However, if you're not careful, you could end up listening to the wrong people, getting scammed, spending all your time on it. Make sure to evaluate if Clubhouse fits you, your personality, and if you have one – your business.

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DIGITAL REALITY. INTERNATIONAL BUSINESS ON THE INTERNET: DEVELOPMENT OF IT-TRENDS IN BELARUS

Digital reality is a virtual, augmented, mixed reality and other immersive technologies. They all contain enormous untapped potential, which transformed the era of mobile phones when they appeared. And now after many years of talking digital reality is finally ready to change our world – starting from our organization of work and ending with the image of our communication.

It seems that the technologies of digital reality penetrate in our everyday life pretty slow. Nevertheless recently some important events have happened. They can unleash the full potential of technologies. In the next few years companies will appear that will represent the revolutionary next-generation digital reality products and services, which will change the experience of interaction with our mobile devices [1].

The testing of virtual technologies takes place all over the world. It can be professional training, professional development or shopping – they are probing their way everywhere to a breakthrough. Obviously not all companies guarantee their own place in the new digital world, overboard would be those who did not attach importance to its offensive. Digital reality in the next few years will attack IT with breakneck speed. Interesting applications have already appeared that confirm this.

Digital reality like any other breakthrough technology does not hurry to reveal its cards, letting your imagination run wild about what the most innovative methods of using it are. As hardware prices continue to decline and the developer community

grows, there will be more opportunities for virtual technology to unfold. With its help business-leaders will be able to endow everyday activities with interactive immersion effects that previously were considered impossible.

Purpose. The article deals with the existence of digital area and the term of digital reality in the paradigm of human existential space. It analyzes the terminological apparatus from the perspective of the modern cybersystems and digital technologies. The obvious fact is the formation of a new cultural space within the framework of digital reality, which requires philosophical understanding.

Methodology. The basis of the research is formed by the methods of structural-system, system-dynamic approaches.

The pandemic has launched irreversible processes in all spheres of our life. It is not only companies that accelerate transformation, rebuild business models and introduce innovations but also brands change approaches of introduction with the audience, create "targeted" messages and switch to a new language of "digital reality" combining physical and virtual.

Artificial intelligence (AI) is the system which can be used for "smart automation", it means new opportunities to increase labor productivity. Certainly today artificial intelligence is one of the most popular directions because the modern world and modern economies are increasingly data driven and the quality increases every day.

7 trends of IT-transformation in Belarus are:

1) big data becomes more accessible. There is "democratization" of the technology and more and more people and enterprises can create convenient services. IDC company in 2020 made the statistics that has shown the volume of all digital data in the world would increase to 44 trillion gigabytes. The big data technologies allow you to store, process and analyze the volume of data that constantly increases;

2) IT-consulting helps to identify different problems arising at all stages during realization of any IT-projects, whether it is the feasibility of implementing software products or IT-solutions, technical capability issues and the possibility of implementing one or another functionality, integration with third-party information systems and many others;

3) composable enterprise. Highly specialized services and applications allow collecting the structure of enterprise like constructor, instead of building your own infrastructure from scratch;

4) microservices. The companies turn to the side if microservices for quickly building new user experience. In the future they will need the instruments for optimization microservices and scalling processes;

5) data analytics. Business invests in the data analysis for the transformation user experience. The value of analytics depends on the data, on which it is built;

6) project management is management and organization of all you need to achieve your goals in time and within budget. It can be the development of new software, conducting a marketing campaign or landing a man on Mars. Project management allows you to succeed. "Of all of the difficulties NASA faced sending a person on Moon, probably management was the most difficult problem" – Roger Launis;

7) ux design is the process of making interface that satisfies the need of a user in a specific action within the application. Ux design begins when you analyze the client's

industry. Understanding business processes helps us to understand when the goal is achieved and how we can achieve this goal. Further we study client's business: with what requests he turns to us, how we can help and what can be improved [2].

The experts underline perspectives of the different systems of virtualization, the development of "green" IT-technologies, mobile and wireless technologies and decisions, data security technologies and also already traditionally for the last few years Web 2.0 social networking.

Today it is not enough just to create a product, to develop the soft or to introduce digital technology that will solve business problems. Individuality is the major capital in the modern world and the basis for building a strong brand and ecosystem around it.

AI has an extensive application in different spheres of our country and the world in overall, the trend toward its development is very high. The technological development speed exceeds the speed of realizing them.

Artificial intelligence is the basis of the future digital world. Converting customer experience to data is the tip of the iceberg. Today AI creates different news or messages for different audiences, technologies make it possible to deliver information in the form in which a specific user wants it.

The general trend in the 2021 is a recovery and transformation not only in virtual environment, but first of all at the level of meanings and key messages. The greatest influence in 2020 had the technological companies of the future such as Amazon and TikTok. Growing dependence on digital media for business and for customers will increase in 2021. Media will play an increasing role in human life in political, economical, technological and social senses.

The advent of technical devices that allow a person to be in virtual reality has made technology in demand. Business uses 3D modeling technologies. Examples of building digital 3D models of real-world objects are construction companies, manufacturers of complex technological products, oil production, and other industries.

Machine learning and artificial intelligence technologies are also taking off. You can see that most of the largest IT companies are actively buying up young tech companies that deal with these technologies. In fact, several ecosystems are currently being formed, around which services based on artificial intelligence will be created [3].

We can say that the emergence of many disruptive technologies will change the lives of people, destroy a few old and create many new professions and will certainly make the world digital. This digitalization of the world will lead to changes in all industries, and most importantly, many new companies will appear, while those who can not only stay on the wave of digital transformation, but also lead it will become leaders.

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