



Sim Ops Studios, Inc.

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## **Broadband and the Future of Digital Media**

We are excited to have the opportunity to participate in the very important conversation around the future of broadband and digital media.

Broadband access is at the core of new digital media businesses, innovation, and learning in this new age. With the explosive growth of broadband a new generation has emerged online. This generation engages, interacts, socializes, creates, and shares online. This generation participates in a global conversation online, has access to information in seconds, and demands engagement and involvement. This is a savvy generation and one that will impact the future of our world. However, this access should not be divided amongst the haves and the have nots. Access to the internet is a must in this new generation, and limitations provide for a divide and significant disadvantages.

The explosive growth of social networks, user generated content sites, blogs, forums, and interactive media is shaping the world today, therefore access and openness is a must for the digital conversation, population, and businesses heading into the future.

The concept of monitoring or limiting access to specific content is not only a tremendous technical challenge moving forward that ends up airing towards unfair discrimination, but it is clear road block to progress in digital innovation.

Companies such as Sim Ops are still in the nascent years of what users will contribute – downloading, uploading, content creation and user contributions. To stifle access, voices, and to monitor content is not appropriate or useful in a broader vision for our economy. New businesses emerge everyday that are reliant upon broadband access and open content, and these are global businesses setting the stage for our nation's development and future role in a global digital media discussion.

Sim Ops Studios was formed with the intention to bring the power of creating in 3D to the everyday person through the use of the internet. The initial market focus was in training and simulation for which Sim Ops developed and released the online platform and surrounding community site, Code3D. Code3D is currently supporting a growing audience of emergency responders nationwide who rely on access to the internet for this product.

After this initial market entry, Sim Ops recognized the opportunity and applications for this easy to use 3D platform technology within the major and growing market of online consumer entertainment. The explosive growth of YouTube, Flickr, Facebook, and other sites demonstrates the tremendous potential for user generated content spread virally throughout the web. Today over 22 million US teens actively use the Internet, with over half of all teens creating content online. Coupled with the growing demand for 3D interactive content seen in the \$37.5B video game industry and the emergence of online games, a tremendous opportunity has opened up to enable consumers to develop and share their own 3D content. Sim Ops has developed a consumer version of its original platform technology, Wild Pockets. Platforms of this kind are entirely dependent upon a growing consumer audience with access to high speed internet and the right to create and publish freely.