



Virtual Worlds Overview
 Web Manager University's New Media Talk
 Eric Hackathorn, 10/12/2010
<http://www.slideshare.net/hackshaven/web-manager-university-new-media-talk>
<http://www.bluemarsonline.com/>

What are virtual worlds?

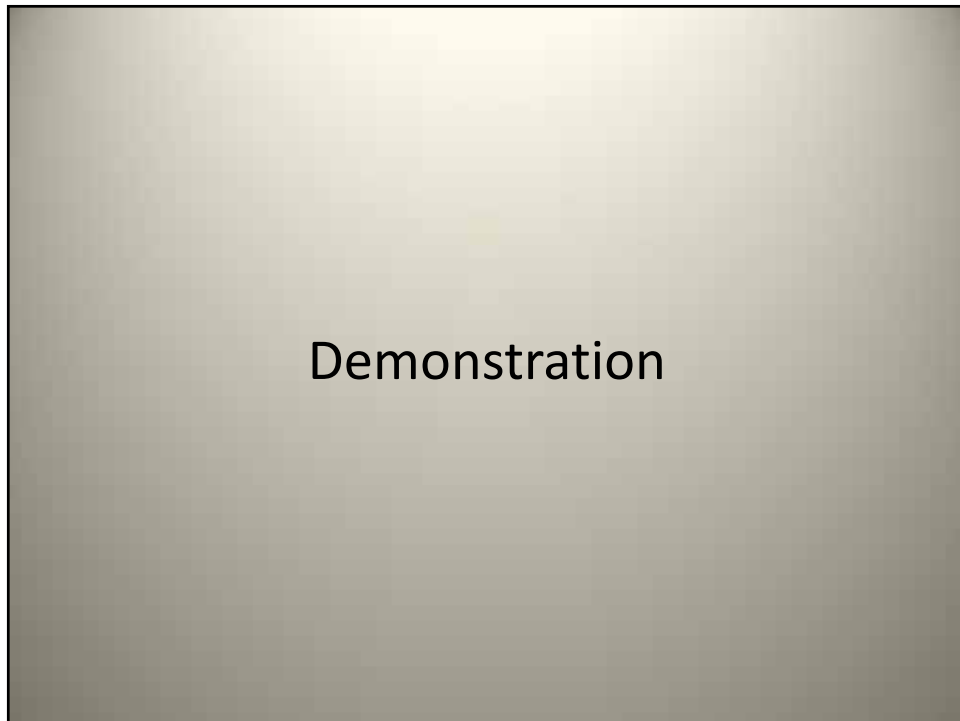
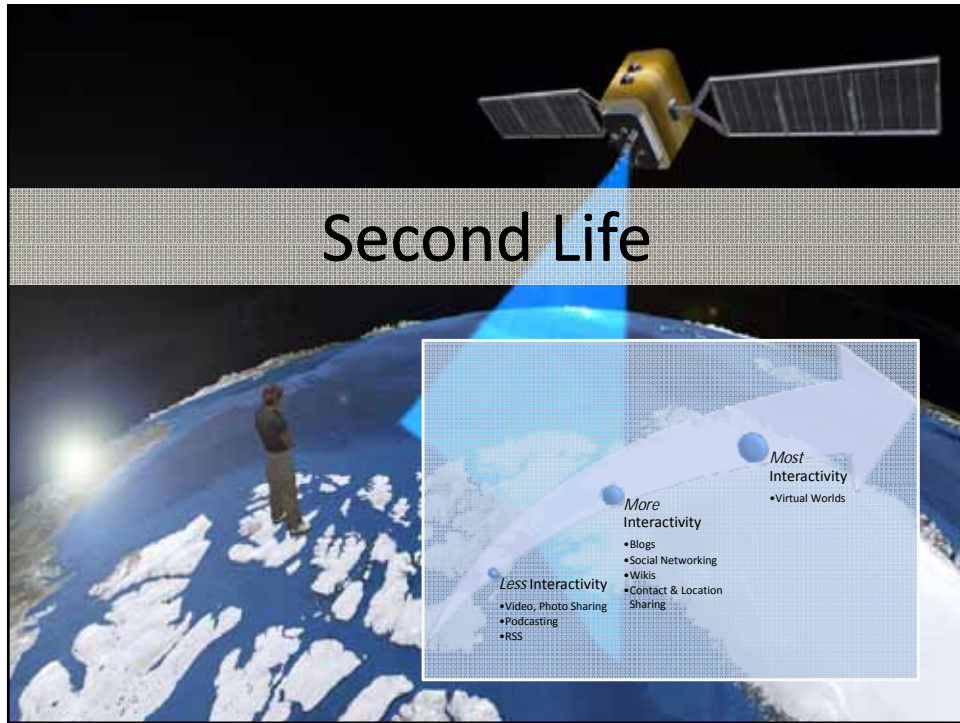


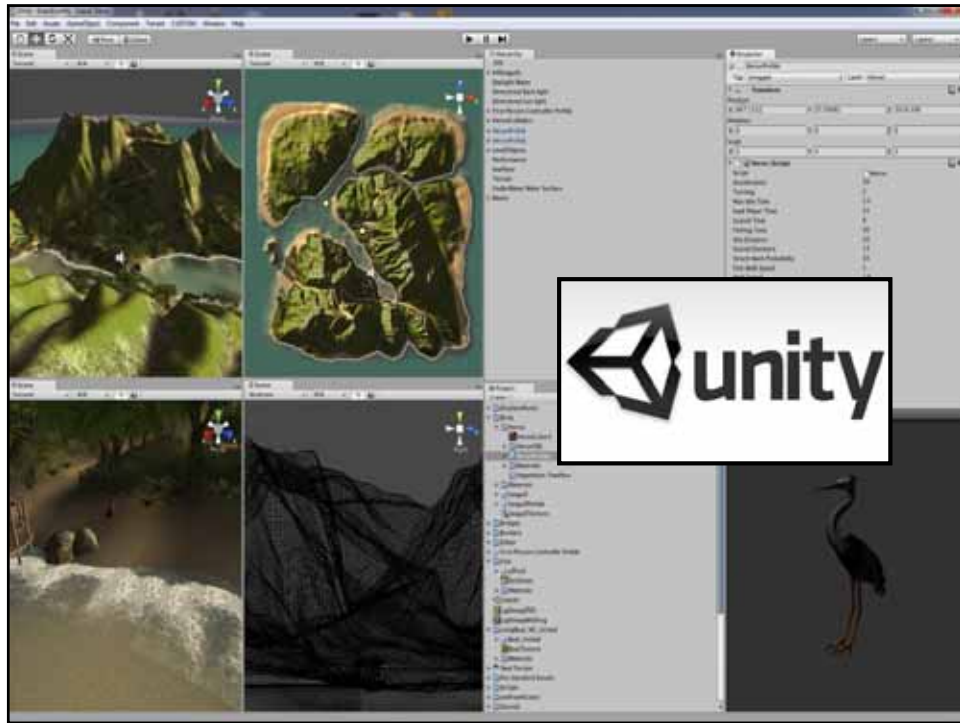
Taking flagship organizational assets... ... and creating scalable branded experiences.

3-D Visualizations	Social Interaction	Global Audience
<ul style="list-style-type: none"> Immersive storytelling Bringing research to life 	<ul style="list-style-type: none"> Communication Collaboration Community 	<ul style="list-style-type: none"> Scalable experiences Untapped market

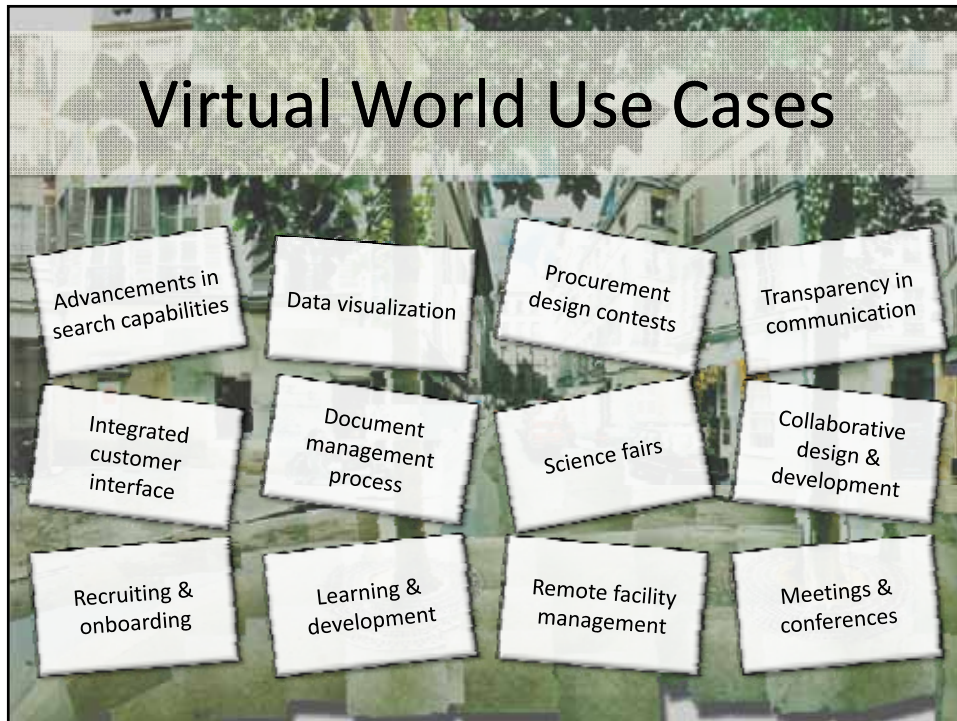
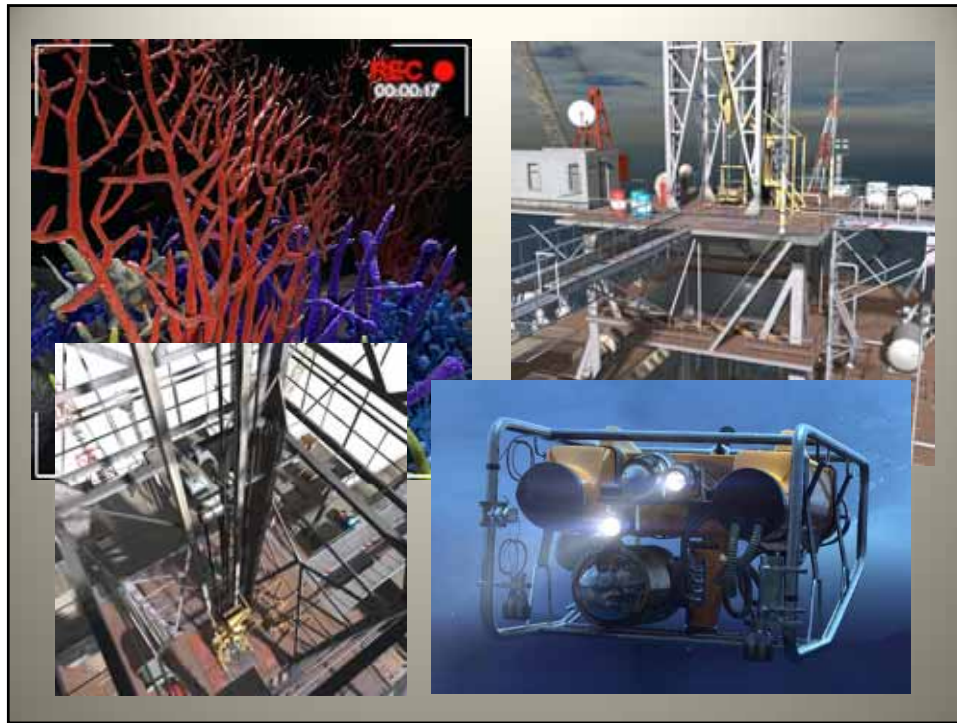
<http://www.youtube.com/watch?v=WeFZukZLaT8>







Demonstration



NOAA's Virtual Island

Outreach and Education



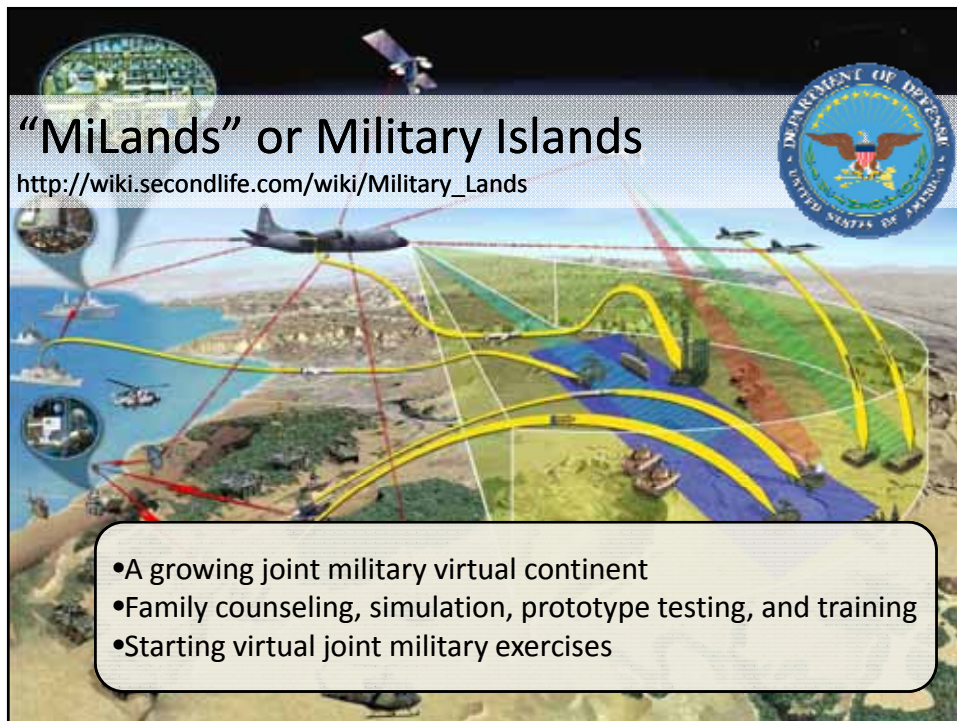
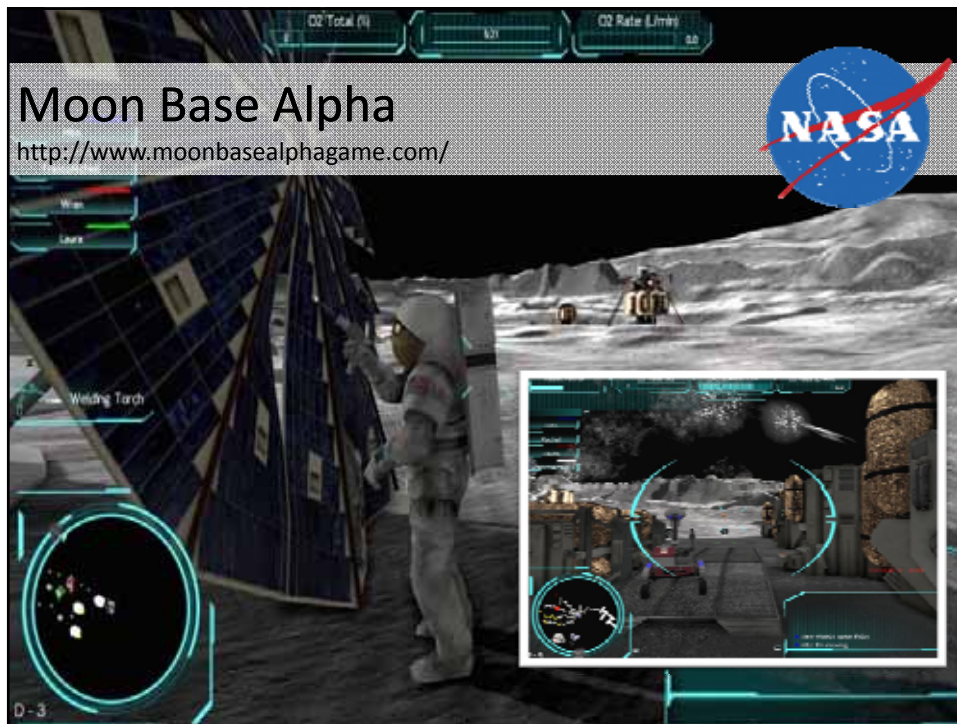
<http://www.youtube.com/watch?v=is8YX32GAyQ>

Energy Island

Job Recruitment



<http://www.vimeo.com/14552134>












vGov Highlights

 <p>Pros</p> <ul style="list-style-type: none">• Multi-agency inertia• Securely hosted• Strong authentication• Knowledgeable staff	 <p>Cons</p> <ul style="list-style-type: none">• Fluxuating price structure• Internal applications only• Virtual world technology changes fast
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Second Life Highlights



Pros

- A popular public virtual worlds
- Low entrance barrier
- Proven track record




Cons

- Company is undergoing change
- 3rd party hosted
- Virtual world technology changes fast

The background of this slide features a statue of Lady Justice, blindfolded and holding a sword and scales.




OpenSim Highlights



Pros

- Cost effective
- Distributed nature has long term benefit
- Open source
- Active community



Cons

- Alpha software
- Difficult entrance barriers
- High level of technical skill is necessary

An Executive Guide for Keeping Up with the Virtual World

- Contact me!
- Join a virtual world and create an avatar
- Ask your kids about virtual worlds
- Ask your staff about virtual worlds
- Bookmark several virtual world news sites



Questions?

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