

## Web 3.0?

“Pensate se tutti i siti web –sin dal '94 - avessero avuto un unico sistema di pagamenti centrale per fare e-commerce sicuro. Oppure, se fosse stato possibile andare da un sito web all'altro “passeggiando”, senza stacchi e pagine bianche in mezzo. Ma soprattutto se –sin dall'inizio - navigando un sito web si fosse potuto vedere ed interloquire anche con gli altri visitatori presenti. SecondLife e' tutto questo e non solo. Le potenzialita' di questo secondo mondo sono molto grandi: per l'intrattenimento , il commercio, la comunicazione, l'apprendimento.” (Leandro Agrò)

<http://online.wsj.com/article/SB120719726445485981.html>

## Virtual Worlds

By DON CLARK (Wall Street Journal) April 3, 2008; Page B10 [http://online.wsj.com/public/article/SB120719726445485981-xd2vfr52WoJQWPksvnHkq8hze\\_Y\\_20080503.html?mod=tff\\_main\\_tff\\_top](http://online.wsj.com/public/article/SB120719726445485981-xd2vfr52WoJQWPksvnHkq8hze_Y_20080503.html?mod=tff_main_tff_top)

Call it virtual business 2.0.

Not long ago, companies were racing to set up storefronts and showrooms in computer-generated environments such as Second Life. Few found big profits.

But commercial interest in such simulations seems to be morphing, not diminishing. Rather than selling goods and services to users -- who typically take on animated shapes known as avatars -- companies are turning to virtual offices and landscapes as tools for employees and business partners to collaborate and learn.

## security and confidentiality

Where companies may be happy to hold the equivalent of parties or trade shows in public virtual spaces, for example, conducting confidential business over a network of servers that another company controls can be worrisome.

## IBM and SL

International Business Machines Corp. and Linden Lab, the San Francisco-based operator of Second Life, plan to announce a relationship under which IBM will run Linden software on its own servers so the computer maker can set up private Second Life environments.

The IBM deal is the first time Linden has allowed another company to run its software. Colin Parris, IBM's vice president for digital convergence, says the arrangement enables the controlled movement of employee avatars and objects they create to pass among public parts of Second Life and private zones managed on IBM servers.

Meanwhile, start-ups such as Qwaq Inc., Multiverse Network Inc. and Rivers Run Red are showing off technology that offers companies the equivalent of a private "workspace" -- simulated three-dimensional rooms that allow employees to meet as avatars, view presentations and conduct other business.

<http://www.virtualworldsnews.com/2009/02/ibm-saves-320000-with-second-life-meeting.html>

# history

Some of these ideas are not new. Alan Kay, a computer researcher known for groundbreaking inventions at Xerox Corp. and other companies, notes that prototypes of computer-generated workspaces were part of a famous demonstration in 1968 by Silicon Valley pioneer Doug Engelbart.

But perfecting such concepts has taken years, and major advances in computing power, software and networking speeds. To render scenes that look realistic, for example, personal computers typically need sophisticated graphics chips.

## Second Life

Linden Lab, founded in 1999, developed a kind of browser program that renders images and allows users to move through a simulated environments. It assigns pieces of territory to individual servers, allowing Second Life to expand geographically by adding more machines.

Individuals, companies and educational institutions design the equivalent of homes, offices and play spaces, often "buying" the equivalent of private islands. Users take assumed names and can alter their clothing and appearance, and buy virtual goods and services using a currency that is convertible into dollars.

Second Life has plenty of competition, including free-form sites such as Makena Technologies Inc.'s There and MindArk PE's Entropia Universe, and services for specific audiences -- such as the kids-oriented Club Penguin site that Walt Disney Co. purchased last year for \$700 million. Such public environments can create opportunities for branding and marketing.

## small company

<http://online.wsj.com/article/SB120717370600584599.html>

[Small Business Link] RELATEDARTICLE

How a small company is using a virtual-world for employee training.

WSJ: What are the advantages?

MR. TURNBULL: Information retention and retrieval is most effective when the information is tied to a specific place.

## Architecture Working Group

AWG's mission is to develop the protocols that will open up the Second Life Grid from something operated solely by Linden Lab to where others can run parts of the grid.

CorsoBologna2006/SecondLife (last edited 2009-04-28 15:47:34 by MarioPaolucci)