

INTERACTIVE MEDIA BREAKS NEW BOUNDRIES IN VIRTUAL WORLD PLATFORM

i3D inc. integrates SecondPages.com directory service into their SilverStream Network to augment contextually targeted content.

Marketing firms and mainstream brands have previously lacked the technical tools to take advantage of the new opportunities that virtual world platforms offer to provide a more immersive brand experience. i3D's SilverStream Network provides the reach, control, and ROI metrics necessary for advertisers and brand managers to take full advantage of the interactive media capabilities of these platforms.

According the i3D's CEO, Jacob Sullivan, "The savvy consumers exploring these virtual worlds demand a higher level of relevancy to their immediate interests. Generic advertising messages and static builds simply don't cut it, even if they are in 3D." Drawing upon the media resources of the distributed SilverStream Network, i3D's reach extends to more than 800 sims within the virtual world platform of Second Life. Comprehensive, avatar agnostic metrics are collected on all interactions with i3D products giving advertisers and content providers an indepth understanding of their campaign's effectiveness.

i3D's first product to embed contextually targeted content into a virtual world platform takes the form of a multimedia widget called the vHUD. It is a small application that attaches to the screen of the Second Life browser and provides resources such as RSS feeds, Flickr browsing, and video streams. Relevant and targeted advertisement is paired to the consumer's immediate interest by pulling information about their current location in the virtual world and information about the virtual objects with which the user is interacting at that moment. Worlds Unlimited - the web 3D brand of empulse GmbH, Cologne, German - creator of the SecondPages directory service is now partnering with i3D to provide SecondPage users with an enhanced experience through the vHUD.

Secondpage.com - the yellow pages of Second Life(SL) - shows what and where the big brands have their business in SL. In addition a large number of virtual businesses, shops, training and entertainment offerings are listed there. Currently the directory lists over 2000 locations in SL - categorized, searchable and with pictures and articles on the vHUD – this information is provided based on category and location.

A free copy of the latest vHUD can be found in Second Life on i3D's sim.
www.i3Dnow.com/SL.php

Please direct all inquiries to pr@i3dnow.com

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i3D inc. specializes in helping forwarding thinking companies reach today's savvy consumers by providing relevant and usable virtual world technology. i3D offers interactive media and contextually targeted content solutions for business and entertainment in the 3D Internet. i3D's SilverStream Network provides the backbone for service and marketing campaigns in the virtual world by taming powerful applications with elegant design.

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(a brand of [empulse GmbH, Cologne, Germany - www.empulse.de](http://www.empulse.de))

Our Mission is to help our clients to be more successful. We focus on the application of modern internet concepts and technologies to realize outstanding business capabilities for medium to large companies. We offer high quality and result oriented consulting, project management and delivery services to build-up business capabilities as a combination of the right strategy, processes, people and technology. We have successfully completed over 50 projects in tourism, logistics, automotive, financial services and other business domains - the two managing directors alone have 30 years of professional services and IT experience.