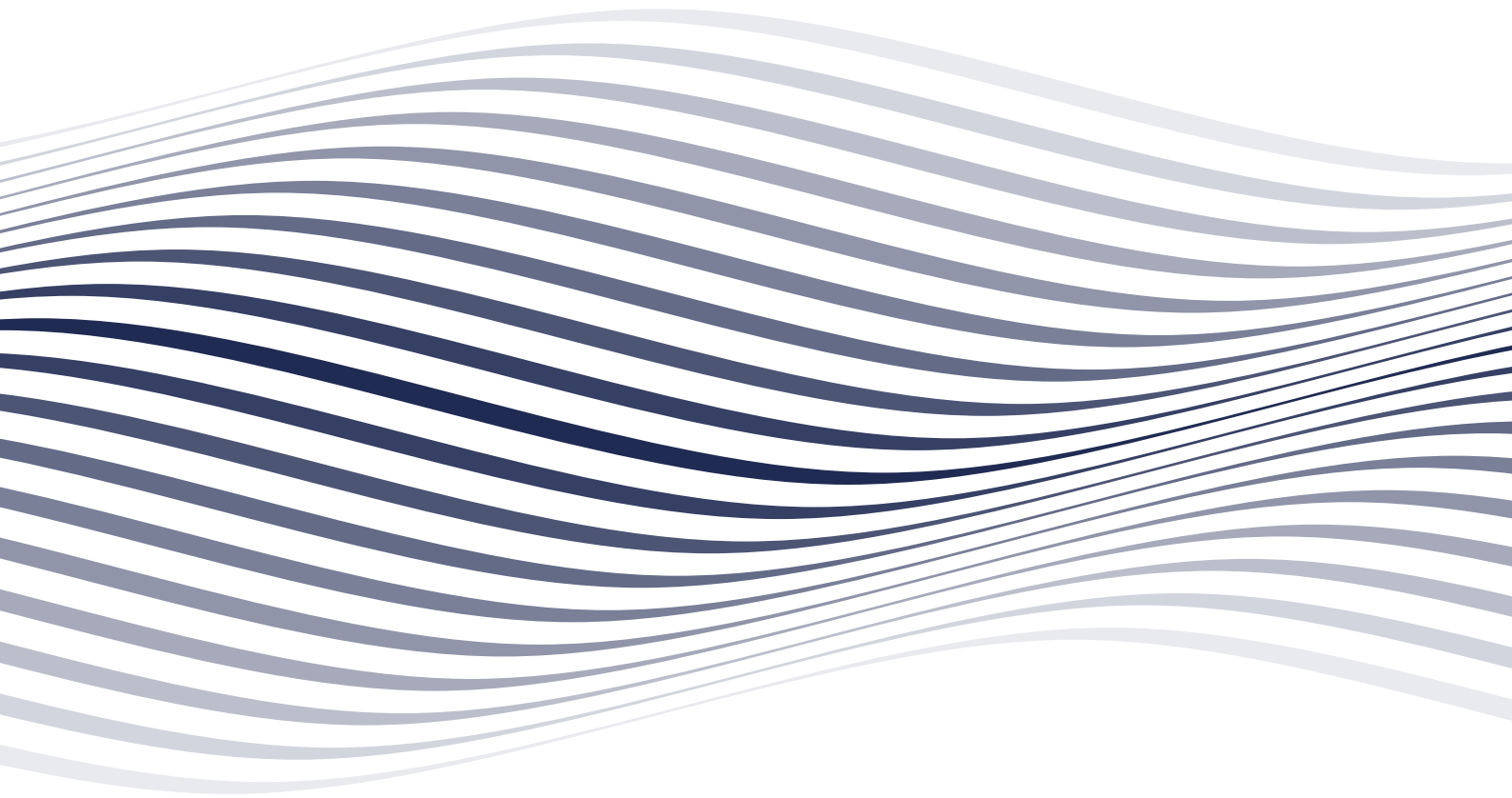




Complicity



Second Life

[www.complicityltd.com](http://www.complicityltd.com)

# Second Life

## About Second Life

Second Life is an online environment which enables users to explore 3D worlds. People who log onto the site are able to create their own character (known as an avatar or AV), who can then explore a virtual environment created by other users. The technology is designed for playing online games and for avatars from all over the world to interact and talk with one another. Second Life enables users to create complex virtual objects quickly, and rapid prototyping machines make it easy to produce such objects in real life.

Complicity is interested in the technology as a 3D visualisation tool which can be used to better understand and experience the real world. By creating virtual replicas of real places, people from all over the world can experience them in 3D. This enables people to visualise things better, and to explore places which are dangerous, difficult to get to or no longer exist. It is also a great tool for making tourist attractions available to a wider audience, or for achieving feedback on plans for a new development.



Reuters building in Second Life



Do you recognise this place?

Second Life provides an excellent tool for collaboration between people who work in different cities or countries, particularly when such collaboration concerns an element of design. There are also great possibilities for improving brand awareness and product marketing in general. The number of people worldwide who participate in such virtual worlds is well in excess of 20 million. Several major companies are currently working in Second Life and other similar virtual environments, including Disney, IBM, Ford, Coca-cola, Nike, Panasonic, Pizza Hut and the US Navy.



Photo from learning lab

Complicity is currently developing a number of potential business opportunities in Second Life, so watch this space over the coming months! However, as with all new technology, it is important to fully understand how to use it effectively and profitably. To achieve this, we have developed a game in Second Life called Bounty Bay, in which players search a virtual pirate's island in a quest to find treasure. The main prize is a cheque for one million Linden dollars, Second Life's currency which has its own exchange rate for converting to and from US Dollars. Currently more than US\$500,000 is spent in Second Life every day, and almost US\$100,000 of this is exchanged for real money.



Bounty Bay

We set ourselves this task as it required us to overcome a number of technical and commercial issues, and has given us excellent insight into the pros and cons of working in such an environment. Why not join us in Second Life to experience this revolution? You can download the free software at [www.secondlife.com](http://www.secondlife.com) and create your own avatar. Then just search for Bounty Bay and you will find us there. If you are already a resident you can teleport directly by clicking Bounty Bay (234,28,21). When you arrive in the reception area you can play the game or be transported to our sky platform which hovers over the island, featuring a copy of our website and further details about our business in Second life.



Photo of sky platform

We would be happy to join you in Second Life to discuss how Complicity can assist with any projects you are currently working on. Of course, we are also happy to meet you in person!

# Contact

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