



The Omniverse City Launches Groundbreaking Omniverse Village at BREATHE! Convention for Web3 Revolution in Optical Care

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LAS VEGAS, NV - The Omniverse City is proud to announce that it is partnering with BREATHE! Convention to establish the groundbreaking launch of The Omniverse Village.

BREATHE! Convention will take place at the Las Vegas Convention Center on May 3-5th, 2023, where the historic Web3 convention will bring together Web3 professionals, optical and eyecare innovators, business leaders, and investors from across the globe.

With the launching of The Omniverse Village, Web3 adjacent eyecare and optical projects and companies have the opportunity to exhibit at BREATHE! at a group rate, allowing brands to bring innovative new use cases and applications that revolutionize the optical and eyecare industry.

According to Charlene Nichols, the founder of The Omniverse City, *“There was a time when you didn't have to worry about being early or late because you were just in the neighborhood and people needed vision care and they drove to their nearest shopping center or to their nearest downtown area. Now the Internet has brought the products and solutions to people's doorstep. When you're talking about something as important as vision care, that is potentially dangerous. Because if you're an eye care provider and you're not a part of that direct to consumer messaging channel, then you're missing an opportunity to properly educate. Not only are you missing out on an opportunity to make money, you're missing out on an opportunity to give people correct information.”*



The Omniverse City is a platform built on Unreal Engine 5 and designed for the people by the people. The community is authentic, courageous, and fearless. The speed of the platform is the result of vertical integration. By developing a customized communication channel, the platform bridged gaps and facilitated better relationships within industry sectors and cross-vertical.

As part of BREATHE! Convention, The Omniverse Village helps to provide a native Web3 and Metaverse experience, demonstrating the utility of Web3 technology in daily life.

Exhibiting at The Omniverse Village grants access to participate in pitch sessions, meet other insiders, and grow audience reach and influence. Companies in the Web3, optical, and eyecare industry will benefit from direct exposure to over 5,000 professionals looking for solutions, tools, and innovations.



BREATHE! Convention is set to provide a historic, native Web3 experience, with 5,000+ anticipated attendees, 200+ brands, 150+ media partners, 100+ exhibitors, and 80+ speakers.

The attendees will comprise 70% founders and C-level executives. BREATHE! Convention is the first of its kind featured directly on the showfloor at the Las Vegas Convention Center.

“We are in full alignment with Charlene’s vision for a new form of eyecare and optical practices to take root, thanks to Web3 technology,” says Brian Edmiston, Public Relations Director of BREATHE! Convention. *“As she made it known, we are here to help projects, companies, and individuals connect and develop technology that decentralizes the current infrastructure of vision care. We want brands to showcase just how much more effective Web3 technology is in helping people experiencing eyecare and optical solutions.”*

Exhibiting in The Omniverse Village at BREATHE! Convention means staying ahead of the adoption process while demonstrating the brand as an innovative leader throughout the industry. The event is a crucial moment for brands to launch their products and services and showcase their expertise.

For more information on The Omniverse City, visit: <https://theomniverse.city/> Contact info@theomniverse.city

For exhibiting and sponsorship opportunities with BREATHE!, visit the BREATHE! website and book a call at: <https://breatheconvention.com/>

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About Omniverse City

The Omniverse City is a platform that was designed for the people by the people. Its platform is built on Unreal Engine 5 which delivers a hyper-realistic experience that will take people’s imagination to a new level. The Omniverse City community is filled with authentic, courageous and fearless individuals.

The secret to the platform’s speed is vertical integration. Many industries have observed the working model of how The Omniverse City brought the entire optical industry into the 21st century by developing a customized communication channel devised to bridge the gaps and facilitate better relationships within industry sectors and cross vertical.

If you are a business, brand or buyer that is looking for new experiences in shopping and merchandising, then look no further. The Omniverse City is here to take your wildest dreams and make them a reality. Nothing can compete with the human spirit when its energy is unbridled. Visit <https://theomniverse.city/> to enter a world of endless possibilities.

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