IBM's Virtual Odyssey

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What is a virtual world?

- **Interactive simulated environment accessed by multiple users through an online interface**

- **Common features:**

  - **Shared Space:** the world allows many users to participate at once

  - **Graphical User Interface:** the world depicts space visually, ranging in style from 2D "cartoon" imagery to more immersive 3D environments

  - **Immediacy:** interaction takes place in real time

What is a virtual world?

- **Interactivity:** the world allows users to alter, develop, build or submit customized content

- **Persistence:** the world's existence continues regardless of whether individual users are logged in

- **Socialization/Community:** the world allows and encourages the formation of in-world social groups like teams, guilds, clubs, cliques, housemates, neighbourhoods, etc.

Second life

- **Second Life is an online world that brings people together in a 3D universe.**

- **Approximately 3.700.000 people has an avatar profil in this world and the number of signups are growing by more than 30% a month.**

- **People comes together regulary in efforts to build and expand, to trade and exchange, to network and offer services.**

- **On average appr. 500.000$ change hands every day.**

- **It is an ideal platform to experiment and explore the future virtual business environments as well as other virtual aspects of society and life.**

- **Linden Lab is the company behind Second Life.**

It's not just hype

"**The 3-D Internet may at first appear to be eye candy, but don't get hung up on how frivolous some of its initial uses may seem… 3-D realms such as Second Life are the next phase of the Internet's evolution and may have the same level of impact as the first Web explosion.**"

-- Sam Palmisano, January 22, 2007

FORTUNE

"**Early adopters believe that this kind of online environment allows consumers to experience the products and the retail brand in a way that flat web pages do not support.**"
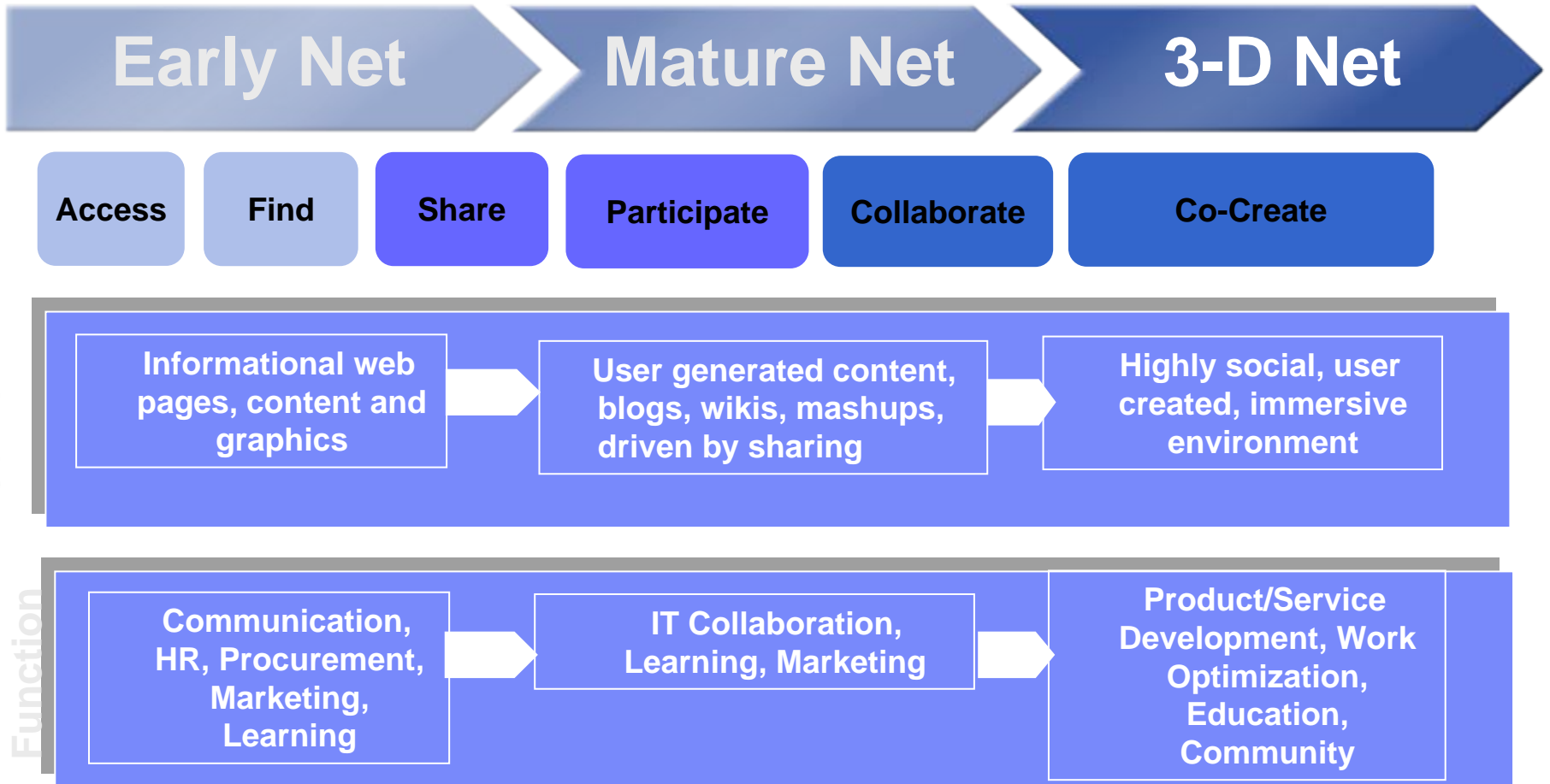
‒ Janet Suleski, January 22, 2007

AMR Research

Early days of virtual worlds

- **Move towards open standards will reduce interoperability challenges**

- **Faster computers, improved graphics, more bandwidth continuing to improve user experience**

- **Beyond Second Life, moving toward a 3-D Internet, integrated with current 2-D Net**

- **Significant potential for all industries**

The Internet evolution

Early Net	Mature Net	3-D Net

Access	Find	Share	Participate	Collaborate	Co-Create

Content

Informational web pages, content and graphics	User generated content, blogs, wikis, mashups, driven by sharing	Highly social, user created, immersive environment

Business Function

Communication, HR, Procurement, Marketing, Learning	IT Collaboration, Learning, Marketing	Product/Service Development, Work Optimization, Education, Community

IBM in virtual worlds

- "IBM is exploring this area to ultimately help build out the 3-D Internet — one that is open, immersive and makes possible new classes of applications in all areas of business, commerce and government "

How is IBM Involved in Second Life?
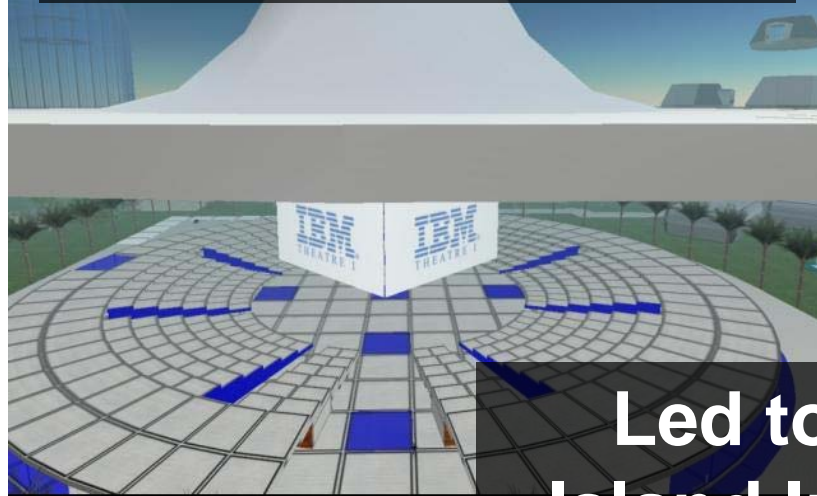
Meetings

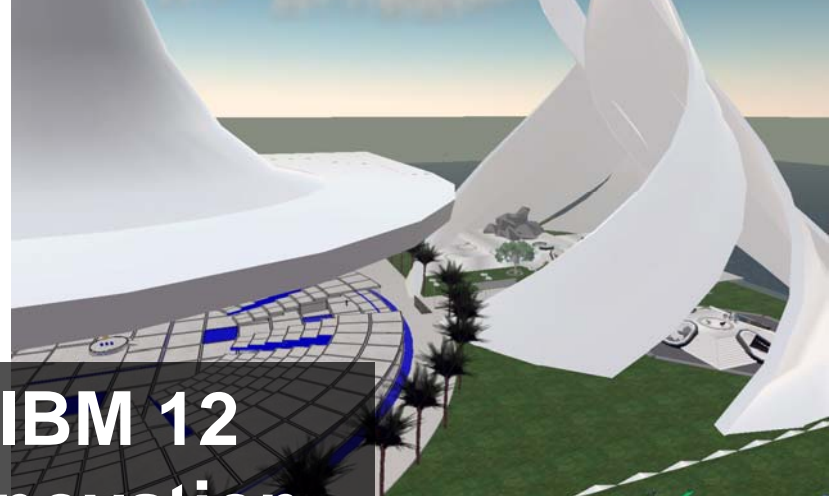# Led to IBM Alumni Global Meeting

[www.greateribm.com]

IBM Innovation Jam Results: Funding for '3D Internet'

Conference Centres

Epic Scale

Led to IBM 12
Island Innovation
Complex

Departmental Builds
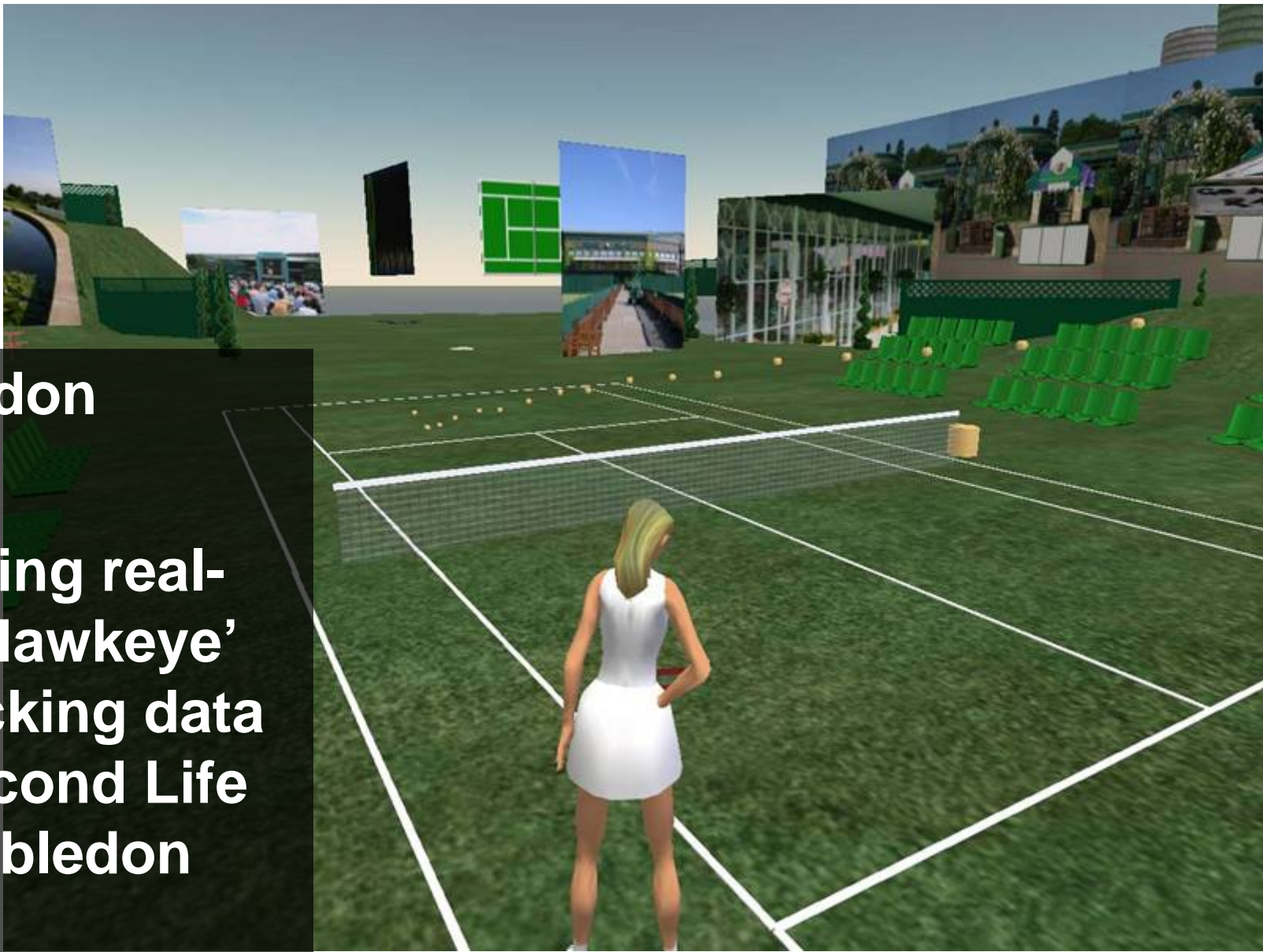
Community Clubhouse
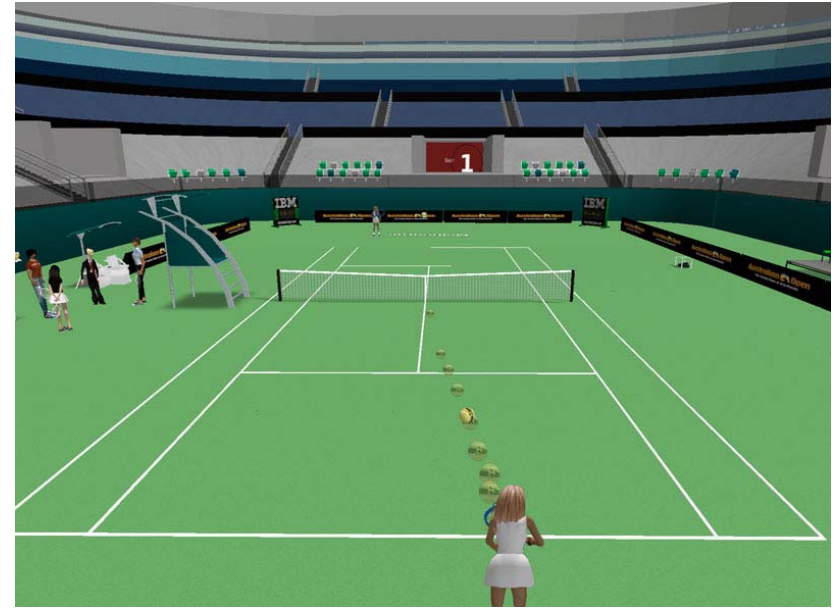
Led to Client Builds

Circuit City

Sears

Wimbledon demo…

Integrating real-world 'Hawkeye' ball tracking data with Second Life for Wimbledon demo

Led to a Client Build for the Australian Open Jan 2007

The House of Horizons

- **Danish based initiative. The founding partneres are: Innovation Lab, IBM and Computerworld.**

- **Designed by the danish arrchitectual firm Arkitema.**

- **Inspired from human cells and soapbubbles, with aspects from Star Wars.**

  Why build stairs, bridges or elevators, when you can fly and teleport!

- **One of the wold's first ever architect-designed structures to be designed solely and specifically for a virtual wold.**

- **Is more a place than a building. It's a "check point" for people in the virtual world.**

- **Can modify and change according to the users needs.**
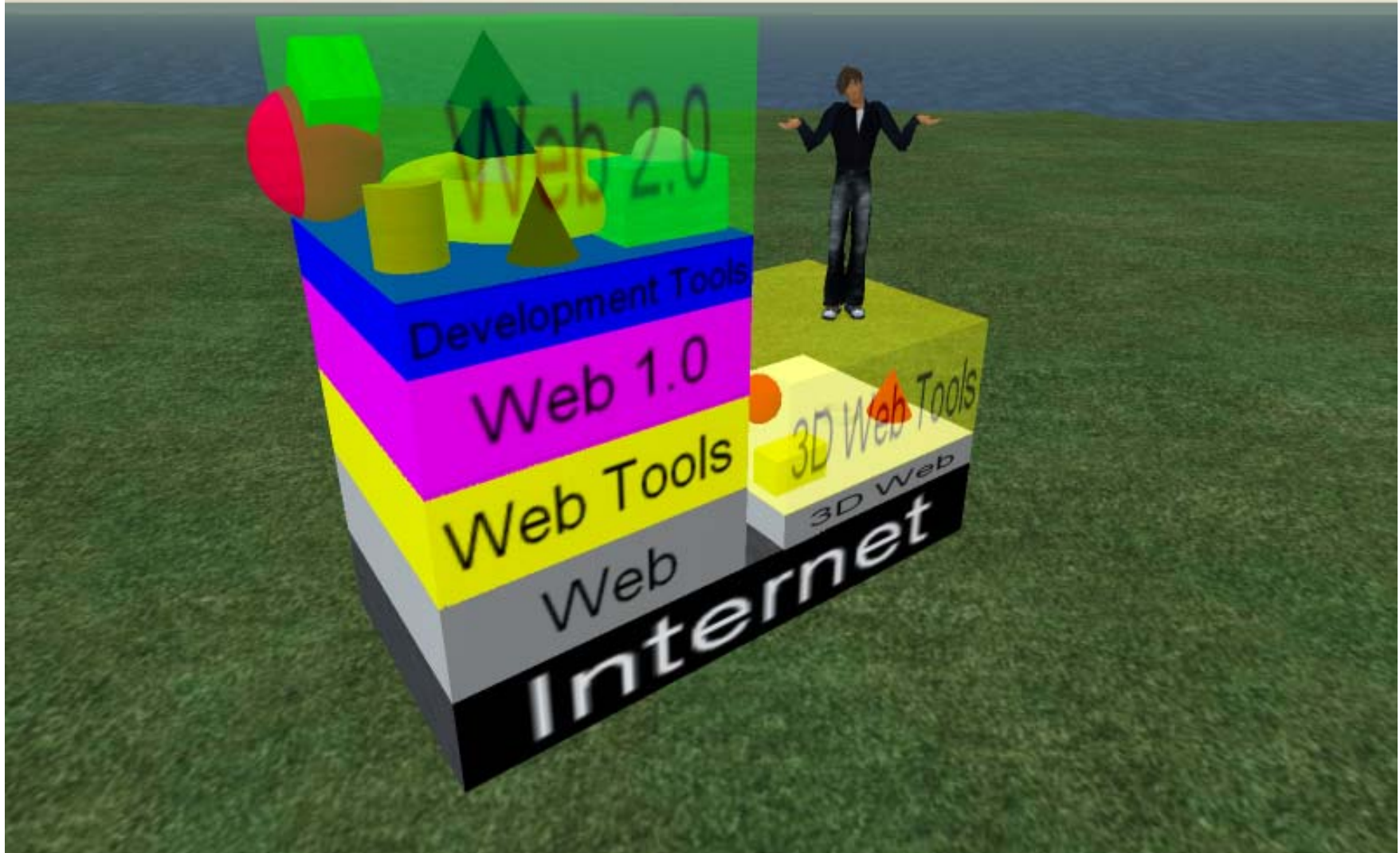
House Warming – Friday, March 2nd from 11-13

Second Life co-ordinates: 90, 190, 00.

You are invited!

Maybe Virtual Worlds1.0 is a bit generous

- **Web1.0**
  - The Web took off in 1995
  - Web1.0 at it's peak about 1999
  - Dot com bubble 2000

- **Web2.0**
  - Components in place at start of 2003
  - Tim O'Reilly coins "Web2.0" at start of 2005.

- **Virtual Worlds n.n**
  - We're really talking about Virtual Worlds 0.5 – it's early days.

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