

Metaverse Consulting & Implimentation

METANET
The 3D Internet Company



ABOUT MNC

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

CONTACT

PRESENTATION OUTLINE:

1. About MetaNet
2. Virtual Worlds
3. Second Life
4. The Metaverse
5. Inworld Tour

**Thinking Globally,
Connecting Virtually!**

METANET IS A MEMBER OF YETON INT'L GROUP:

Global Digital Media (GDM):

Interactive Digital Signage Solutions

3DViz Int'l:

Architectural Visualization Solution

MetaNet Consulting (MNC):

3D Internet Solutions

SOME PRIOR YETON PROJECTS:

- ✓ **Exxon Mobile** – Interactive Globus
- ✓ **Packard Bell** – Virtual Communities
- ✓ **3M Microtouch** – Interactive Multiscreen



Virtual Architecture: Oslo, Norway

ABOUT MNC

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

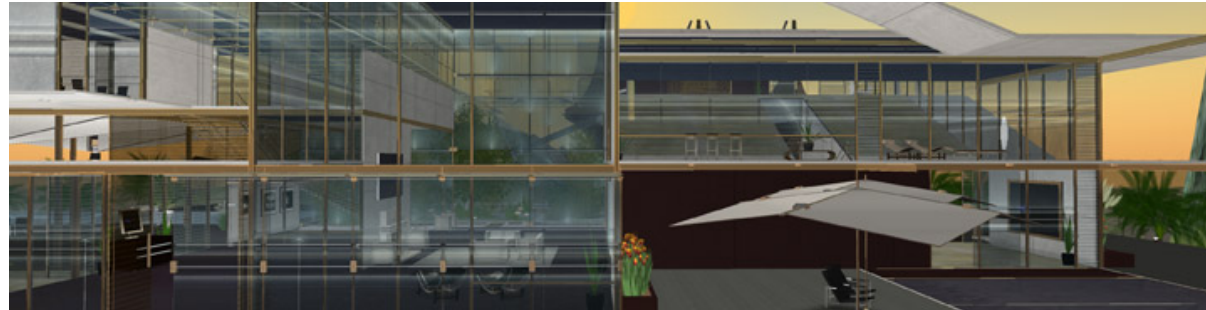
WHAT'S NEXT?

CONTACT



GDM

Thinking Globally,
Connecting Virtually!



ABOUT MNC

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

CONTACT

WHAT DOES METANET DO?

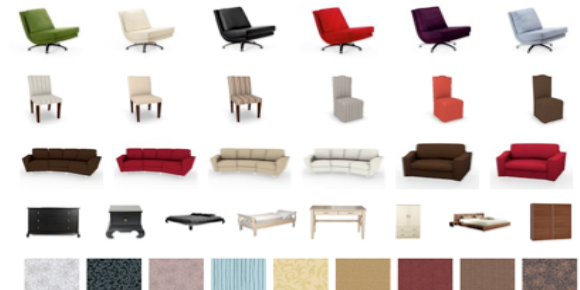
We provide virtual world consulting services to help organizations get started inworld:

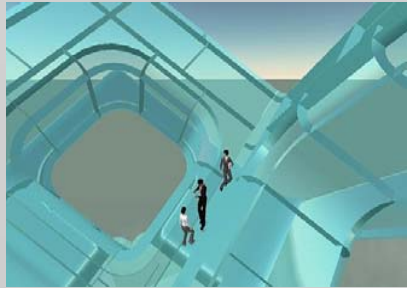
- ✓Planning & Research
- ✓Project Management
- ✓3D Modeling
- ✓Architecture
- ✓Events

**Thinking Globally,
Connecting Virtually!**



E-Commerce Shopping Portals Superior Visuals, A Richer Selling Stimulus





ABOUT MNC

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

CONTACT

What is a Virtual World?

"A Social World has game-like immersion and social media functionality without narrative driven goals.

At its core is a sense of presence with others at the same time and in the same place."

<http://blip.tv/file/262909/> (intro video)

Source: Nick Wilson, metaversed.com
Giff Constable, Electric Sheep Co

THE 3D ENHANCED INTERNET

Characteristics

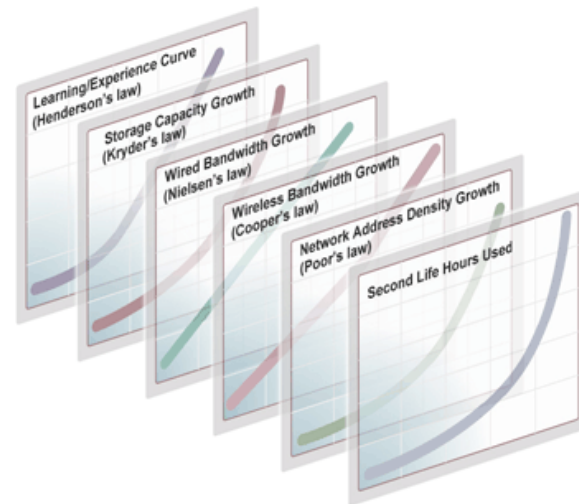
- Rich
- Immersive
- Social

Drivers

- Broadband
- Moore's Law
- Social Media/Web 2.0
- Acceptance

Types

- Social Virtual Worlds
- Game Virtual Worlds
- Intraverses



ABOUT MNC

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

CONTACT

Thinking Globally,
Connecting Virtually!

COMMON PLATFORMS

ABOUT MNC

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

CONTACT

THE 3D ENHANCED INTERNET

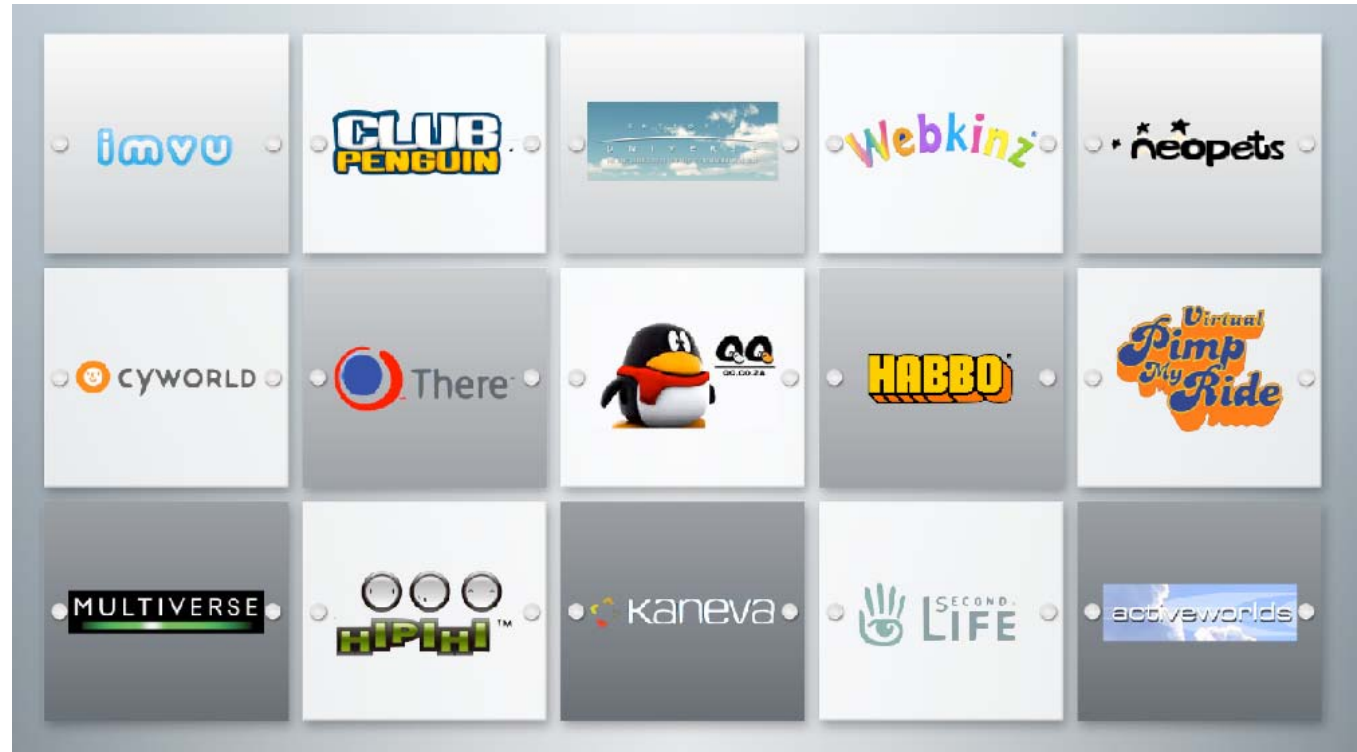
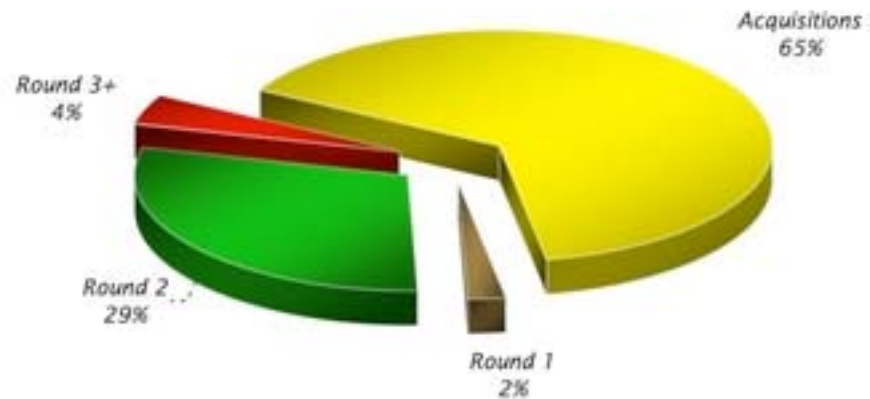


Photo Source: Cisco Systems

Thinking Globally,
Connecting Virtually!

THE VIRTUAL WORLD MARKET

Within the last 12 months, 25 deals totaling \$1.26B of venture capital has been invested into the virtual world market.



Source: Cisco Systems

ABOUT MNC

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

CONTACT

Thinking Globally,
Connecting Virtually!



ABOUT MNC

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

CONTACT

Who is Linden Lab?

- ✓ Founded 1999
- ✓ Second Life launched June 2003
- ✓ Investment
- ✓ First Round 10/04 (\$8M); Second Round 3/06 (\$11M)

Board

Mitch Kapor Kapor Enterprises, Inc.

Jed Smith Managing Partner, Catamount Ventures

Bill Gurley Partner, Benchmark Capital

James Currier Founder and President, Tickle, Inc.

WHAT IS SECOND LIFE?

- ✓Virtual world
- ✓Not a game
- ✓Accessible tools
- ✓User-owned IP
- ✓Economy

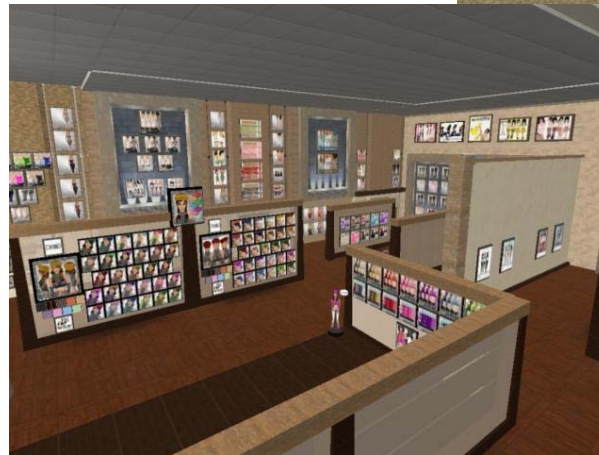


Photo Source: Second Life

ABOUT MNC

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

CONTACT

Thinking Globally,
Connecting Virtually!



ABOUT MNC

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

CONTACT

SECOND LIFE CHARACTERISTICS

SL is About ...

- People
- Sense of “Togetherness in the Same Place and Time”
- Designing “Visceral Experiences”
- Communities of Shared Affinities
- Word of Mouth Marketing
- Broad Emotional Bandwidth
- Global Collaboration
- Events
- The Economy



Photo Source: Linden Lab Inc, Cisco Systems

**Thinking Globally,
Connecting Virtually!**



ABOUT GDM

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

CONTACT

SL Security Tips

- ✓ Don't rely on *Linden Lab* to do everything
- ✓ Get over your fear
- ✓ Know the types of griefers
- ✓ Particle spamming requires immediate and definitive action
- ✓ Beware of "alts"

Source: Caleb Brooker, metaversed.com

The Virtual Rich List



ABOUT GDM

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLESS

SL INNOVATION

WHAT'S NEXT?

CONTACT

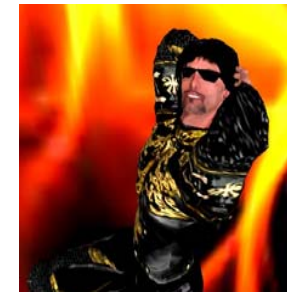


Photo Source: Business Week

Thinking Globally,
Connecting Virtually!

Why Organizations are Using Second Life?

- ✓ **Collaboration**: web is confusing, SL offers a comprehensive space to work together
Example: <http://www.youtube.com/watch?v=R7bXu2ozXo0>
- ✓ **Meetings**: hold meetings with colleagues from across the globe
- ✓ **Simulations & Training**: train staff by simulating real world experiences
- ✓ **Customer Research**: get cost effective feedback on new products
- ✓ **Academic Research**: ideal for social, economic and other disciplines
- ✓ **Branding**: design experiences that manifest real world company values
- ✓ **Information Dissemination**: reach a global audience
- ✓ **Retail**: optimize your business for virtual commerce
- ✓ **Creativity**: create your world, they way you want it and retain IP ownership.



ABOUT GDM

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

CONTACT

Thinking Globally,
Connecting Virtually!

How are Companies Using Second Life?



ABOUT GDM

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

CONTACT



Picture Production Co: Events



Adidas: Branding



American Apparel: Concept Testing



IBM: Communication

Photo Source: Linden Lab Inc

**Thinking Globally,
Connecting Virtually!**

How are Non Profits Using Second Life?



ABOUT GDM

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

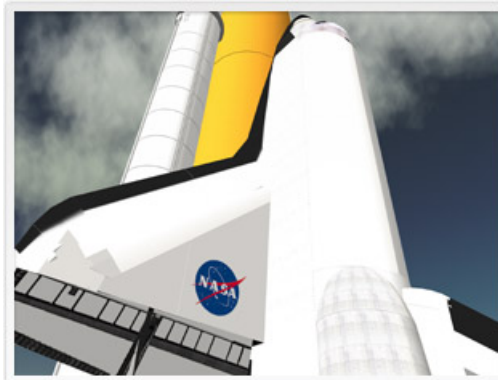
CONTACT



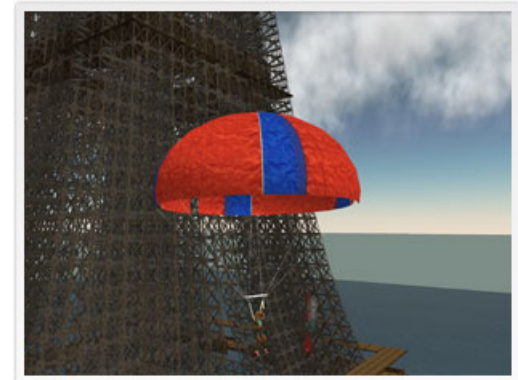
US Congress: Events & Campaigning



Texas U: Education



NASA: Collaboration

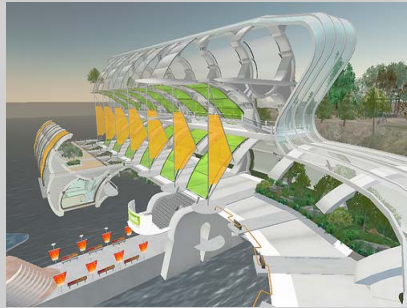


American Cancer Society: Philanthropy

Photo Source: Linden Lab Inc

Thinking Globally,
Connecting Virtually!

SL PROJECTS: GAMES & PHONES



ABOUT MNC

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

CONTACT



Crazy Talk



Vodafone InsideOut



Dimentox Travani: DCS2



Xenius Revere: Riot

Photo Source: metaversed.com

Thinking Globally,
Connecting Virtually!

What's Next



Photo Source: Cisco Systems



ABOUT MNC

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

CONTACT

**Thinking Globally,
Connecting Virtually!**

Next: Improving the Metaverse



ABOUT MNC

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

CONTACT



Photo Source: Cisco Systems

**Thinking Globally,
Connecting Virtually!**

CONTACT INFORMATION

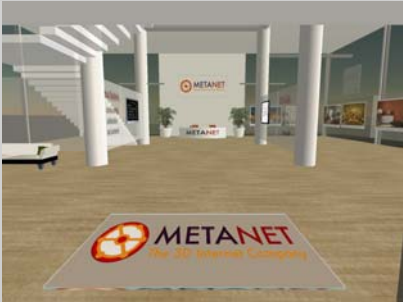
MetaNet Consulting
Sukhumvit Suites
19/108 Sukhumvit Soi 13
12th Floor #108
Klongtoey, Wattana
Bangkok 10110, Thailand

www.metanetconsulting.com

For Inquiries

Steve Dashiell
T: 02 651 0032
F: 02 715 3580

inquiries@metanetconsulting.com



ABOUT MNC

THE 3D INTERNET

SECOND LIFE

SL ENTREPRENEURS

SL ORGANIZATIONS

SL EXAMPLES

SL INNOVATION

WHAT'S NEXT?

CONTACT