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VR-SUIT: REALITY OR VIRTUALITY?

In recent years, more and more attention has been paid to the use of Internet technology, which is bringing international trade to a new, virtual level. E-commerce is developing rapidly. The Internet expands the range of commercial relationships. International e-commerce is increasingly using modern mobile apps, which allow people to shop wherever they are. However, customers are often confronted with non-compliance of the goods with the requirements or with the understanding that the item does not fit at all. Because of this, conflicts often arise between sellers and buyers, in most cases resulting in negative feedback, a return of the product, or sending the same product back in the good quality. This is not profitable for both sides: buyers sometimes have to pay for return or postage or wait again for a new product, and sellers risk losing not only their reputation, but also money on transporting goods. The purpose of this paper is to consider the using of virtual reality developments in trade transactions, data transfer and shopping.

TESLASUIT is a human-to-digital interface designed to monitor human behavior and improve performance, comprising up to three major systems: Haptic Feedback, Motion Capture and Biometrics. All of these systems are built directly into the suit's material. The suit is powered by integrated rechargeable batteries, which last about 10 hours [1].

The idea for the VR-suit belongs to Sergey Khurs from Belarus. At the age of 19, he presented the concept of such a suit at the university, and a year later the idea was named Teslasuit. In 2012, Sergey Khurs and some like-minded people began to work on his concept in detail, to prepare a project for implementation [2].

Wearing such a suit, you can not only observe your body parts in the virtual world, but also feel the opposite effect. The suit can simulate touches, raindrops, even a sense of weight. "Climate control" (the simulation of temperature changes through integrated sensors) is also expected to be introduced. The haptic system transmits feelings from virtual reality, the belt reads muscle movements and is able to stimulate them, give massages, measure temperature and send out musical waves.

Pros of using Teslasuit in VR are as follows:

- the suit is completely safe for your health;
- allows you to try new and dangerous activities;
- TeslaSuit is fully compatible with virtual and augmentative reality devices;
- the suit's capabilities and appearance can be adjusted to a specific task or user;
- the suit is versatile: it can be used by both men and women;
- a product of Belarusian developers, so there will be no difficulties in supplying the residents of this country with this product [1].

The main area of application of the smart suit is the gaming industry. When you put it on, you can feel everything you see in the game. If you are in the desert, you feel warm, if among the ice, you feel cold.

This invention could have a significant impact on online shopping through an example of Teslasuit using that has not yet appeared in the world, but can become an indispensable and unique way to use this suit in trading. This way, shoppers at major marketplaces such as Wildberries, Aliexpress and Ebay can try on the clothes they are interested in from the comfort of their own homes. The suit will measure your body measurements, study your figure and display a three-dimensional 3d-model of your look. This saves the customer the time it takes to get to the pick-up point and the cost of returns and delivery.

This will not only affect products such as clothing, but also appliances, gadgets and devices. We will be able to touch, look and see whether a particular device is worth buying in real time. This suit also includes wireless gloves that transmit sensations with the help of micro-electrical impulses controlled by a mini-computer located inside them.

First of all, there are gamers who want to experience the sensations that a character experiences in their game. At the moment, many people are so passionate about computer games that they are willing to spend most of their money on purchasing all kinds of gadgets that can improve the game process. It is important to mention young novice players, whose parents are now increasingly buying VR glasses that are already widespread all over the world. In this case, it will help not only to fully meet the needs of the child, but also help to easily pick up clothes for a rapidly growing body, without spending a lot of free time. There are also a lot of women who just love shopping and dress stylishly. The suit will help them make purchases faster and spend money more efficiently.

Advantages of using the VR technology in trade:

- Saving time on making a purchase. Now the product can be viewed, touched and tried on.
- Risk minimization. The risk that the product will not match the taste preferences of the customer is reduced.
- Cost reduction for manufacturers. The number of product returns and resending will be significantly reduced.
- Improving the quality of the product. Now manufacturers will produce higher-quality goods, since now it will be possible to check it out in VR mode.
- The market will become more honest. Due to the suit, deceptions and the sale of defective goods will become unlikely.

Thus, in the future, the presented suit will facilitate shopping, make it more profitable and save you from a pile of unnecessary things.

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TRENDS OF IT BUSINESS DEVELOPMENT IN BELARUS

IT business in Belarus today is one of the most dynamically developing sectors of the economy. This sector in Belarus continues to grow and develop, which is reflected in many notable trends.

The first and perhaps the most noticeable trend in the development of IT business in Belarus is the growth in the number of IT companies. Belarus is becoming an increasingly popular place for hosting IT companies, thanks to affordable prices for services and a high level of qualification of local specialists. Today there are more than 1,600 IT companies in Belarus, and the average annual growth is about 20%. This suggests that the IT business in Belarus continues to attract the attention of both local and foreign investors.

The IT sector of Belarus has experienced two waves of emigration in 2020 and 2022. As a result, the Belarusian IT sector lost about 20 thousand representatives [1]. However, these events do not diminish the desire of young professionals to take their place in this niche.

The second trend in the development of IT business in Belarus is connected with the development of the fintech sector. Fintech startups in Belarus are receiving increasing support from the state and local investors, which allows them to develop successfully. Belarus has become one of the leaders in the field of blockchain technologies, which attracts the attention of companies dealing with cryptocurrencies, decentralized financial applications and other fintech products [2].

The third trend in the development of IT business in Belarus is associated with increased interest in artificial intelligence and machine learning. Many companies in Belarus are beginning to introduce artificial intelligence and machine learning into their business processes, which allows them to increase efficiency and competitiveness. Some companies specialize in the development of solutions based on artificial intelligence, which reflects the increased demand for such technologies.

The fourth trend that can be noted is the development of the gaming industry. Belarus is one of the leaders in the gaming industry in the CIS, and local companies continue to develop successfully, releasing high-quality games for various platforms.