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eventia

The Rise of Second Life

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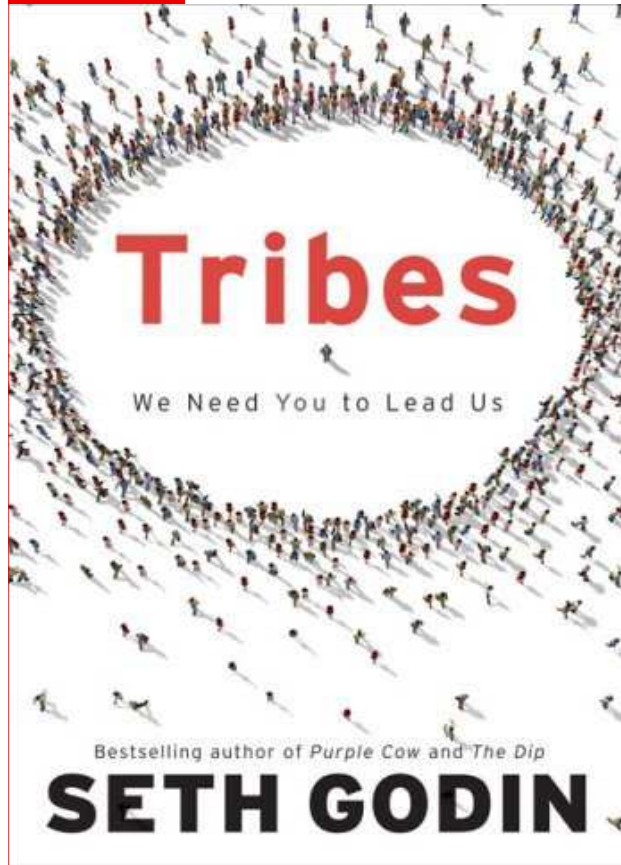
- What are virtual worlds like Second Life?
- Are they for serious business or just games?

“Despite the concerns within companies, don’t ignore this trend. They will have a significant impact on your enterprise during the next five years.”

Steve Prentice, vice president and distinguished analyst at Gartner

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YOU can connect with anyone

“Be disruptive, be persistent, be patient. The biggest obstacles are all human”

Dr Victoria Hale,
Founder of OneWorldHealth

What is Second Life?

- An ever evolving set of **LOCATIONS** online
- Everything built by the residents/users
- See **PEOPLE** logged on and be with them
- Talk, Type, Point, Listen, Buy, Sell, **SHARE**
- Part of the evolution of human communication



**This was for when
we were not in the
same place at the
same time.**

Website anyone?

Second Life is not one thing

The screenshot shows the Second Life website interface. At the top, there are navigation links for "Language", "Launch Second Life", "Login", and "Search". Below this is a main navigation bar with the "SECOND LIFE" logo and links for "What is Second Life?", "World Map", "Shopping", "Buy Land", "Community", and "Help". A prominent orange "Join Now >>" button is on the right, with the subtext "It's fast, free and easy!".

The main content area features several activity tiles, each with a play button icon:

- Dance:** A tile showing a character dancing in a virtual environment.
- Shop:** A tile showing a character in a virtual store.
- Explore:** A tile showing a character's face with a play button.
- Play:** A tile showing a character wearing a virtual hat and goggles.
- Work:** A tile showing a character at a computer workstation.
- Love:** A tile showing a character's face with a play button.
- Learn:** A tile showing a character's face with a play button.

Text on the right side of the page reads: "Second Life is an online, 3D virtual world imagined and created by its Residents." Below this, there is a text block: "Join the Internet's largest user-created, 3D virtual world community. Membership is free!".

It has a business use

[Find a Solution Provider](#) [Support](#) [Resources](#)



[Why SL Work?](#)

[Work Solutions](#)

[Success Stories](#)

[Get Started](#)

[About Us](#)

[Try It >>](#)
It's fast and easy!

Second Life: Ready for Work Spotlight on Training

Second Life is the leader of virtual meeting, event, training, prototyping, and simulation solutions that catalyze innovation while reducing the cost and environmental impact of travel.

[Why Work In Second Life?](#)



[Work in SL](#)

Conduct new hire orientation globally.



[Get Started](#)

Are you ready for work?



[You're Invited >>](#)

Join us for a demo of Second Life.



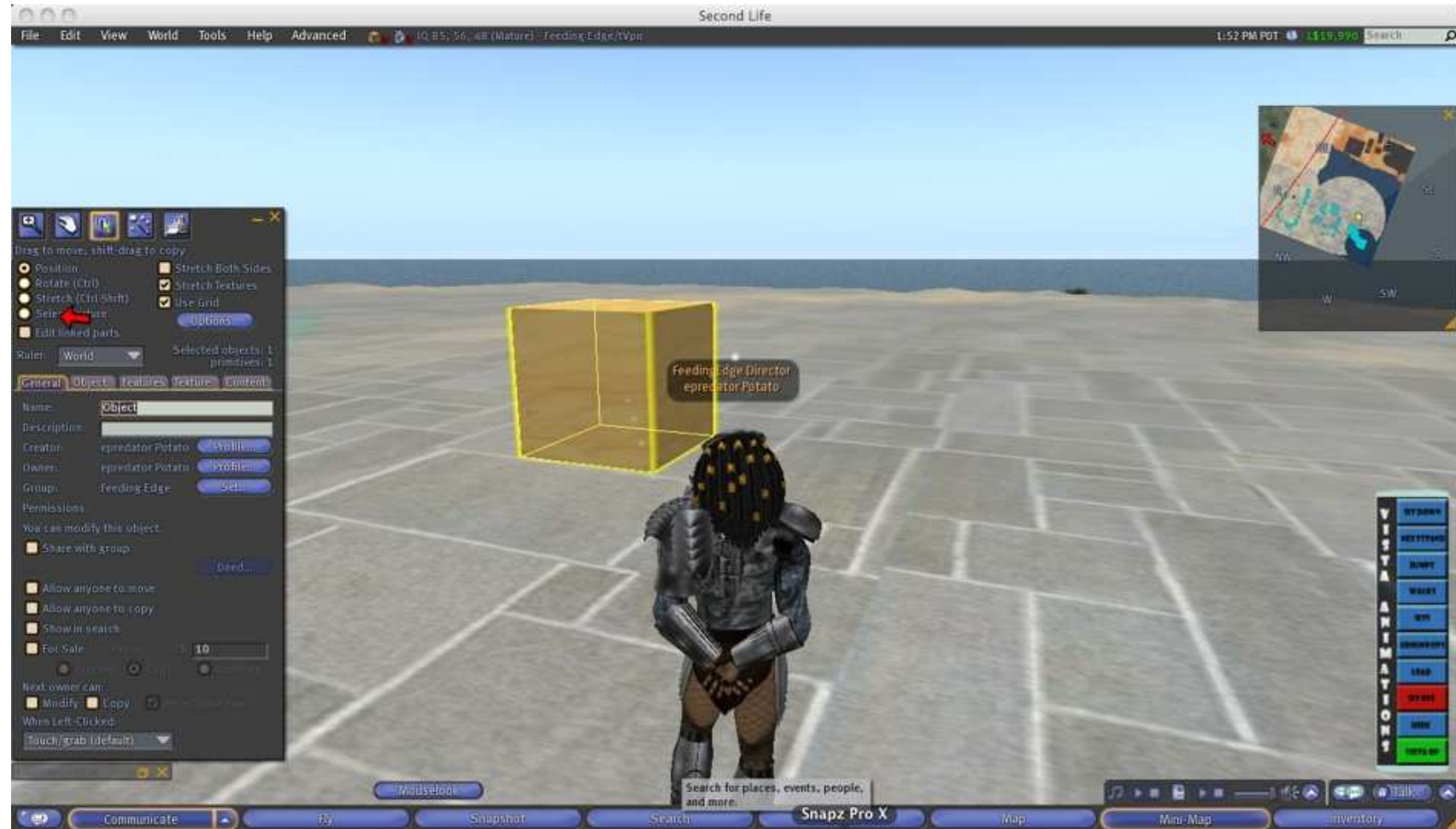




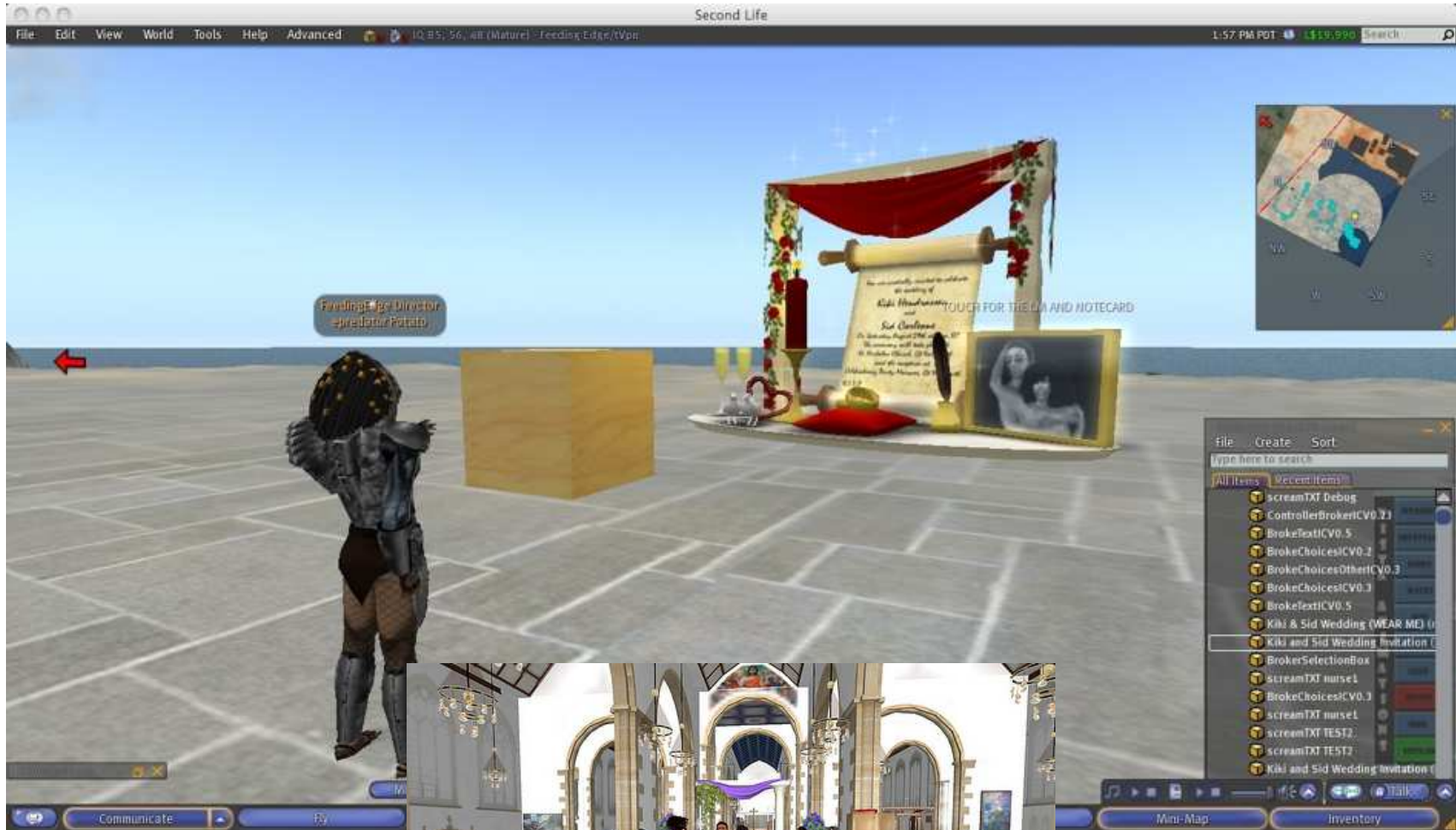
User Created - Like a Wiki



Build or Explore - Same client



Just Rez



Categories

- Animals** (13785)
- Animations** (37920)
- Apparel** (368699)
- Art** (39619)
- Audio and Video** (4525)
- Avatar Accessories** (139571)
- Avatar Appearance** (75665)
- Building Components** (80263)
- Business** (16480)
- Celebrations** (32301)
- Gadgets** (13753)
- Home and Garden** (173783)
- Miscellaneous** (6159)
- Recreation and Entertainment** (28363)
- Scripts** (4346)
- Services** (582)
- Used Items** (2506)
- Vehicles** (11305)
- Weapons** (11911)
- Xstreet SL** (13)

Virtual Goods Market Place Real Money

**6 in 1 Modern Office
Chairs Set, Office
Furniture, Office
Seaters** **L\$300**



Save more lindens by buying 6 different chairs in 1 pack. It contains 6 stylish and refined office chairs made from lag friendly sculpted and normal p...

[More...](#)

NHC MANHATTAN OFFICE **L\$550**
WITH SMART ANIMATION



NHC Manhattan Office

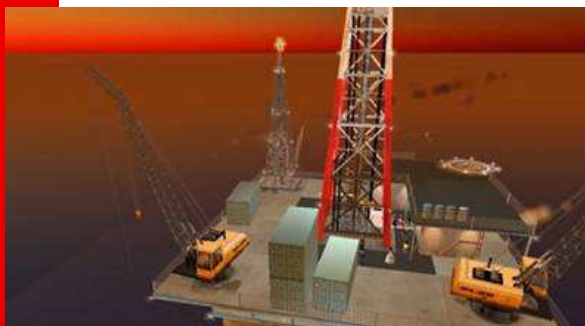
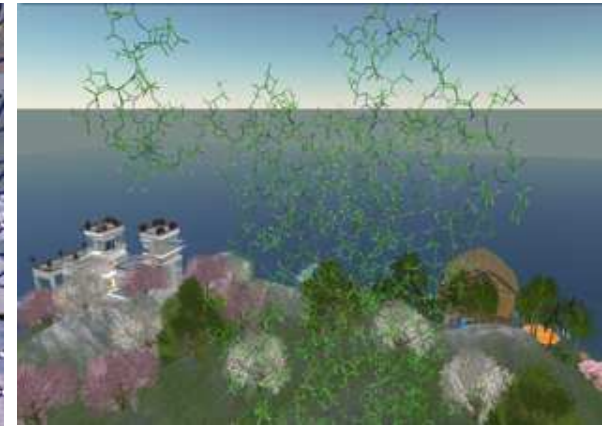
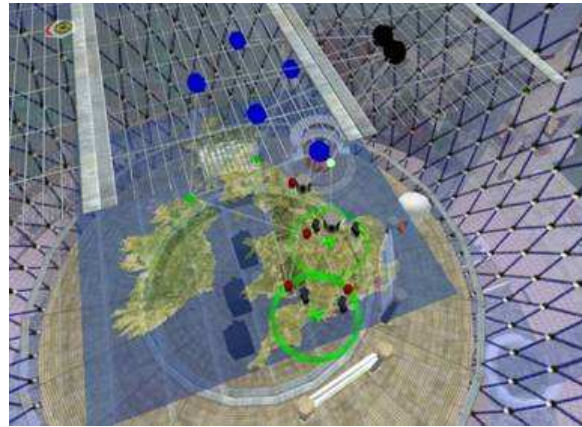
Copyright(c) 2009, Nat Home Center The "NHC Smart Animation&qu...

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Many more examples



Language Launch Second Life Welcome, epredator Potato Log out Search

SECOND LIFE What Next? World Map Shopping Buy Land Community Help

Showcase



Activities
Places

Viva Mexico

See all Activities

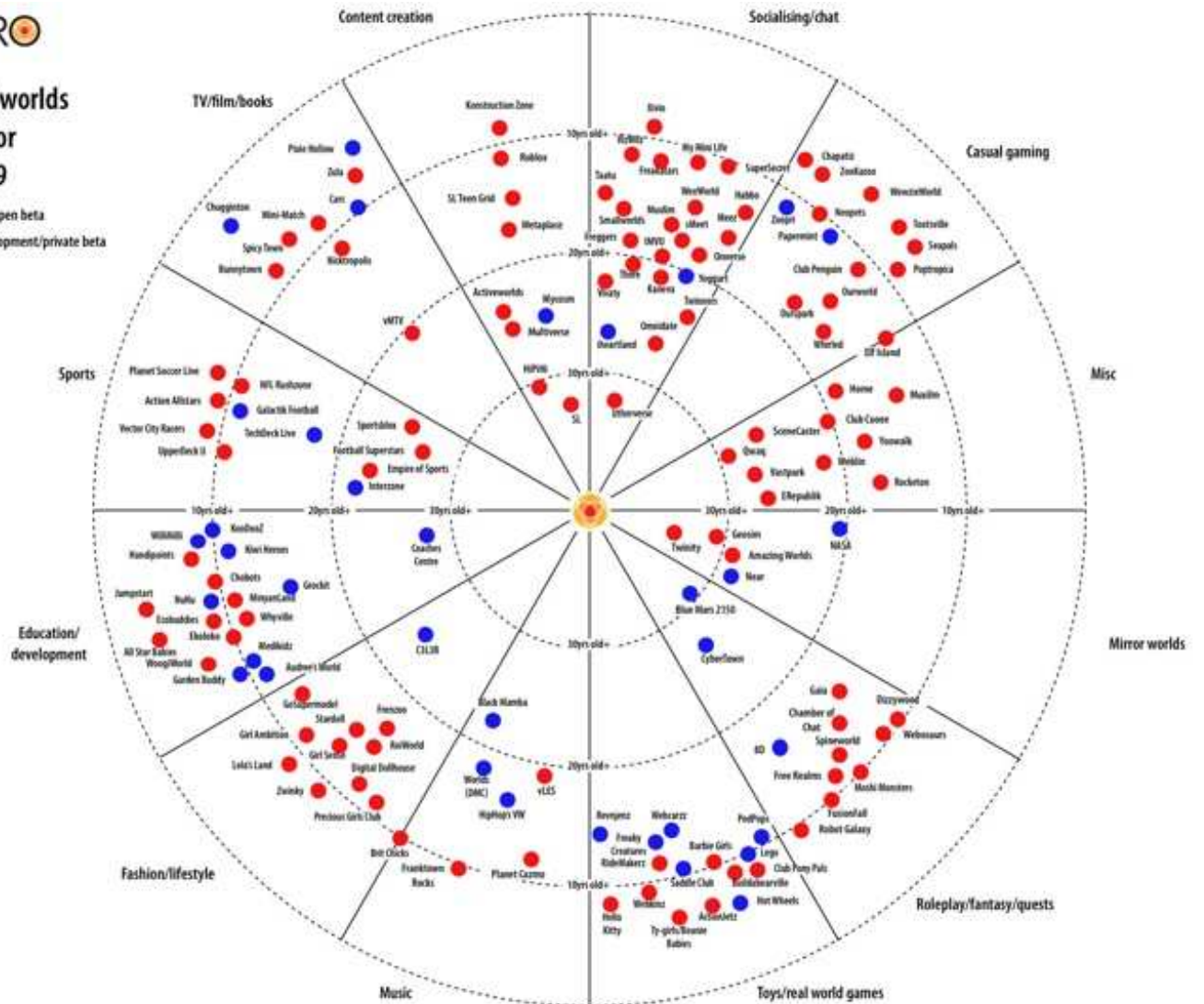
Visit virtual Mexico, a destination sponsored by the Mexican Tourism Board. Explore the awe-inspiring Mayan ruins, visit underground tombs or journey through the Mexican jungle. Then wander to a Mexican village where you can shop, go dancing, and end your day with a spirited horse ride.

Not all Second Life



Virtual worlds by sector Q2 2009

- Live or open beta
- In development/private beta



Not All Virtual



Every person can:
Design
Duplicate
Distribute &
Manufacture
Anywhere
Any Device

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“Warcraft is the new golf”(C.Ondrejka)

Virtual Worlds, Real Leaders:

Online games put the future of
business leadership on display

 A Global
Innovation
Outlook
2.0 Report

