

A large outdoor sign for 'ROBLUGA BETA PRESENTATION' is set in a landscaped area. The sign features the word 'ROBLUGA' in large, red, 3D block letters with white outlines, and 'BETA PRESENTATION' in smaller, white, 3D block letters below it. The sign is positioned in front of a dense, green hedge. In the foreground, there is a field of green grass with several large, light-colored rocks scattered across it. The background is filled with tall, green trees under a clear blue sky with a few wispy clouds.

**ROBLUGA**

**BETA PRESENTATION**

# PROJECT OVERVIEW

## WHY

Context, Purpose,  
& Mission

01

## WHAT & HOW

Construct Roblox North Campus

02

## DEMONSTRATION

Campus Tour, Education,  
& Swag

03

## NEXT STEPS

Town-Gown Collaboration  
for Campus-Community Life

04

# WHY? Context for RobIUGA



## Recruitment

75% percent of universities plan on using virtual recruiting



## Cost of Traditional Recruitment

~\$500  
The cost of recruiting **one** first year undergraduate student at a public institution



## Virtual Twins

Digital replica of UGA Campus allows greater access to the pool of potential students, meeting them where they're at

# WHAT is Roblox?



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- Online gaming platform and storefront where users can purchase and play games.
  - All of its games are created *by its users*.
  - 43.2 million daily active users worldwide
  - 83% of users are <24 years old

# MISSION

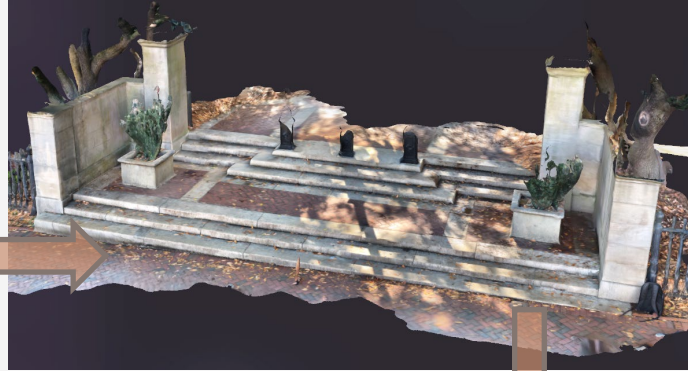
RoblUGA serves the University of Georgia as an online virtual recruitment tool. This digital twin of the celebrated North Campus brings the UGA experience closer to home on a top Metaverse gaming platform. The virtual campus accommodates university tours, meeting new friends, and purchasing college swag, attracting potential incoming UGA students near and far.



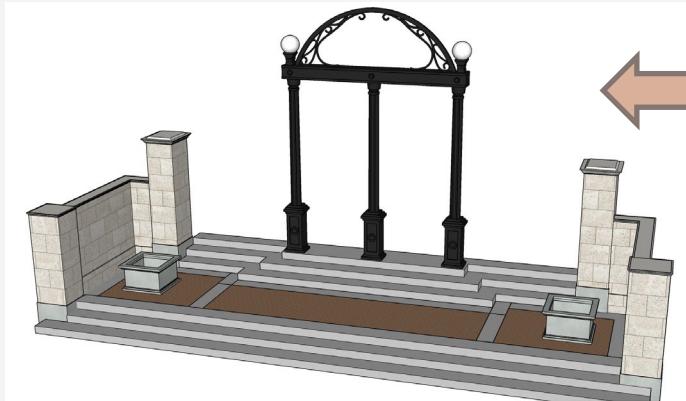
# HOW? Construction of Campus



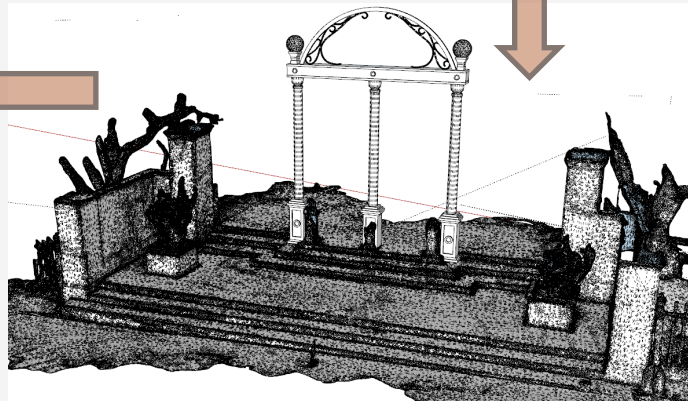
1. Existing Resources



2. Lidar Scans



4. 3D Model



3. Lidar Scan Conversion

An aerial photograph of a large, well-maintained green lawn. The lawn is surrounded by numerous trees of various sizes and species. In the background, several buildings with light-colored roofs are visible. The overall scene is bright and sunny, with shadows cast by the trees onto the grass.

Demonstration

**LET'S GO!**

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