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Virtual Worlds for Communications and Training

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January 2008 ^{v7}
www.scilands.org
www.nanodave.com
www.secondhealth.org.uk

*"80 % of Active Internet
Users Will Have A "Second
Life" in the Virtual World by
the End of 2011"*

Gartner April 2007

- **Evolution of the connected world and Web 2.0**

Genesis of the web, where we are today and where its headed

- **3D Web and Second Life**

The SciLands

NASA

BP

IBM

Second Health - Movies

CSI: New York and the future of work

- **Demonstrations**

Second Health

3D Learning Island

Introduction – 25 years of PC networking

- 1980 - **1st PC network**
Apple Computer
- 1984 - IBM PC, Macintosh
- 1987 - **Desktop Publishing**
Letraset, Adobe
- 1990 - **Multimedia**
Letraset, Adobe, Pixar
- 1995 - **Web, eCommerce
& Intranet platforms**
VP Global Web
Marketing, Esselte
(multi-brand multinational)
- 2005 - **Web 2.0 and
Virtual Worlds**
NPL Knowledge Transfer



1982:

eMail and Office automation at Citibank, Reuters and CCTA (now the OGC)

Illustrated: Apple II network with file, email and viewdata servers

Organisations ...

National Physical Laboratory

- The UK's national standards laboratory
- 500 STEM specialists (historically Alan Turing and Donald Davies)
- Skilled in Knowledge Transfer through engaging Industry, Regulators, Policymakers and the Research base

Imperial College (Faculty of Medicine)

- The Department of Biosurgery and Surgical Technology (Professor Lord Ara Darzi)
- World leaders in robotic surgery and imaging

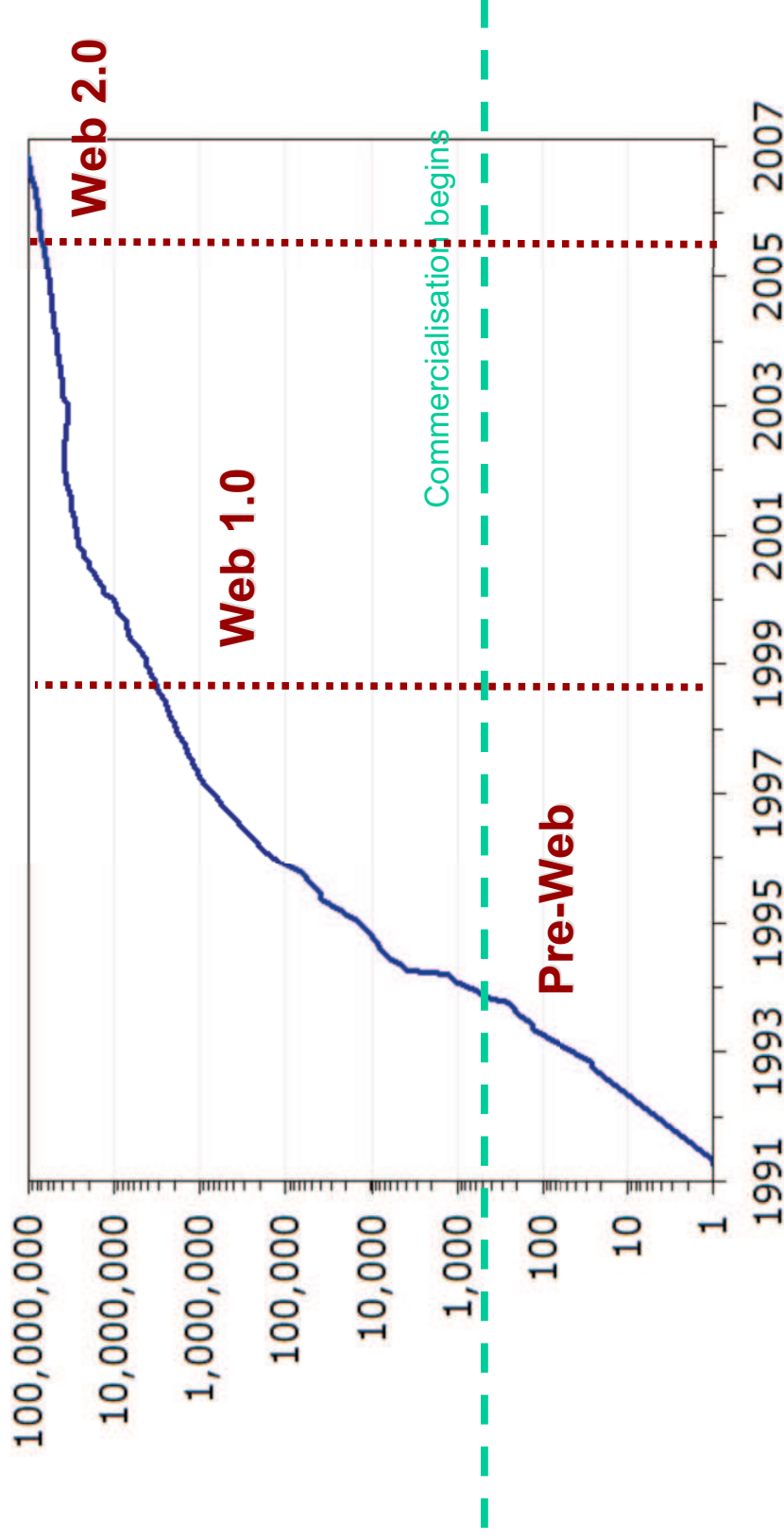


Technology Knowledge Sharing Communities (Silo tendencies)

- Aerospace and Defence
- bioProcessUK
- Bioscience for Business
- Chemistry Innovation
- Cyber Security
- Electronics
- Electronics Enabled Products
- Food Processing
- Grid Computing
- Health Technologies
- Industrial Mathematics
- Intelligent Transport Systems
- Integrated Pollution Management
- Low Carbon & Fuel Cell Technologies
- Location and Timing
- Materials
- Micro and Nanotechnology
- Modern Built Environment
- Photonics
- Resource Efficiency
- Sensors
- UK Displays and Lighting

Growth of the web

Number of websites - Log scale

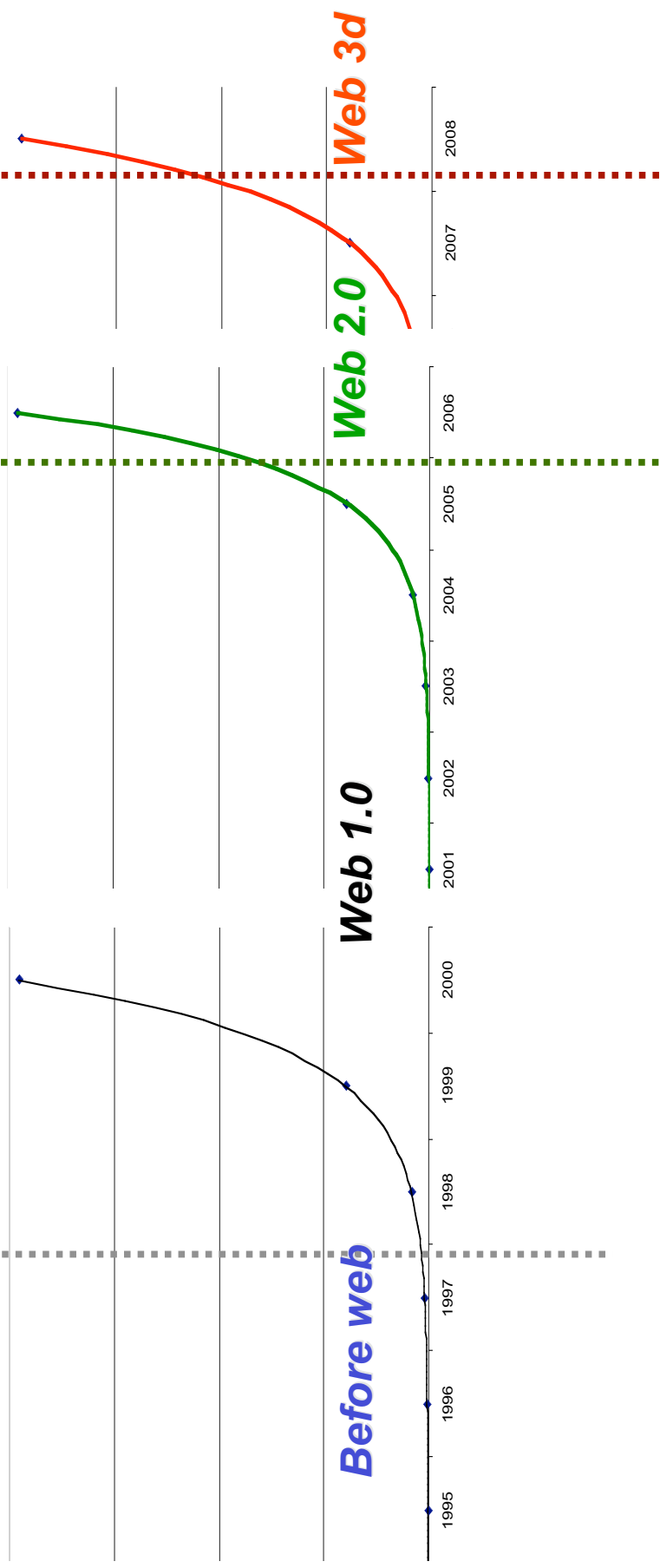


Sources: Various,
Jacob Nielsen Nov 2006

Exponential growth and paradigm shifts

Web publishing model – large mostly static sites

Conversation – the participatory web



Web 2.0

Blogosphere

70M Blogs (cf 100M Websites)

Social websites

MySpace:

64M+ registered users

6th most popular website

50% male/female

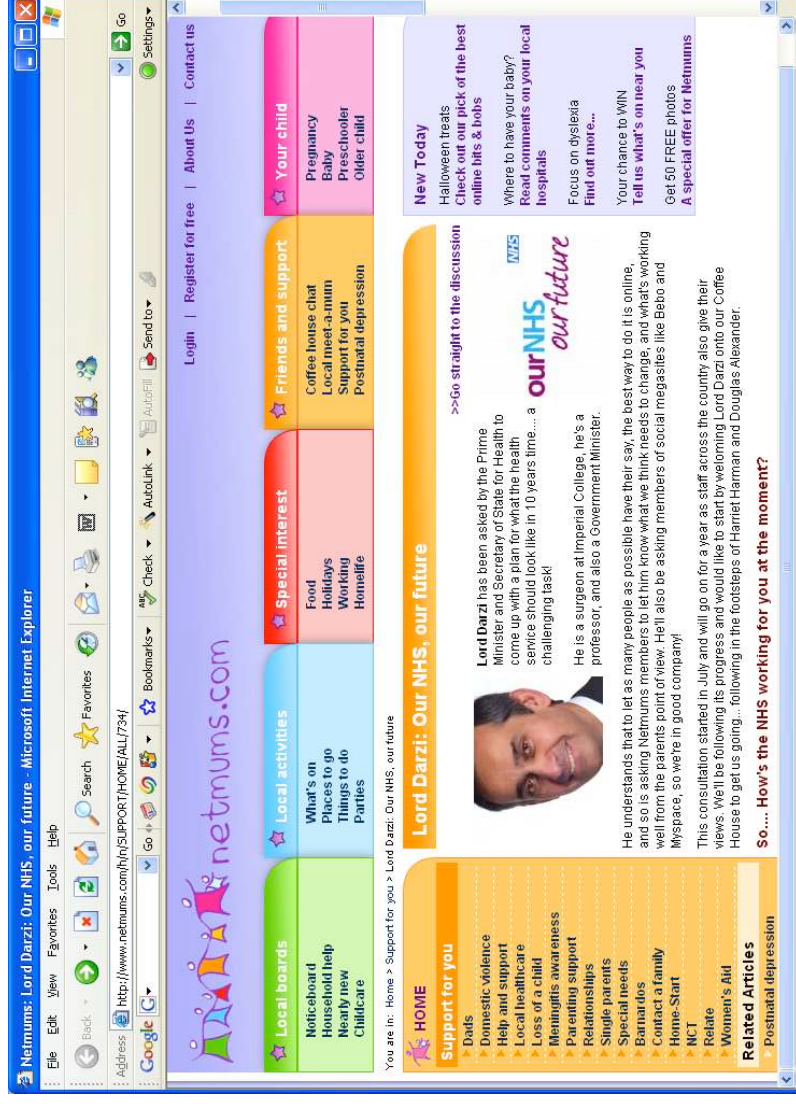
Primary age range: 16-34

Netmums (UK):

275K Users

Eons (US):

Primary age range: 45+, 55+

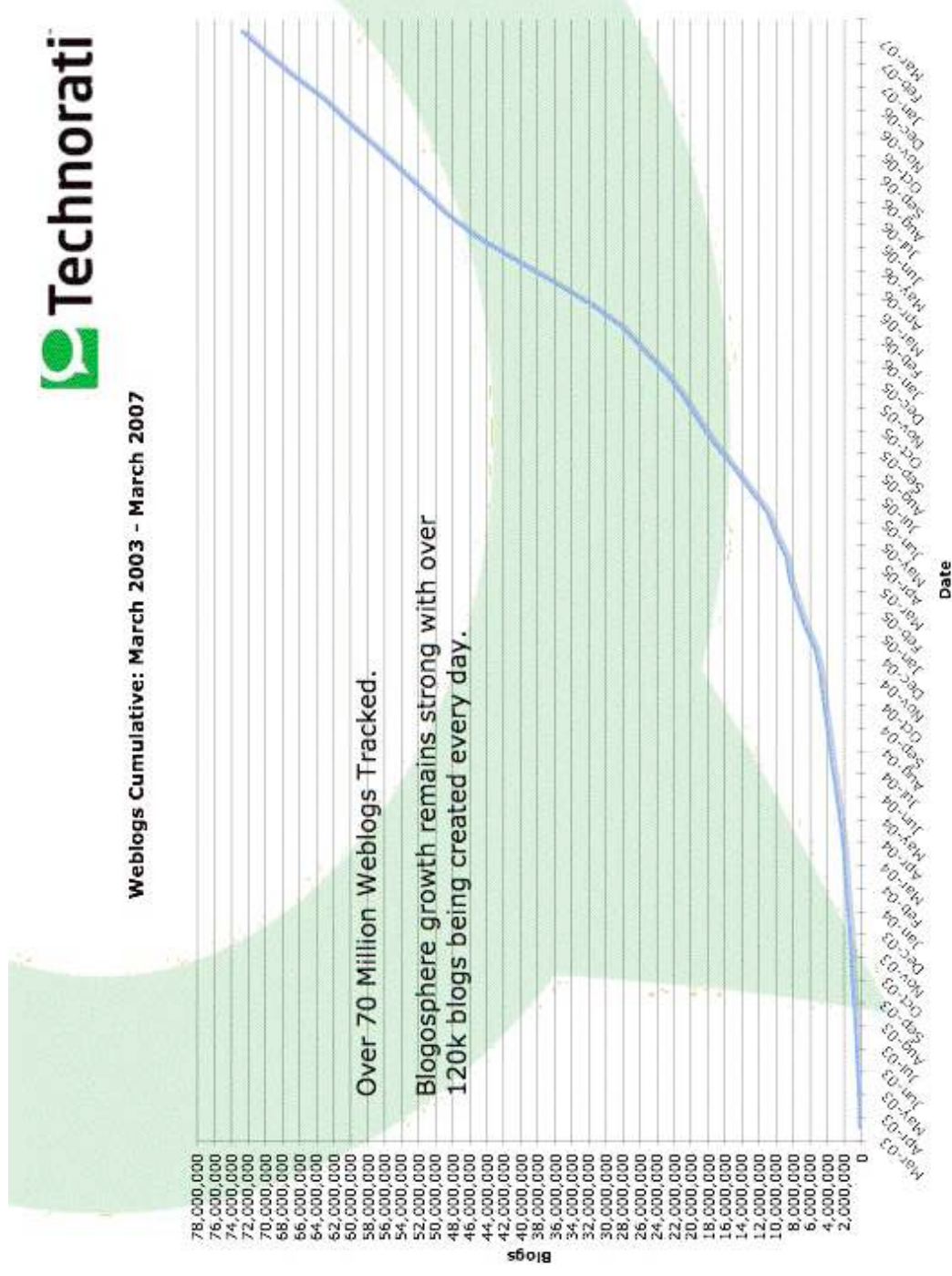


Sources: Various,
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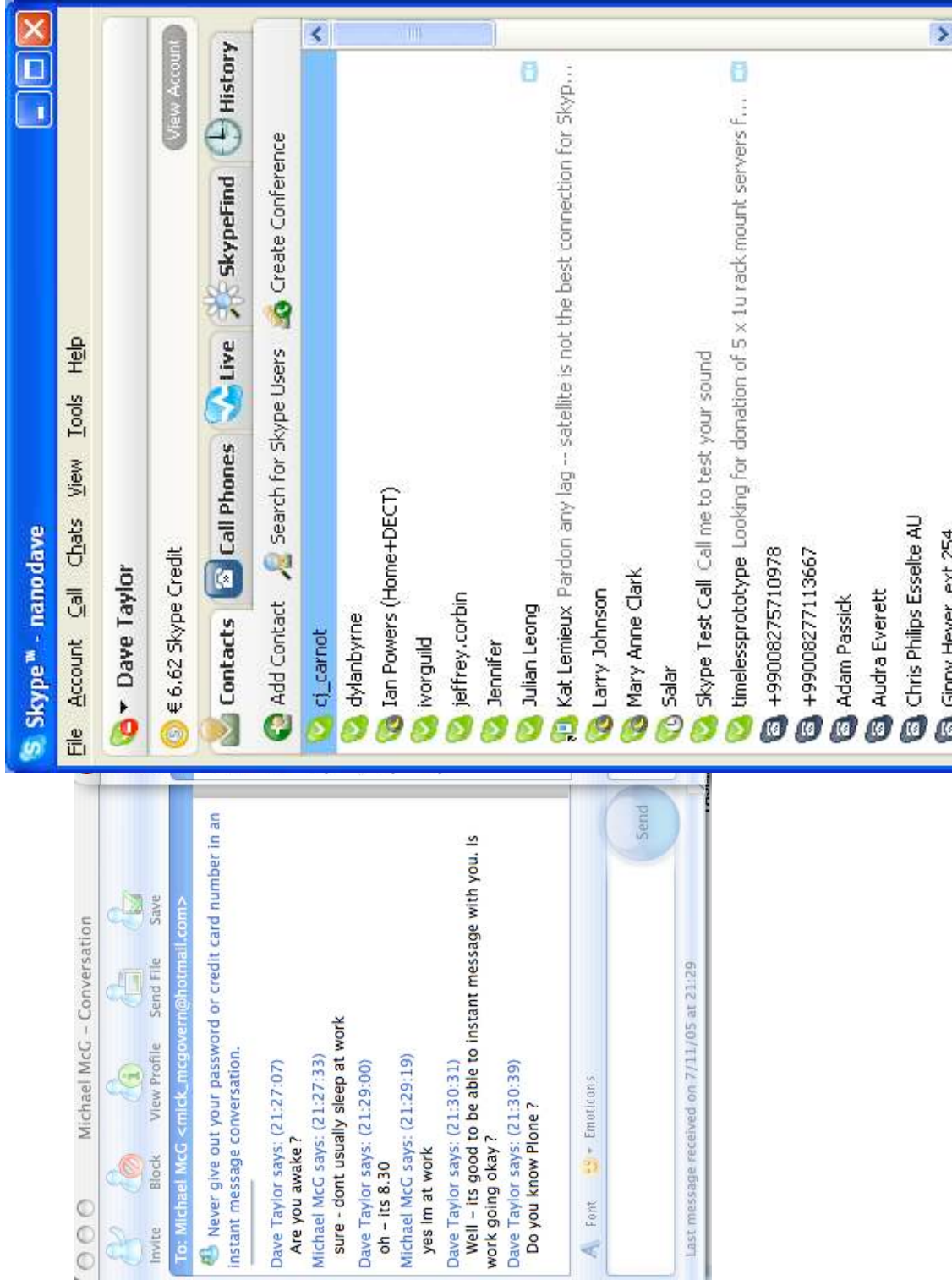
Blogosphere stats



Weblogs Cumulative: March 2003 - March 2007



Instant Messaging - the Live Internet



Habbo Hotel



Virtual worlds



Definition: 3D online persistent world with a sense of presence and simultaneous experience in context

Examples (over 30 worlds, many are games):

Second Life

ActiveWorlds

Entropia Universe

There

MultiVerse

Vast Park

Metaplace

Club Penguin (pre-teen)

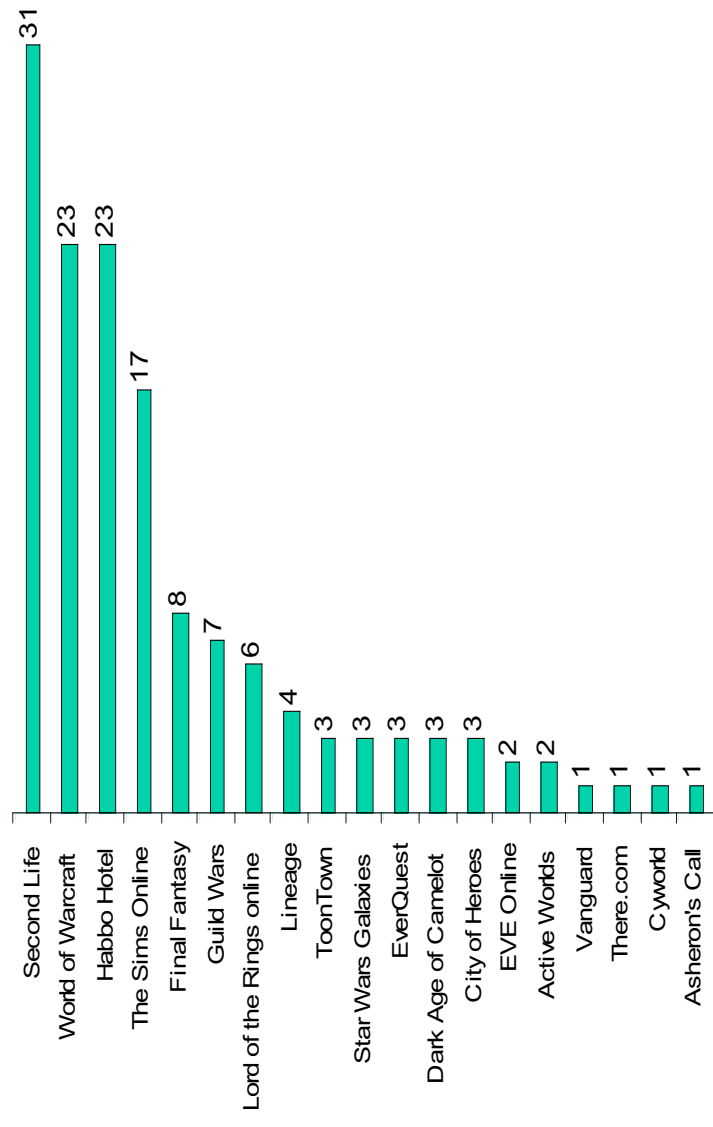
WebKins (pre-teen)

Habbo Hotel



Youth Usage (12 - 24 yrs)

“Which of the following virtual worlds have you visited in the past 6 months?”



N= 1177

Base: 12-24 year old online consumers in 7 EU markets, who use Virtual Worlds

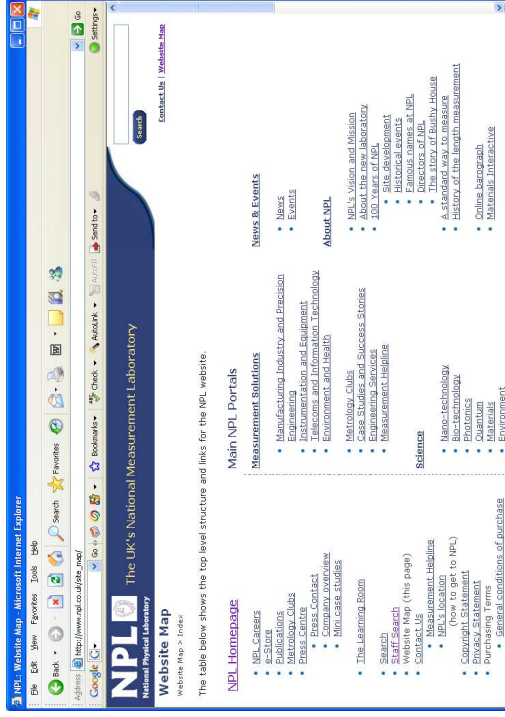
Second Life is the most significant virtual world (End 2007_{v3})

- 60,000 average concurrency
- 550,000 active users (last 7 days)
- 1.5 m active users (last 2 months)
- **12m registered users** (Jan '08)
- 42% female usage by hours
- Median age 32 yrs
- 75% of residents are outside USA
- 37% users are over 35 (46% of time spent, up from 33% in May)



IIR Managing Virtual Distance Nov '07 & Linden Research stats

The 3D web



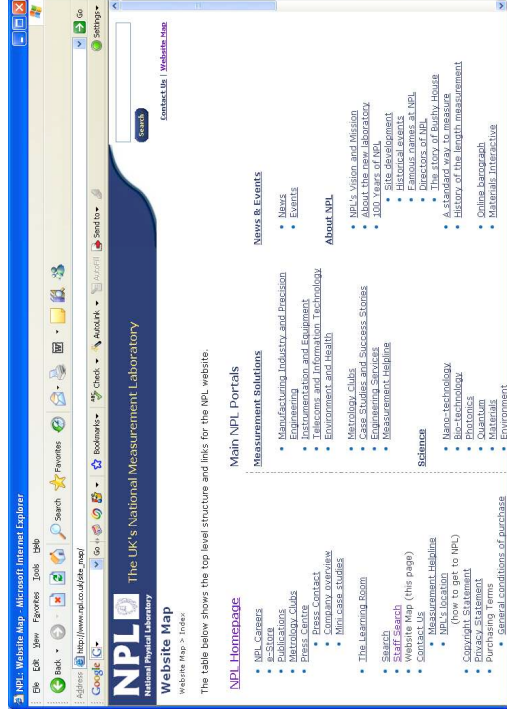
Website

(with related links)



Island

The 3D web



Website

(with related links)

Isolated



The SciLands

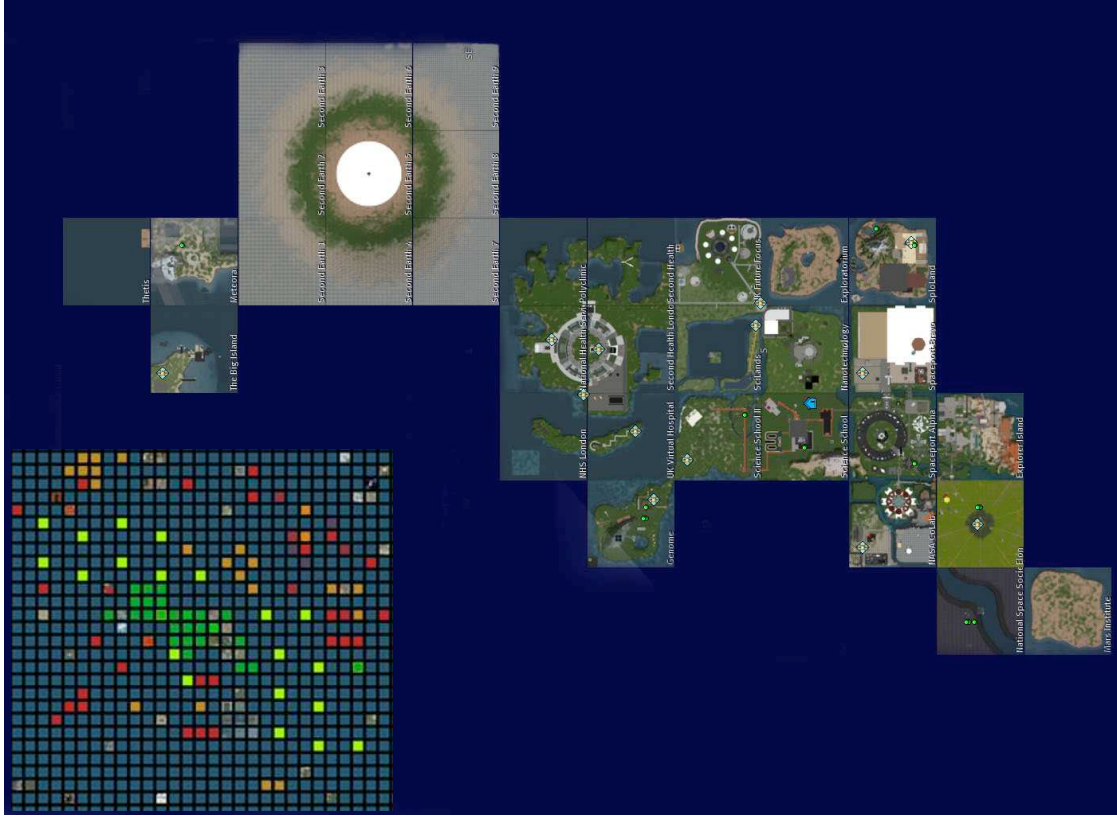
Community

The SciLands

Open-ended projects where people are the most important content

SciLands – founded Dec 06

- NASA, NPL, NOAA
- Second Health (NPL/ICL)
- UK Future Focus (NPL/BERR/DIUS/DCSF)
- Nanotechnology (NPL)
- CSIRO
- National Institutes of Health
- JPL, NSS, Mars Institute
- SF Exploratorium
- University of Denver
- University of Loughborough
- Institute of Physics
- Elon University
- Texas Wesleyan University

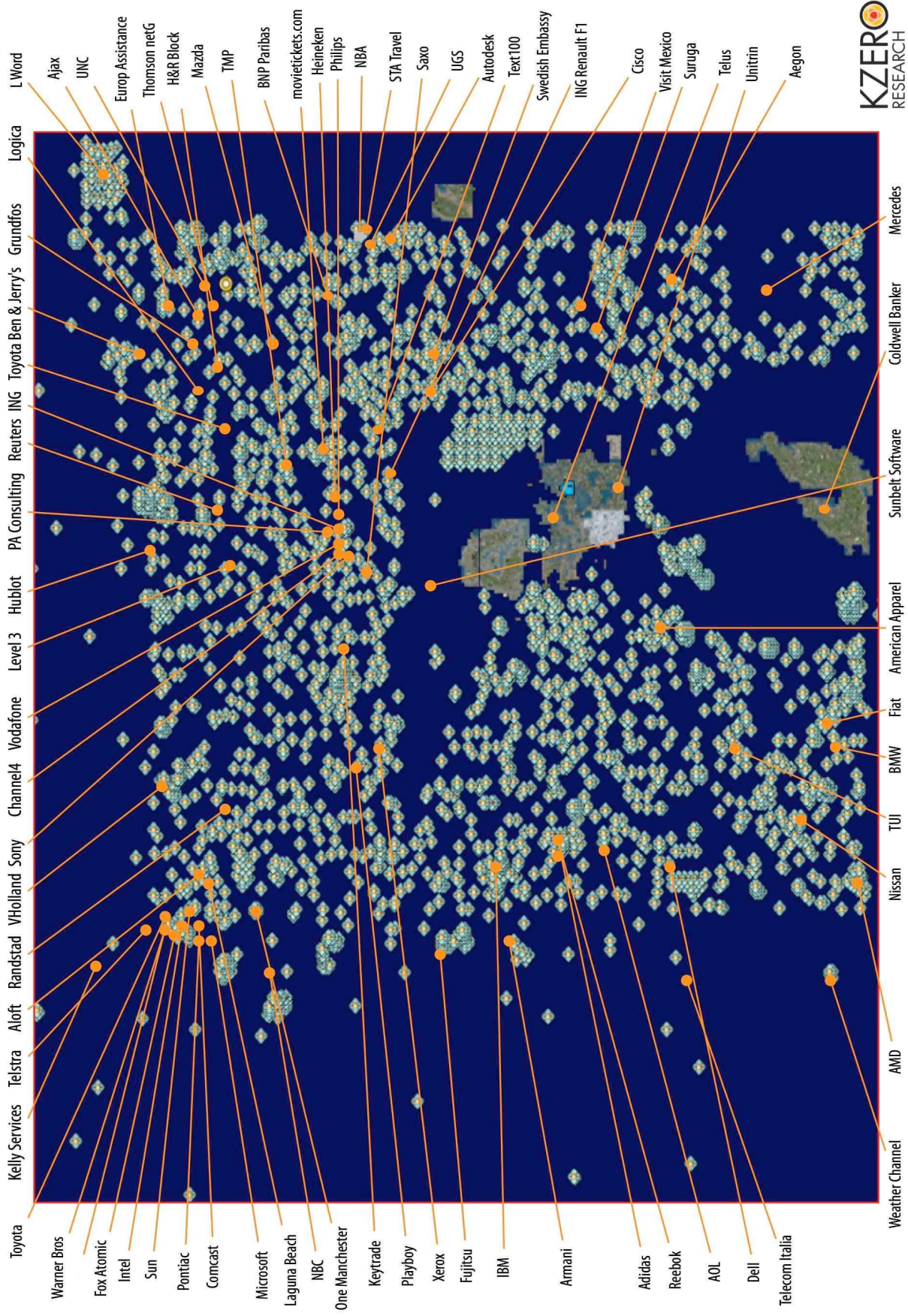


The 3D web

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- University of Denver
- University of Loughborough
- Institute of Physics
- Elon University
- Texas Wesleyan University





Second Life Affordances for Training

- Interactive
- User-generated environments
- Merged media
- First Person experiences
- Learning in context
- Makes visible the invisible - beyond the real world
- Social Learning

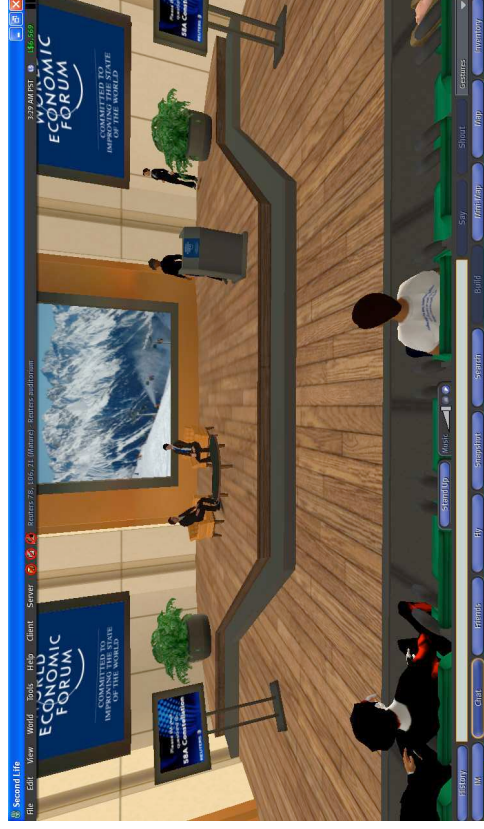
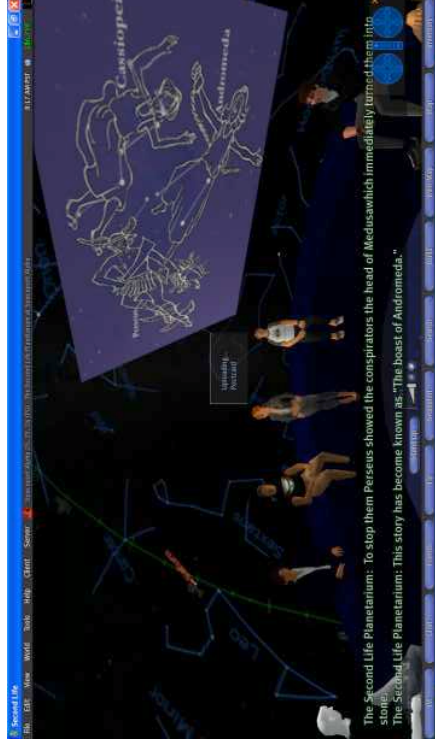


Second Health Operating Theatre



City of Arcadia CA Water Treatment Plant, Etopia
Sim

Imaginative settings for presentations



NASA CoLab – Oct 2007



4 min

BP Project Rooms



3 min

IBM Corporate – User Group Meetings

IBM Redbooks in Second Life: Meet the Authors event

Join us @ IBM Business Center in Second Life on September 20 from 10:00 to 11:00 EDT

Experience the future of virtual business. Join us at the IBM Business Center in Second Life for the IBM Redbooks in Second Life: Meet the Author event on Thursday, September 20. Meet the authors of the IBM Redbooks publication, "**Human-centric Business Process Management with WebSphere Process Server V6**" and chat with technical leaders - and your peers - from around the world.



At this informal, online event in the Second Life virtual world, you can ask questions and discuss WebSphere Process Server and general Redbook topics with subject matter experts while experiencing the unique atmosphere of the new virtual IBM Support Library in Second Life. You'll also receive a free special edition T-shirt for your avatar and other freebies.

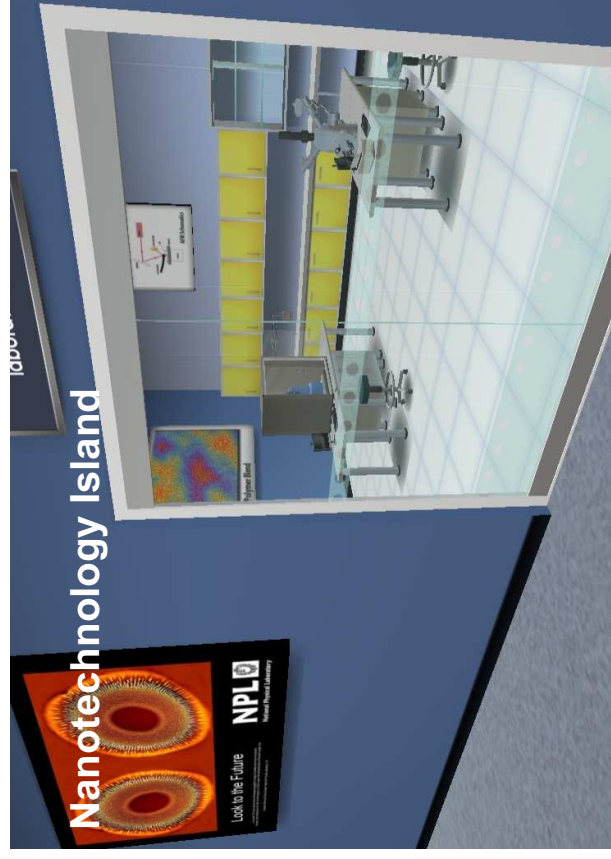
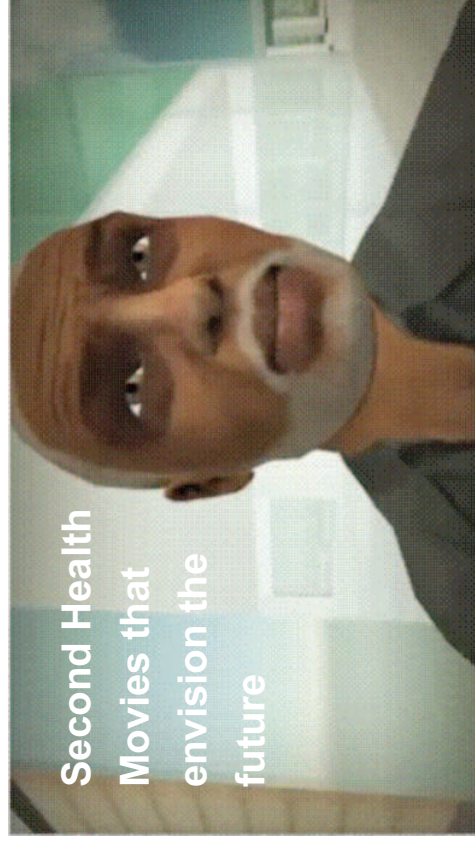
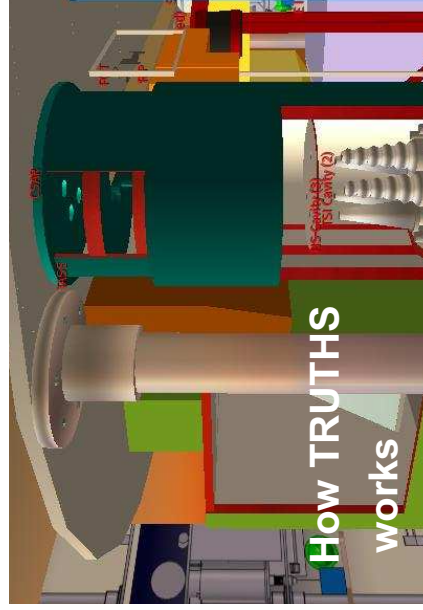
Event details

Where	IBM Support Library in Second Life		
When	20 September 2007, 10:00 - 11:00	New York local time	
	20 September 2007, 15:00 - 16:00	London local time	
Featured book	Human-centric Business Process Management with WebSphere Process Server V6		

The featured authors at this event are **Martin Keen**, the project leader and lead author, as well as **Omar Bahy**, **Andy Garratt**, **Lincoln Roach**, **Ines Lehman** and **Frank Neumann**.

[View the event in Second Life](#) | [View the event in Second Life](#) | [View the event in Second Life](#) | [View the event in Second Life](#) | [View the event in Second Life](#)

Awareness raising, Knowledge Transfer and envisioning the future



Nanotechnology Islands

NanoLands - Microsoft Internet Explorer

File Edit View Favorites Tools Help

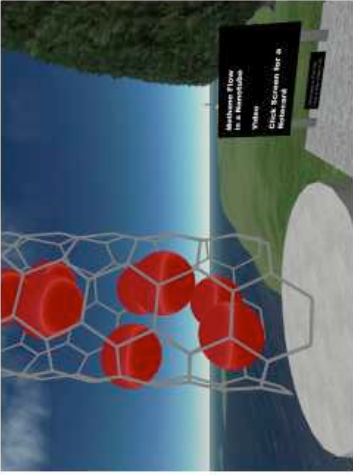


The nanoscience & nanotechnology hub of Second Life
Sponsored by the UK's National Physical Laboratory

Announcing The NanoLands Challenge

November 2nd, 2007 by Troy

Today we're unveiling an exciting new program: The NanoLands Challenge. NPL is challenging you to imagine and build an interesting exhibit about nanoscience or nanotechnology - and if your idea has merit, then NPL will award you \$400 or \$700 US dollars (not Linden dollars). To find out more about The NanoLands Challenge, click here.



Example Exhibit: Methane Flowing Through a Carbon Nanotube

Done, but with errors on page.

Search

Pages

- About this blog
- Email Troy
- Exploring Nano
- NanoLands Services
- The NanoLands Challenge
- Visit Nanotechnology Island

Nano Links

The links below will take you to other websites associated with nanoscience & nanotechnology

Education

- Nanoquest
- Scaling from Universe to Nano scale

Nano Websites

- Nanotechnology in Google Directory

Nanoparticles

- London Air quality network

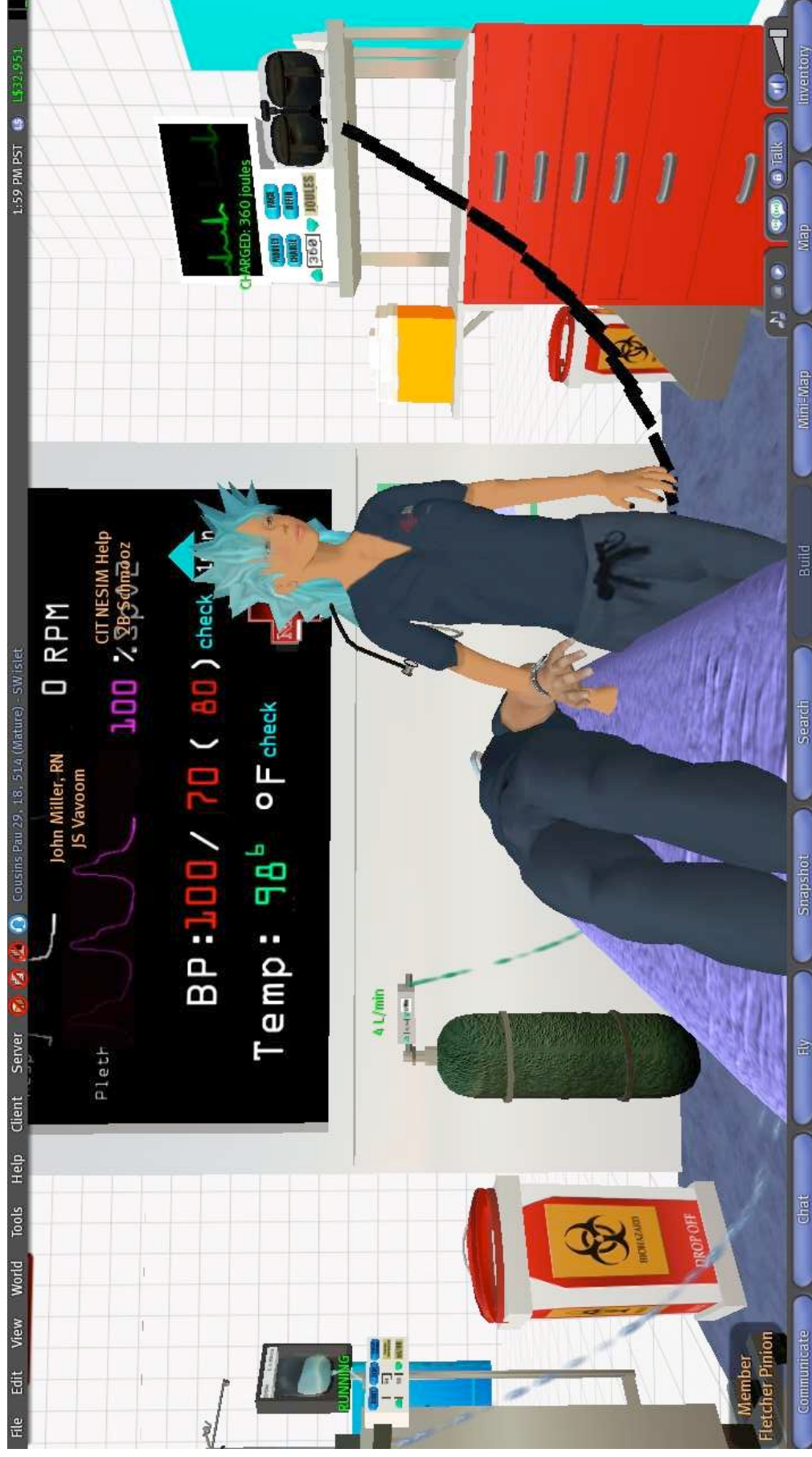
Internet

University of Denver (DU) – Nov 2007

4.5 min



Emergency room training



Emergency room training



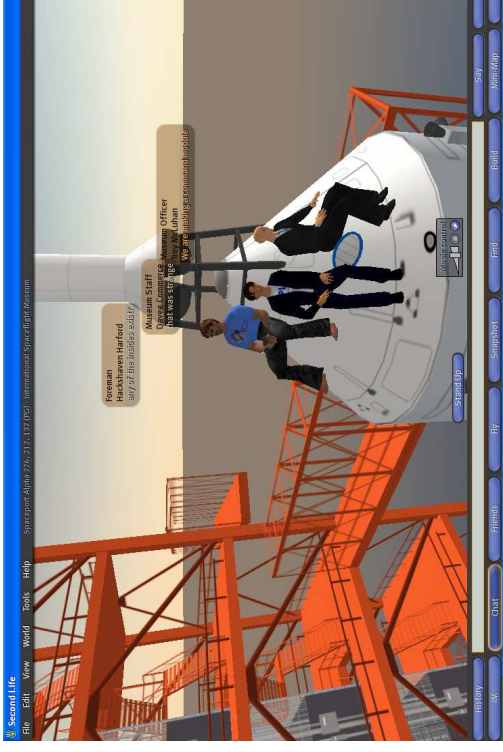
Out-takes



CSI: New York – future of leisure or future of work?



THANK YOU



www.nanodave.com

www.sciland.co.uk

www.secondhealth.org.uk

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Nanodave@gmail.com