas and opportunities so far raised in the Metaverse idea

06

Be able to react to the social and psychological implications of the Metaverse in the present and to consolidate this knowledge as a basis for future problems in these areas

# 05

## Structure and Content

TECH has implemented an innovative teaching methodology for this Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Metaverse Future. The online platform offers high quality educational resources, interactive teaching materials, personalized tutorials and discussion forums to foster collaboration and learning among students and teachers. Additionally, the 100% online format of the course allows students to learn anytime, anywhere, allowing them to fit into their work and personal lives. These advantages make the learning process more accessible, flexible and effective for students.



“

*This Postgraduate Certificate is ideal for executives in any industry who wish to keep up to date with the latest technological trends and explore new ways to innovate"*

## Syllabus

Today, everyone is talking about the Metaverse, and it's part of the great technological revolution. With the construction of the Metaverse, new forms of entertainment, work and communication will open up that will have a significant impact on society. To be prepared for these changes and take advantage of future opportunities, it is essential that executives acquire knowledge about the construction of the Metaverse.

The Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Metaverse Future, designed by TECH, offers a unique opportunity for executives to gain knowledge on a cutting-edge topic that is transforming the way today's society operates. TECH's online platform offers an innovative and up-to-date syllabus that addresses topics such as building the Metaverse, the technologies needed to create a virtual world, and the challenges and opportunities presented by the race to build the Metaverse.

Its design helps provide an in-depth understanding of the underlying technologies needed to build a Metaverse and address the challenges and opportunities presented in the race to build it. Additionally, the 100% online format of the program allows students to learn anytime, anywhere, making it easy for them to fit into their work and personal lives.

This Postgraduate Certificate takes place over 6 week and consists of 1 module:

### Module 1

Current Overview of the Race to Build the Metaverse Future





### **Where, When and How is it Taught?**

TECH offers the possibility of developing this Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Future Metaverse completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

Module 1. Current Overview of the Race to Build the Metaverse Future

1.1. Industry Players' Vision the Metaverse

- 1.1.1. Metaverse Implementation in Existing Structures
- 1.1.2. Companies Developing Metaverses
- 1.1.3. Established Companies in the Metaverse

1.2. Metaverse Digital Identity and Social and Ethical Implications

- 1.2.1. Metaverse Digital Identity
- 1.2.2. Social Implications
- 1.2.3. Ethical Implications

1.3. Metaverse Beyond Gaming

- 1.3.1. Gaming as a Contact Point
- 1.3.2. Sectors that Are Here to Stay
- 1.3.3. Reinventing Some Businesses

1.4. Metaverse Work and Professional Environment

- 1.4.1. Metaverse Job Opportunity Identification
- 1.4.2. New Professional Careers
- 1.4.3. Current Work Adaptation to the Metaverse

1.5. Metaverse Neuromarketing

- 1.5.1. Metaverse Consumer Behaviour
- 1.5.2. Experience Marketing
- 1.5.3. Metaverse Neuromarketing Strategies

1.6. Metaverse and Cybersecurity

- 1.6.1. Involved Threats
- 1.6.2. Metaverse Digital Security Changes Identification
- 1.6.3. Metaverse Real Cybersecurity

1.7. Emotional and Psychological Implications after the en el MetaversoExperience Good Practices

- 1.7.1. Adaptation to a New Experience
- 1.7.2. Side Effects of Metaverse Interaction
- 1.7.3. Metaverse Best Practices

1.8. Adapting Legality to the Metaverse

- 1.8.1. Legal Challenges Posed By Today's Metaverse
- 1.8.2. Necessary Legal Changes
- 1.8.3. Contracts, Intellectual Property and Other Relationship Types

1.9. Short-, Medium- and Long-Term Roadmap of the Metaverse

- 1.9.1. Short-Term Roadmap
- 1.9.2. Medium-Term Roadmap
- 1.9.3. Long-Term Roadmap

1.10. Metaverse, Paradigm of the Future

- 1.10.1. Unique Growth Opportunity
- 1.10.2. Metaverse Specialization
- 1.10.3. Monetization of the Virtual Future



“

*Gain an in-depth understanding of how virtual and augmented reality technologies are transforming the business world with this 100% online program"*



07

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"



## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*





*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



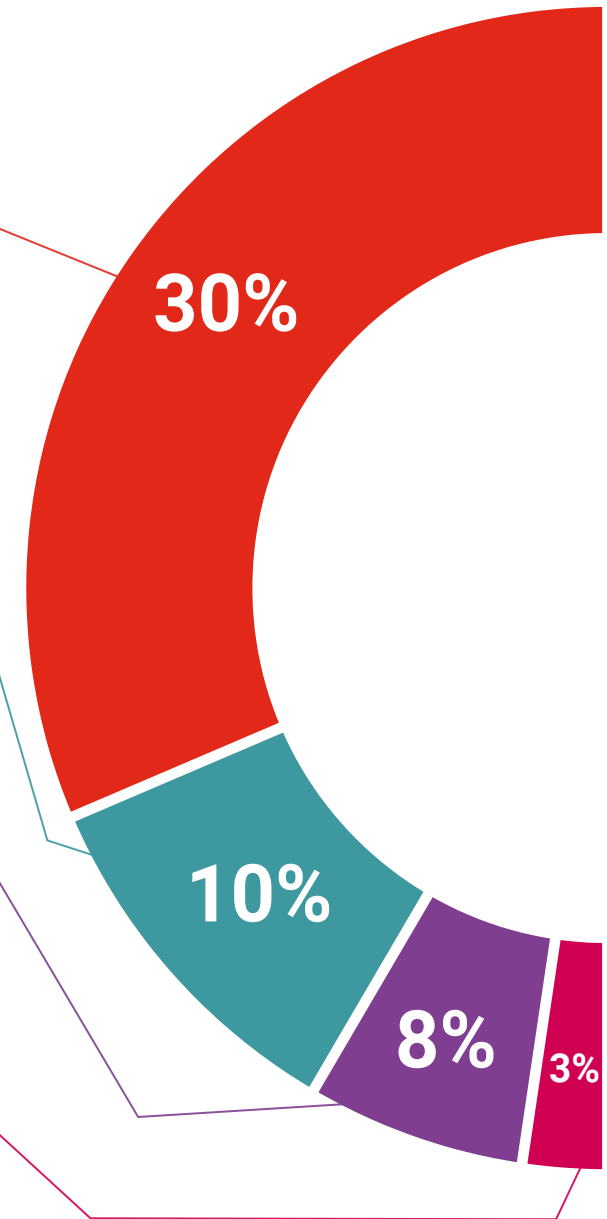
### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.







### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

The Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Future Metaverse is aimed at University Graduates and Undergraduates who have previously completed any of the following programs in the field of Social and Legal Sciences, Administration and Economics.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

The Postgraduate Certificate is also open to professionals who, being university graduates in any field, have two years of work experience in the technological innovation field.







“

*If you want to experience the technological revolution of the Metaverse and are looking for an interesting career enhancement while continuing to work, this is the program for you"*

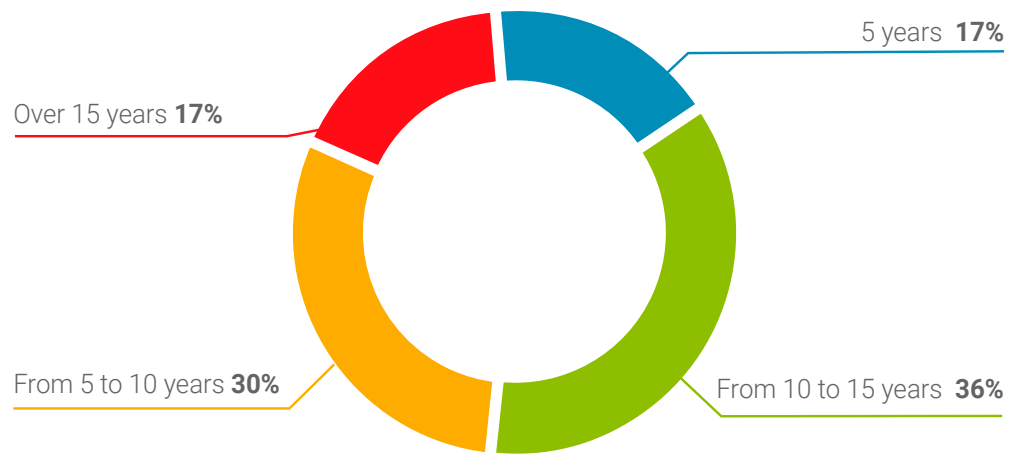
### Average Age

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Between **35** and **45** years old

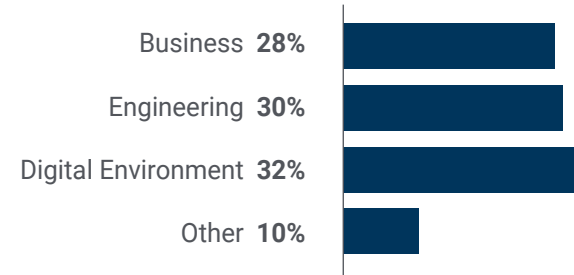
### Years of Experience

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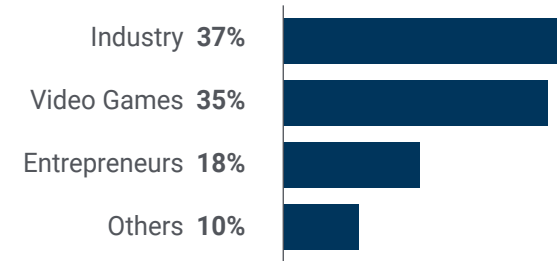
### Training

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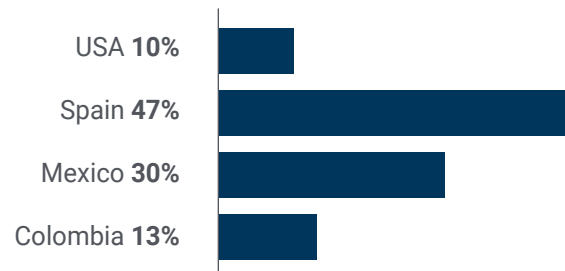
### Educational Profile

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## Geographical Distribution

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## Marcos Ortuño

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Technology Manager

*"As a technology manager for a video game company, TECH's Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Future Metaverse provided me with an in-depth understanding of the technologies needed to create a Metaverse and the challenges and opportunities in the race to build it. The teachers were outstanding experts and the online educational resources were up to date. I highly recommend this course to any professional who wants to prepare for the future of technology"*

08

# Course Management

This Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Future Metaverse is led by highly trained and experienced experts in the field of technology and Metaverse construction. The presence of outstanding professors in this area ensures that students receive a high quality and up-to-date education on the latest technological trends and Metaverse construction practices. The importance of a strong faculty cannot be underestimated, as this ensures that students receive the best possible education and are prepared to face future challenges and opportunities.



“

*Upon completion of this Postgraduate Certificate, you will be prepared to lead the race to build the Metaverse and will be well positioned to take advantage of future opportunities"*

## Course Management



### Mr. Cavestany Villegas, Íñigo

- ♦ Co-Founder & Head of Ecosystem of Second World
- ♦ Web3 and Gaming Leader
- ♦ IBM Cloud Specialist at IBM
- ♦ Advisor at Netspot OTN, Velca and Poly Cashback
- ♦ Teacher in business schools such as IE Business School or IE Human Sciences and Technology
- ♦ Graduate in Business Administration from IE Business School
- ♦ Master's Degree in Business Development from the Autonomous University of Madrid
- ♦ IBM Cloud Specialist
- ♦ Profession Certification in IBM Cloud Solution Advisor

## Teaching Staff

### Mr. Casero García, Marco Antonio

- ♦ Event Manager at The Pokémon Company International
- ♦ Manager of Metropolis Ab Alea SL
- ♦ PR Communication Manager at Cereal Talent Café
- ♦ Graduate in Business Sciences from the Rey Juan Carlos University
- ♦ Computer Systems Administrator with specialization in Networking
- ♦ Master's Degree in Commercial Management from CEF Centro de Estudios Financieros
- ♦ Master's Degree in Marketing by CEF Centro de Estudios Financieros





09

# Impact on Your Career

This Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Future Metaverse from TECH can have a major impact on a student's career by providing an in-depth understanding of the underlying technologies needed to build a Metaverse and address the challenges and opportunities in the race to build it. Upon completion of this course, students will be better prepared to lead the race to build the Metaverse and take advantage of future opportunities, giving them a competitive edge in the job market.





“

*You will substantially improve your professional profile by taking this program with a high employment impact"*

### Are you ready to take the leap?

#### Excellent professional development awaits you.

The Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Future Metaverso of TECH is an intensive program that prepares you to face challenges and business decisions in the field of Metaverse Management. Its main objective is to promote your personal and professional growth Helping you achieve success.

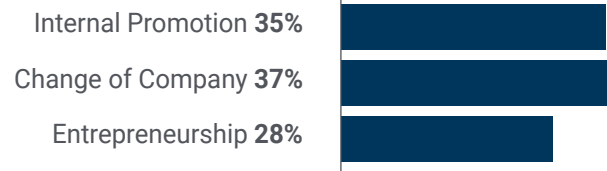
*This 100% online program allows you to learn about the Metaverse from any place and at any time.*

*Gain an in-depth understanding of Metaverse technology and its impact on today's business environment.*

#### Time of Change



#### Type of Change



## Salary Increase

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The completion of this program represents a salary increase of more than **27.32%** for our students.



10

# Benefits for Your Company

The Executive Master's Degree in Financial Mathematics contributes to raising the talent of the economic organization to its maximum potential through the instruction of high-level businessmen and financiers.

By studying in this Executive Master's Degree, students will find a unique opportunity to develop their knowledge through a teaching that adapts to them and their needs in a digital way, escaping from orthodox programs that do not focus on daily work practice.





“

The entrepreneur who is up to date will contribute new concepts, strategies and perspectives to the company that can bring about essential changes in the organization”

Developing and retaining talent in companies is the best long-term investment.

01

### Intellectual Capital and Talent Growth

The specialist who is qualified in the subject will be able to adapt the new concepts acquired to strategies and perspectives that can bring relevant changes in the organism.

---

02

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company, so that senior managers do not have to resort to experiences outside the country.

03

### Implementation of Effective Strategies and Techniques

The economic professional will be able to make decisions more easily taking into account the national and international environment and the scenario in which the business will develop, obtaining better results.

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04

### Increased Intervention Possibilities

Thanks to this program, the financial specialist will be able to intervene in other fields of action, such as economic policy and bilateral relations.



05

### **Project Development**

The professional will not only become highly capable of working on an external project, but will be able to create a real organization or develop new projects in the field of R & D.

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06

### **Increased competitiveness**

This Executive Master's Degree will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

The Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Metaverse Future guarantees students, in addition to the most rigorous and up-to-date education, access to an Postgraduate Certificate issued by TECH Technological University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*



This **Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Metaverse Future** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Challenges and Opportunities in the Race to Build the Metaverse Future**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Certificate

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Race to Build the Metaverse Future

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- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**

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