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Client: i3D
Deliverable: Solution Overview

The 3D Internet: A Powerful Opportunity

In today's ever-shifting media landscape, it can be a complex task to find effective ways to reach your desired audience. As traditional media such as television continue to lose audience share, one venue in particular stands out for its ability to attract highly motivated audiences and for its tremendous growth potential — the 3D Internet.

Also known as virtual worlds, the 3D Internet is a powerful new way for you to reach consumers, business customers, co-workers, partners, and students. It combines the immediacy of television, the versatile content of the Web, and the relationship-building strengths of social networking sites like Facebook. Yet unlike the passive experience of television, the 3D Internet is inherently interactive and engaging. Virtual worlds provide immersive 3D experiences that replicate (and in some cases exceed) real life.

People who take part in virtual worlds stay online longer with a heightened level of interest. To take advantage of that interest, diverse businesses and organizations have claimed an early stake in this fast-growing market. They include technology leaders such as IBM, Microsoft, and Cisco, companies such as BMW, Toyota, Circuit City, Coca Cola, and Calvin Klein, and scores of universities, including Harvard, Stanford and Penn State.

The most well-known of the 40-some virtual world platforms today is [Second Life](#). It's "in-world" residents number in the millions. As residents, they can:

- Remotely attend group meetings, training sessions, and educational classes
- Engage in corporate or community events
- View and manipulate statistical information and other data such as biological or chemical processes in three dimensions
- Try out new products, electronic devices and gadgets
- Take part in virtual commerce
- Participate in brand experiences that carry over to the real world.

Indeed, practically anything that can be done in the real world can be reproduced in the 3D Internet — with the added benefit being that someone can experience it from the comfort of their home or office. The possibilities for the 3D Internet are such that Forrester Research expects that virtual worlds may approach the Web in popularity in as little as five years, while Gartner forecasts that within ten, the greatest impact on consumer purchases will come from virtual experiences.^{1,2}

Obstacles to Commercial Success in 3D Worlds

Advertisers, marketers and organizations have yet to capitalize on the vast potential of the 3D Internet. Factors inhibiting the commercial usability of virtual worlds include:

- The limited effectiveness of traditional media techniques such as fixed-location billboards when applied to virtual worlds. In the 3D Internet, participants have

complete control over where they go and what they do — and can move their avatars instantly through virtual space. What is required is a means for making content readily available to people not only at specific points, but throughout virtual worlds.

- Lack of an effective way for enabling people in virtual worlds to encounter commercial content that enhances their virtual experience. Because participants have a choice in whether to interact with an offering, it is essential that it be viewed as relevant and valuable to their particular goals in the 3D Internet.
- An inconsistent means for enabling in-world participants to easily interact with and access video, rich multimedia, and Web content.
- The lack of a cohesive means for advertisers and content providers to receive the detailed metrics required to measure success.

The i3D Solution

i3D can help you maximize the value of the 3D Internet for your business by making it easy to:

- **Deliver** highly relevant and targeted messages, information and experiences to people *no matter where they choose to go* in virtual worlds.
- **Connect** with people persistently as they move through Second Life and other 3D Internet platforms.
- **Access** precise metrics on their interactions.
- **Ensure** that people can control whether they receive your content or not, increasing its acceptance in virtual communities.

i3D combines unique technology with broad and deep experience in virtual communities. As a consequence, we can forge those connections that enable you to reach your objectives. Our i3D solution can help you extend your brand throughout virtual worlds, deliver precise and measured advertising, corporate content, meetings, or events, or provide complex virtual educational or entertainment experiences.

Benefits for Advertisers and Other Content Providers

Our solution centers on the [SilverStream Network](#), our collection of virtual world technology that enables the effective distribution of video, multimedia content, Web content, and application services throughout the 3D Internet — including Second Life and many other virtual world platforms. Using the SilverStream Network, you can:

- **Deliver highly relevant and targeted content** throughout the 3D Internet by incorporating contextual information about the user's specific location and activity in virtual space.
- **Generate accurate quality and relevancy ratings** by harnessing the collective cognizance of users and the organizations that wish to reach them.
- **Help improve return on investment** by bringing traditional metrics and reporting tools to virtual environments to help you accurately gauge user behavior and campaign performance.
- **Gain precise campaign control**, enabling you to specify relevancy tags and descriptive keywords on a per-ad basis, and include or exclude individual ads or content based on virtual world location and content type.

Benefits for Virtual World Consumers

Similarly, our SilverStream Network solution benefits consumers in virtual worlds through:

- **The delivery of relevant, unobtrusive commercial content** that people can easily find, that is relevant and continually tailored to their needs, that enhances and does not interfere with their virtual experience, and that gives them the option to not participate.
- **Ease of use** with intuitive and efficient user interfaces that eliminate guesswork.
- **Widespread access** throughout the 3D Internet.

Solution Feature Highlights

Our SilverStream Network is available to virtual world consumers for free and uses an advertising revenue model. Through our network, consumers are able to receive content in several ways, including:

- **Virtual Kiosks:** Stationary virtual display units that deliver media to avatars who pass within their range. Can display video, images, formatted text, or streaming music, and come equipped with a visual user interface. Content selection for these units can be controlled in-world or through the SilverStreamNetwork.com portal, and can also gather extensive metrics on avatar interaction.
- **vHUDs:** Virtual world Heads Up Displays deployed along with SilverStream Servers to extend the delivery of media and applications throughout the 3D Internet. They allow people to access content and services from an interactive user interface embedded into the platform display screen.
- **Collab:** A collection of collaboration applications that enhance the conferencing capabilities of the 3D Internet by replicating familiar presentation and collaborative tools in a virtual environment.

Ensuring the delivery of relevant content is at the heart of our solution. The SilverStream Network accomplishes this by accurately matching ads or other content with the specific interests of virtual world consumers, using:

- **Content metadata:** Tags, descriptive keyword searches, and other aggregated data.
- **Personalization:** The integration of active feedback, content and ads, filtered over time to accommodate the personal preferences of the user.
- **Virtual localization:** The use of sensor data collected dynamically on the consumer's location and surrounding virtual environment to enable the instantaneous delivery of relevant content from one moment to the next.

Putting Our Solution to Use

The SilverStream Network solution is highly flexible and adaptable. It is available as a complete end-to-end solution in which i3D manages everything from content modeling to final delivery. Likewise, our solution allows you to use your own in-house designers or third parties to build virtual content.

In addition to helping advertisers and other content providers make the most of the 3D Internet, the SilverStream Network offers specific advantages to other participants, including:

- Virtual world platform providers: Offer a targeted ad and media network as an additional revenue stream by working with i3D to integrate the capabilities of the SilverStream Network into your existing systems.
- Second Life Sim owners: Use the SilverStream Network to free yourself from parcel medial limitations, offer SilverStream-enabled applications to your residents and gain an alternate revenue stream.
- Virtual world gadget makers: Add video, images and audio to your gadgets while gaining instant revenue potential using a SilverStream-enabled advertising model.

About SilverStreamNetworks.com

SilverStreamNetwork.com is a Web site portal for the management of ad campaigns and media resources for Virtual Kiosks and Collab applications. Through this portal, you can fine-tune ad campaigns, remotely control the content displayed on kiosk screens, upload content such as slide shows and images for use in virtual collaborations, and access rich reporting tools for evaluating avatar interactions.

Learn More

Take full advantage of what i3D's SilverStream Network solution can do for your company in the rapidly expanding 3D Internet.

Contact: <insert contact info>

¹ eWeek, "The Mashing of Virtual Reality, Social Computing," [Page 2](#), November 28, 2007.

² Virtual World News, "[Gartner Says Generation V Will Shift Business to Virtual Experience.](#)" November 13, 2007.