



# Decentraland Onboarding

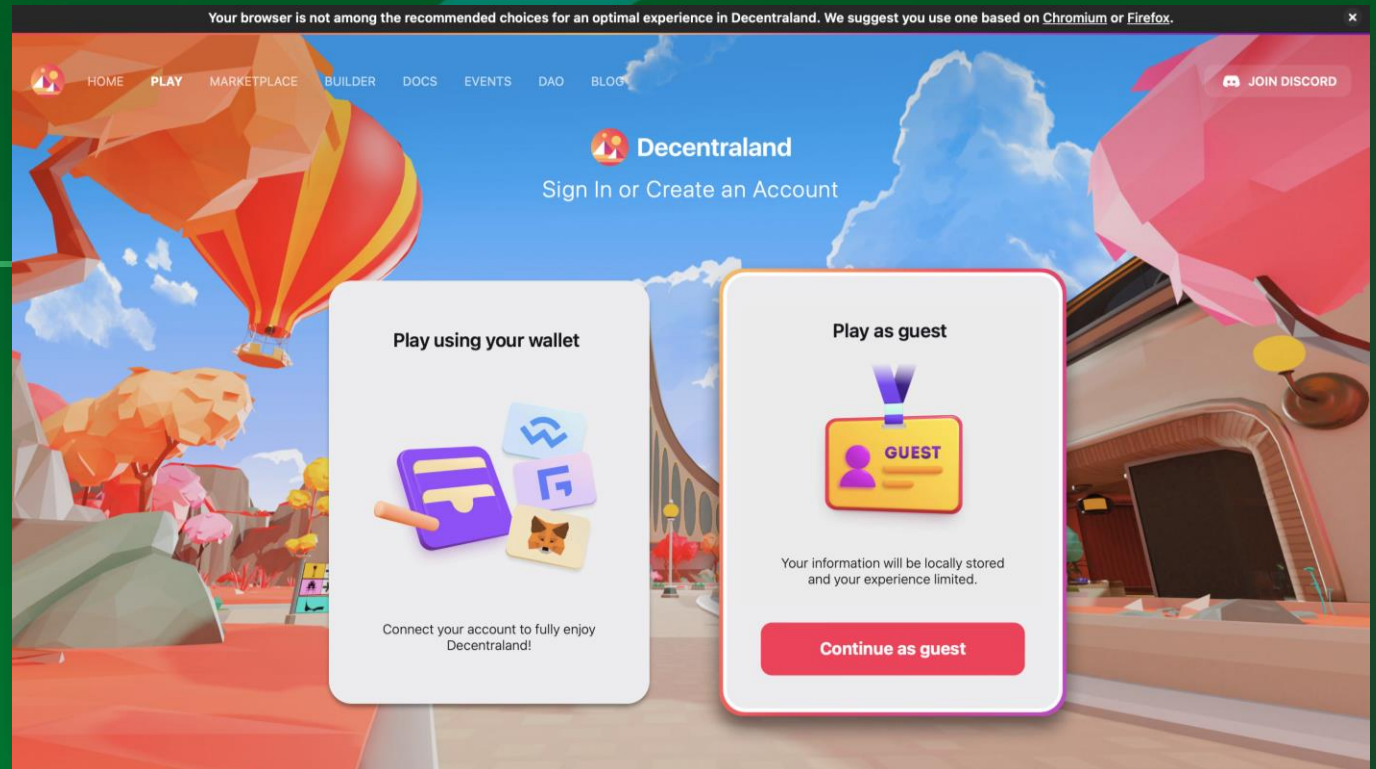
*March 2022*

Heineken®  
SILVER

# GETTING STARTED WITH DCL

## Play as Guest:

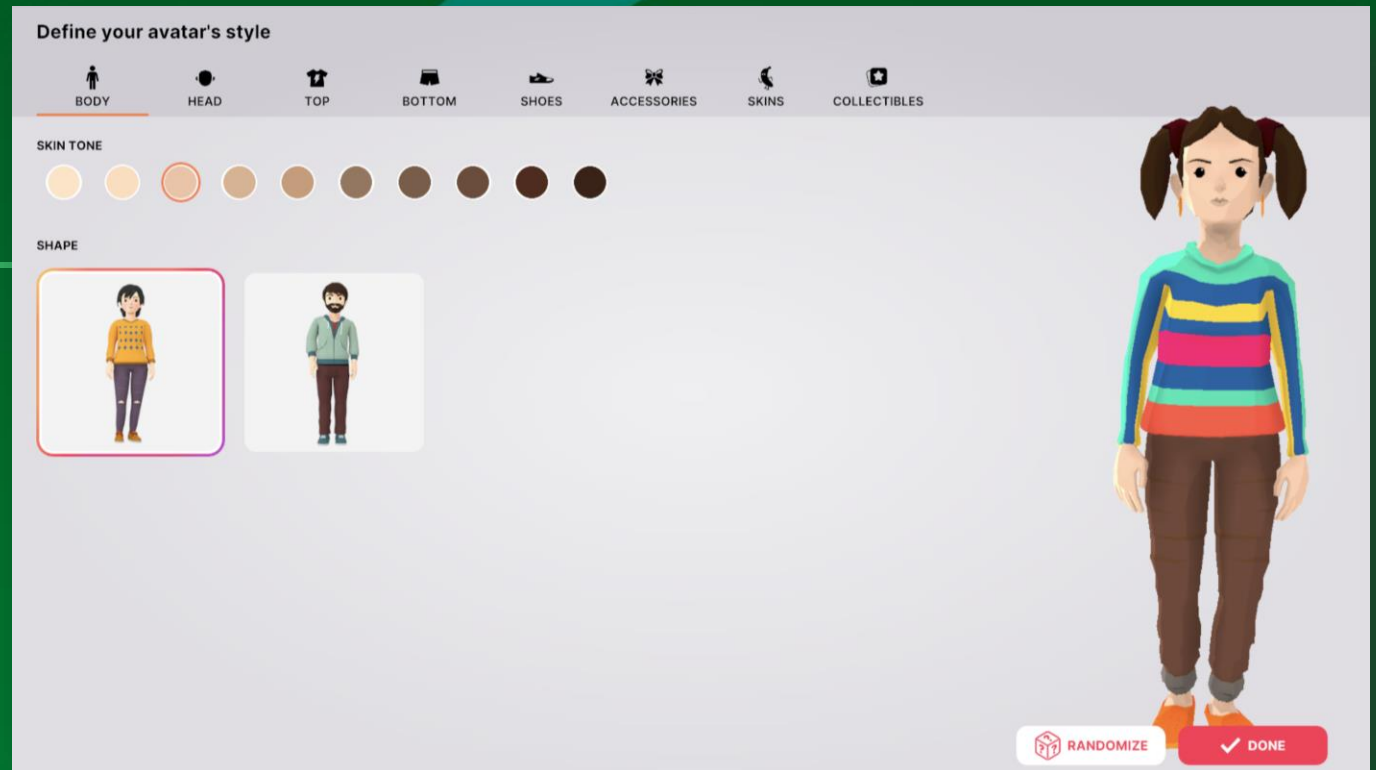
- 1) Go to <<https://play.decentraland.org/>>  
- *this will be updated when we have land purchased and associated URL*
- 2) Select "Play as Guest".



# GETTING STARTED WITH DCL

Create your Avatar:

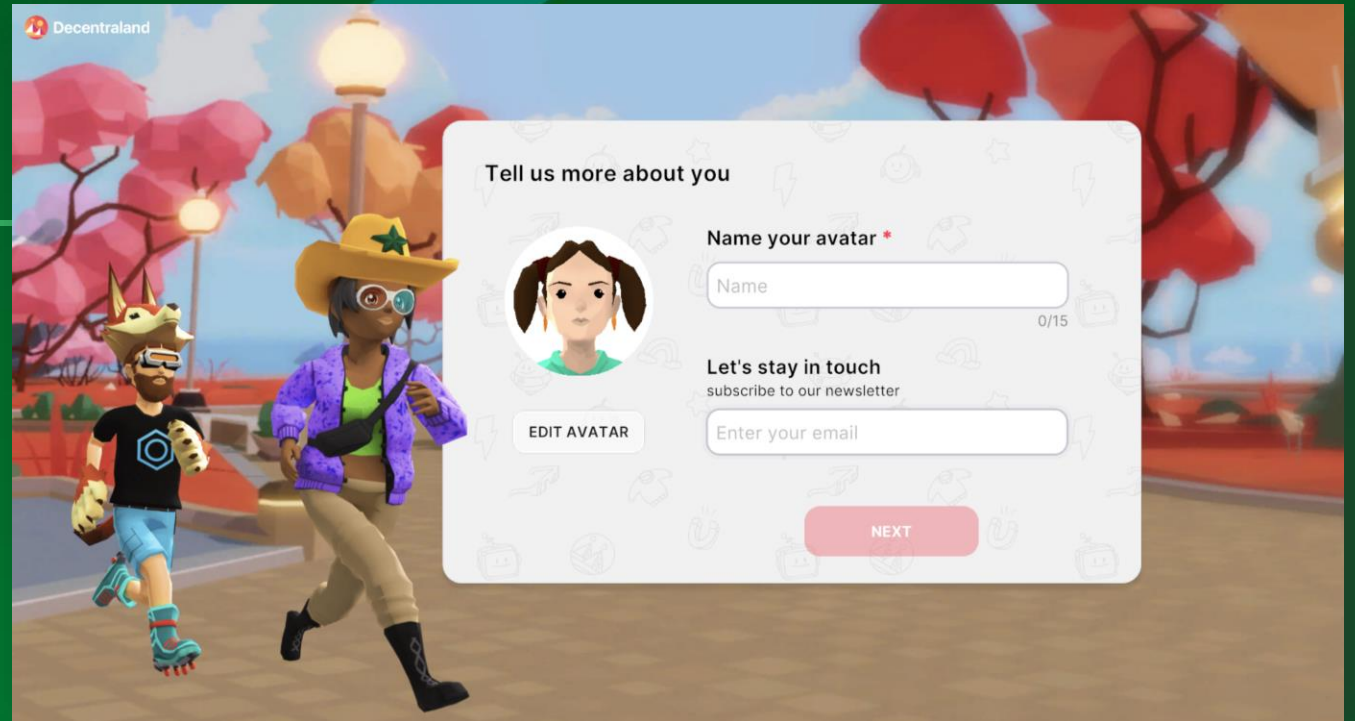
- 1) Create your own avatar, choose from a wide selection of clothing, accessories, and even facial features.
- 2) Once you have created your avatar, click 'Done'.



# GETTING STARTED WITH DCL

## Name your Avatar:

- 1) Name your avatar. Please use your full-name while staying within the word limit. Please do not include spaces. You can add your email address to subscribe to Decentraland's newsletter, however you can ignore this if you wish.

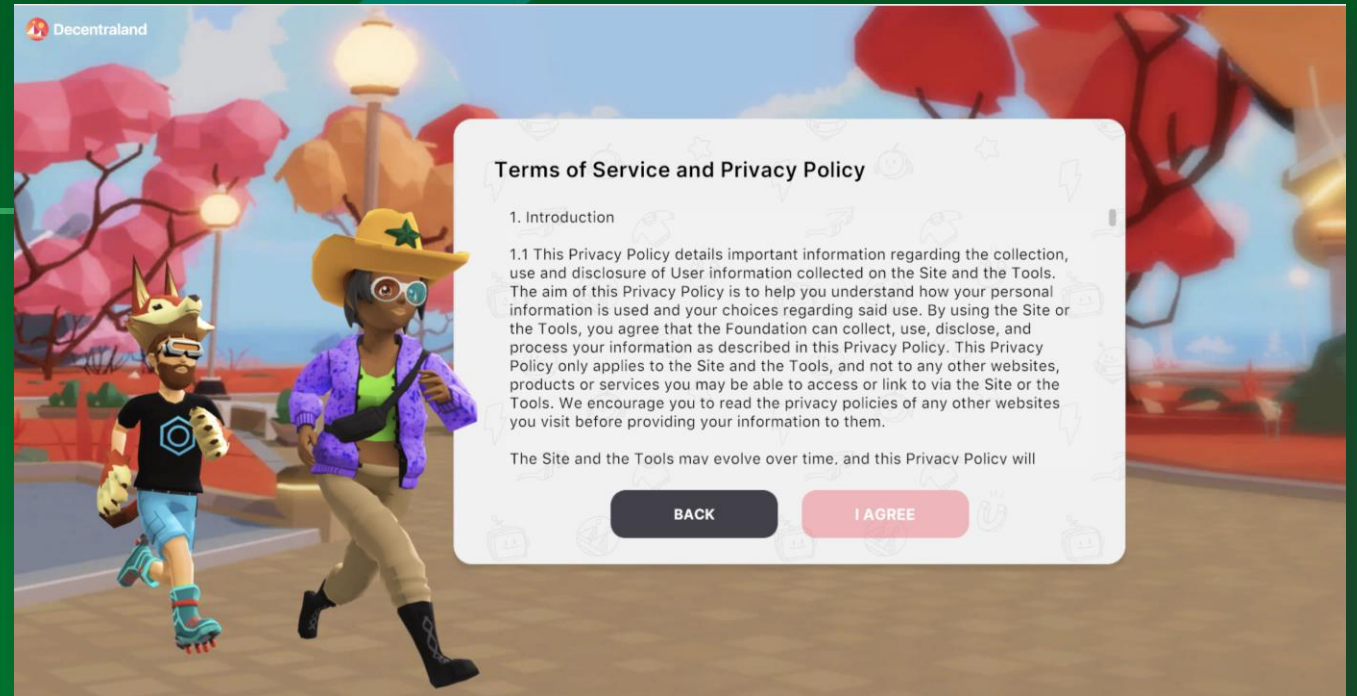




# GETTING STARTED WITH DCL

## Terms & Policies:

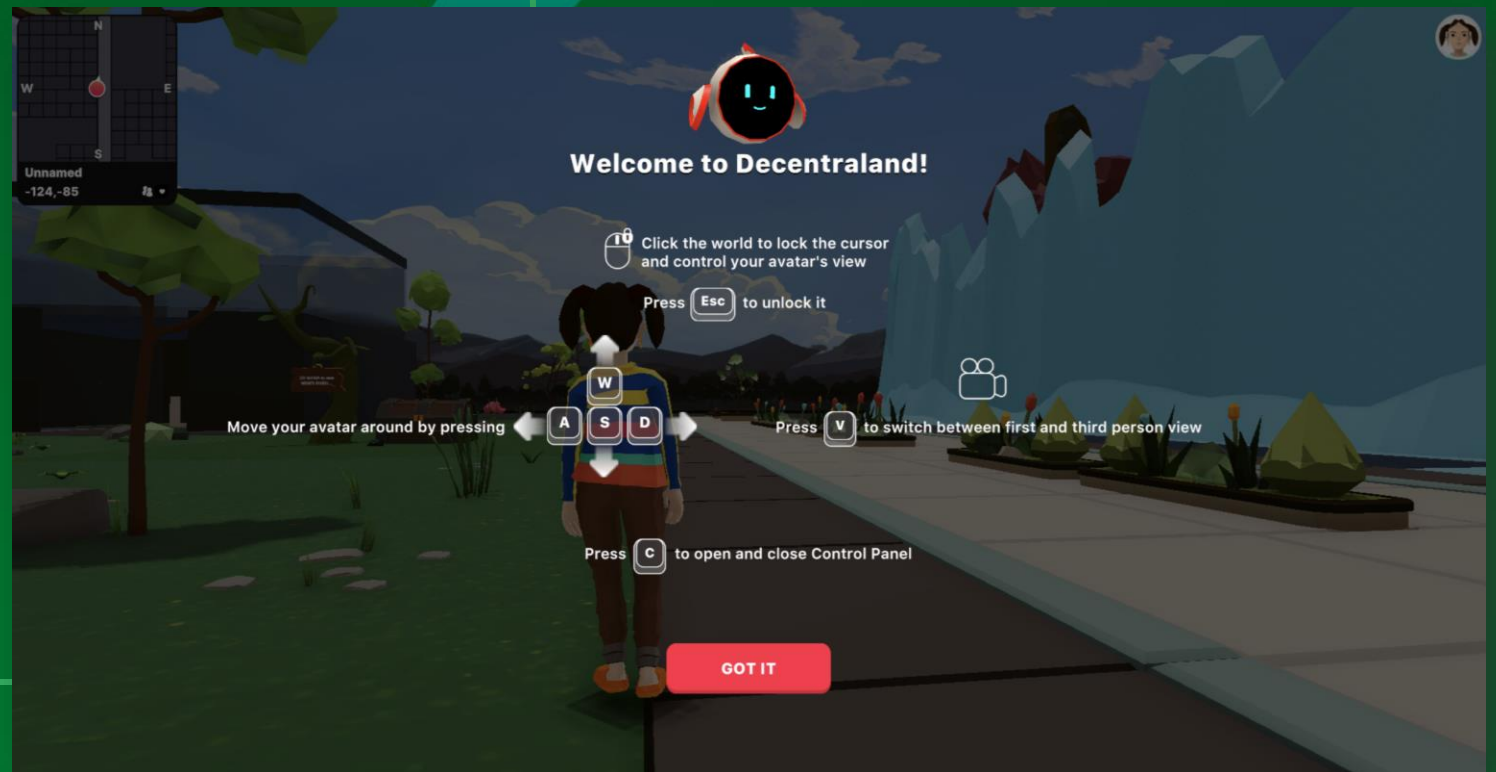
- 1) Next, you will be asked to agree to the Terms of Service and Privacy Policy. Once you've accepted, you will then be greeted by a welcome screen. Read the message, click 'Got It'.



# Playing / Socializing in DCL

You will be prompted to go through some 'Decentraland basics'. We recommend that you complete this tutorial – it will help you get to grips with navigating Decentraland if this is your first time here.

- To move around – Use the arrows on your keyboard.
- To look around – Click your mouse to change your view on the screen.
- To view your browser cursor – Press the 'Esc' button.
- All other controls for Decentraland will auto-appear on your screen as prompts.



# Getting to Heineken in DCL

- You will automatically be taken to the Heineken® Decentraland space, where you are free to explore.
- When you're ready you can walk up to the bouncer, who will ask your age, and gain access to Heineken®'s home in the metaverse.
- Enter the Heineken® space and freely roam, don't forget to try the Can Lab and the VIP catering.

**NOTE:** Press won't see everyone at the live events and the space capacity from user perspective is 100 people.

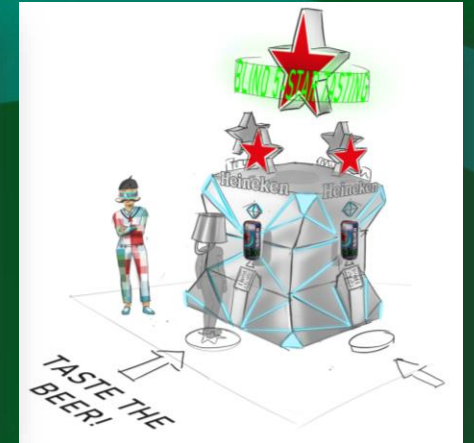
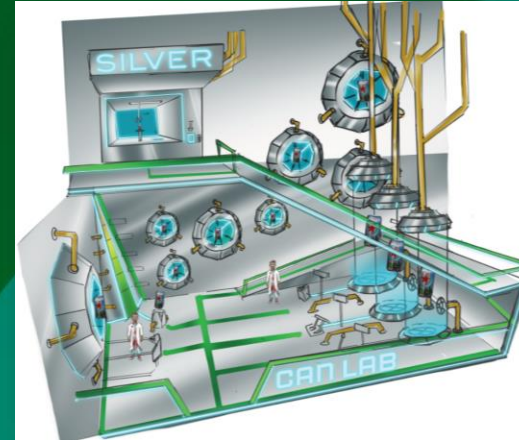




# What is there to do at Heineken in DCL?

## Floor 1 Interior

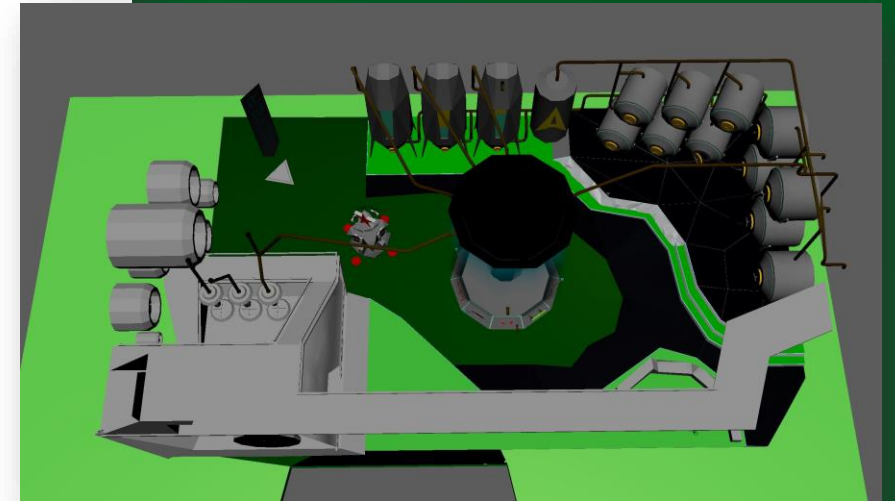
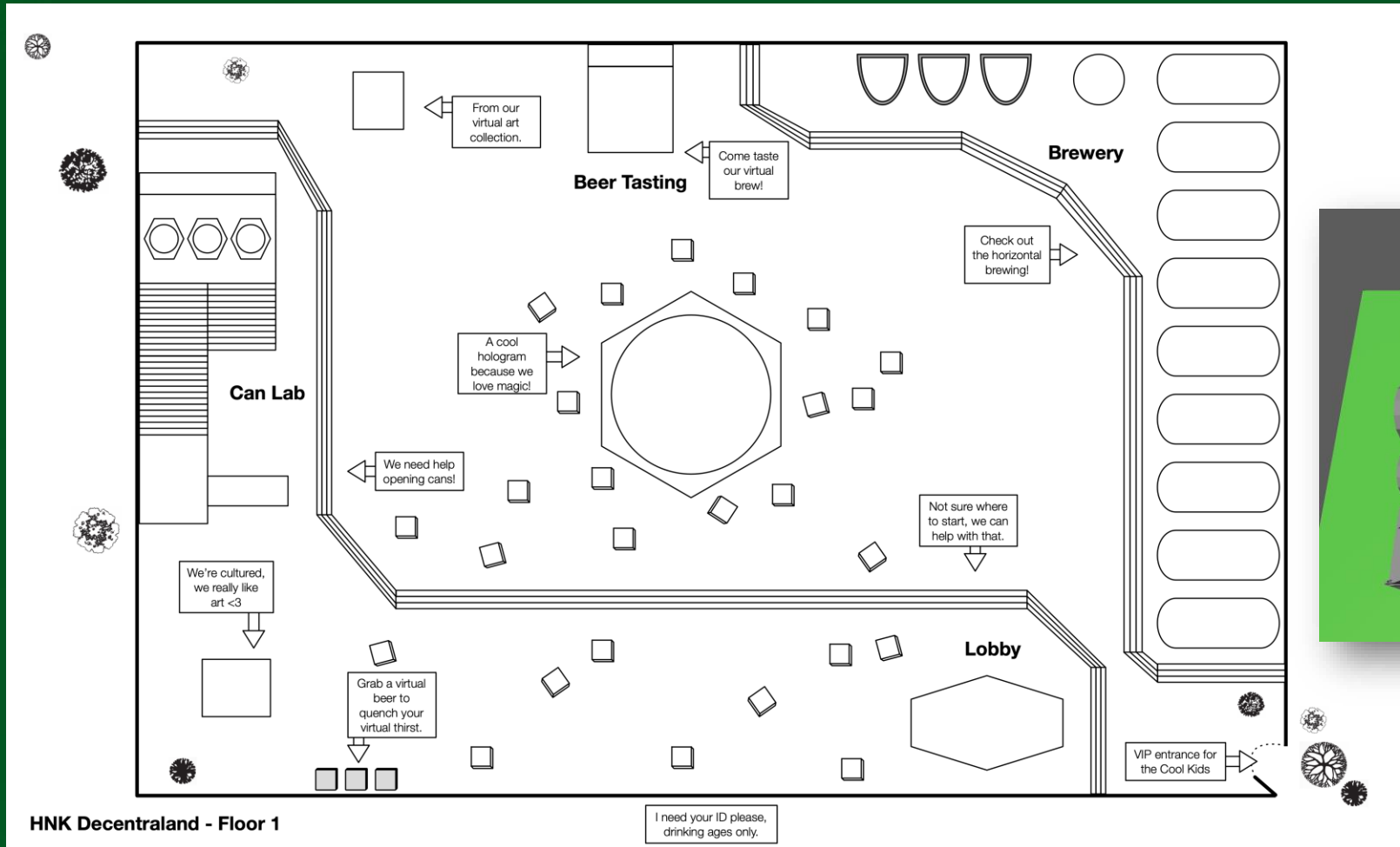
1. **Welcome Desk** - host will be waiting to help direct people to attractions
2. **Can Lab** - More than just opening can, it will help train people to use the Silver Can Transformer as a shared social activity
3. **Giant Silver Can Transformer** - anyone can pull levers and push buttons to send giant hologram Silver can configurations to different parts of the metaverse
4. **About the Brew** - Talk to the brewmaster about how the new beer is made. Help add so a-yeast to get a new batch going
5. **Beer Tasting** - Rate and flavor profile virtual beer





# Map & Layout of Heineken DCL

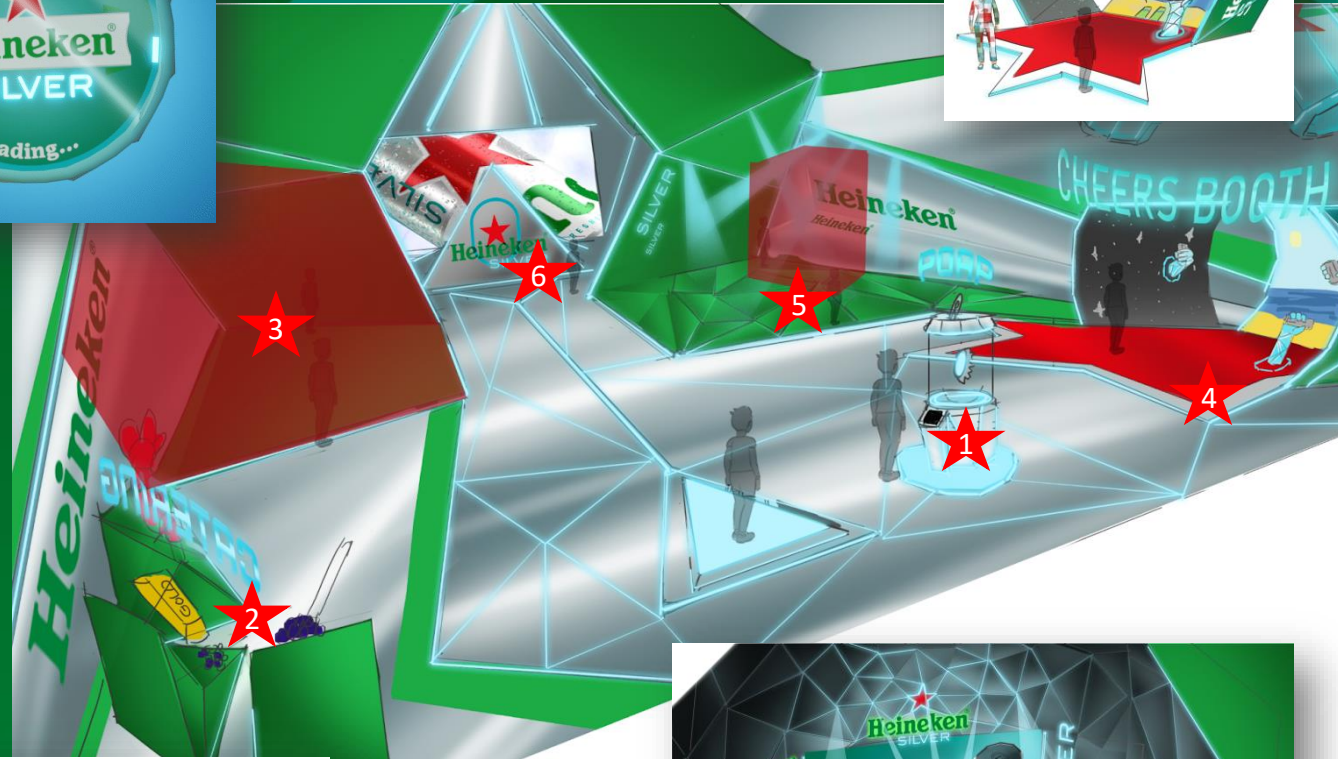
## 1<sup>st</sup> Floor



# What is there to do at Heineken in DCL?

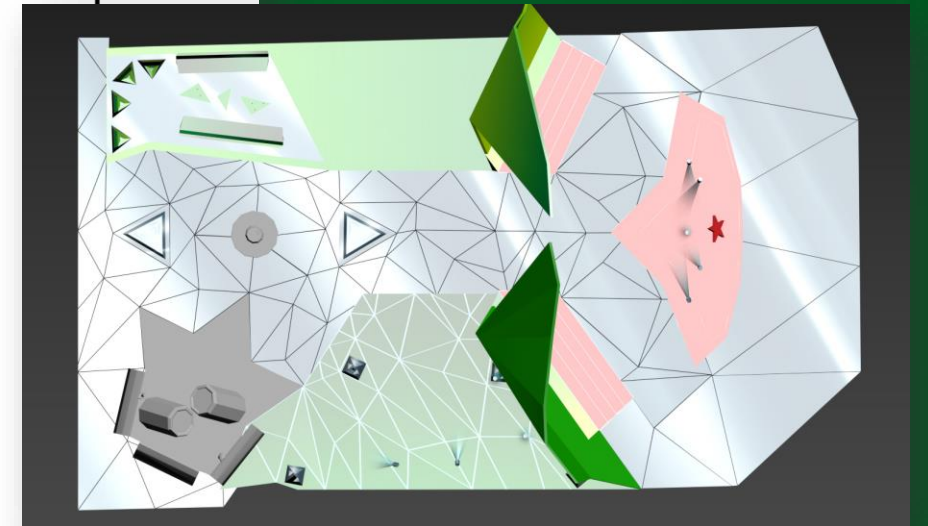
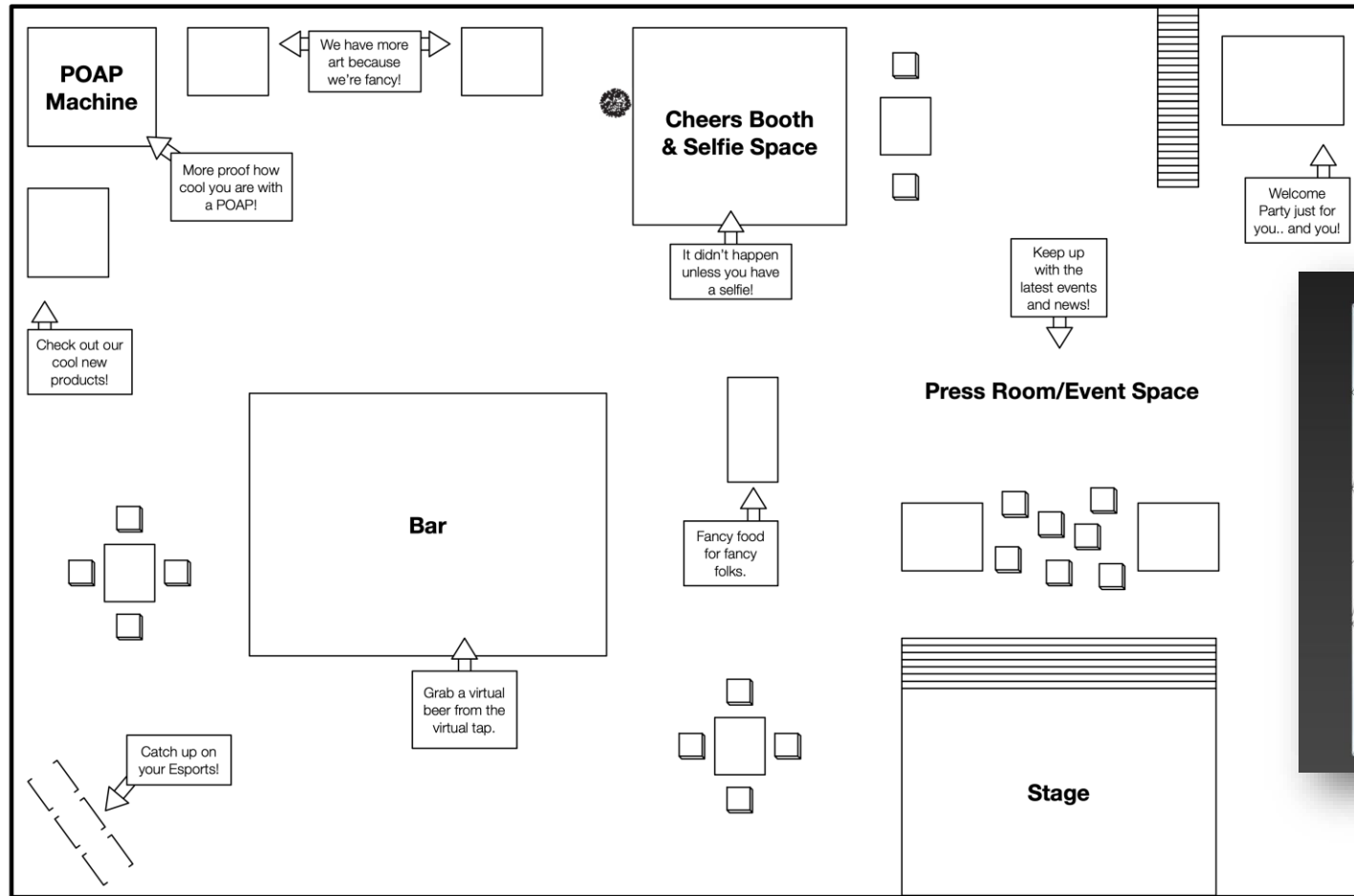
## Floor 2 Interior

1. **POAP Machine** - Get a Proof of Attendance token
2. **Lavish Catering** - Eat all you want
3. **Bar** - that isn't quite a bar
4. **Cheers Photobooth** - Cheers from the metaverse
5. **DJ** - Request a song and something funny happens in the environment?
6. **Main Stage and Press Room** - stage and keynote giant screen for images and video



# Map & Layout of Heineken DCL

## 2<sup>nd</sup> Floor





# FAQs

- **What equipment do I need to use Decentraland?**
  - A Desktop PC or Mac running Chrome, Firefox or Brave.
- **What languages are supported in Heineken in Decentraland?**
  - English only.
- **Do I need a wallet to access Heineken in Decentraland?**
  - No, not to access Heineken's space. If you choose to experience Decentraland Explorer without a wallet, the information will only be locally stored: you will be able to walk around, customize your Avatar and chat with others in-world, but you won't have the chance to receive daily rewards, participate in events or log in with a different device using the same Guest ID and Avatar. Digital wallets work as your personal account, keeping all your digital assets (such as names, collectibles, LANDs) and in-world progress safe.
- **How can I host my own event in our Heineken space in Decentraland?**
  - This is a new flagship location for Heineken, except only digital. The launch of Silver is just one product launch event. There are opportunities for all kinds of product launches and virtual events, from announcing new partnerships with popular Influencers to having a New Year's Eve party around the world with live performers and DJs. Over time this space can evolve with the brand and come to be just one of its addresses in the Metaverse.
- **For Decentraland Documentation and Support:** <https://docs.decentraland.org/decentraland/faq/>