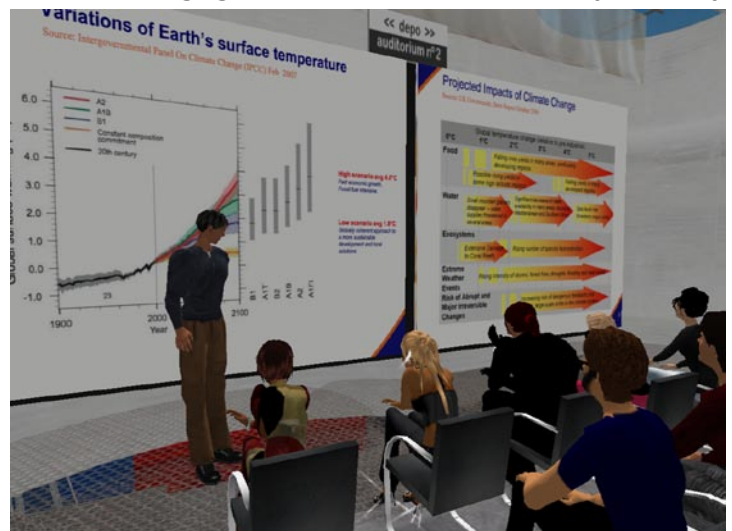


Locate your business in the world's first truly virtual business park

Increased awareness of virtual worlds has led to a steady stream of 'real life' businesses entering Second Life. As with the Internet boom in the nineties, however, many of those that have established an early presence are not maximising the potential of the environment beyond the arousal of any initial press interest. In the main this is due to a lack of engagement with the community, as they develop isolated facilities.

The depo business park is designed to provide an environment where organisations can explore the potential of this environment proactively. It is founded on the belief that they will benefit from sharing their experiences and receiving input from others, whilst still developing their own ideas and intellectual property in a secure, private environment. Importantly, the park provides an environment for networking - maximising the benefits of what is a social environment. The park will also provide a home to academics, researchers and others who can contribute to the development of the virtual business environment.



the business hub ::

The main reception area manages the publicly accessible areas, the shared meeting and collaboration facilities, and the auditorium for larger events. This area within the business park is staffed by depo. Currently the park is manned from 10am to 6pm UK time, with a further shift running from 4pm to 6pm PDT. The intention is to eventually run the park full time.

The meeting rooms and the auditorium are equipped for multimedia presentations, and support will be provided for any guests that are not familiar with Second Life - getting the most out of the experience requires an understanding of how to manipulate the avatar.

Alongside the formal meeting rooms there are break-out areas and casual meeting environments to provide maximum flexibility for the organisers of anything from project meetings to brainstorming sessions, through to training workshops.



The hub also provides an entry point for members of the public to access the businesses within the park, whether out of general interest, as a potential customer, or as someone who may be interested in employment. The reception staff and management team are trained to a high standard, to handle the enquiry, provide information and to make any necessary appointments. If your facilities are staffed, then your visitors can be escorted across or provided with teleportation directions. All offices on the park are staffed between 4pm and 6pm Friday afternoons, to provide a focus for activity.



The business hub is located on a central plaza, where there will be social facilities including bars, hot-dog stands, newspaper vendors and, on occasion, buskers and street artists. The provision of social facilities will be intrinsic to the business park, providing staff with recreational diversions during their breaks and forming a focus for the business community within the park.

the ethos of the business park ::

The business park is designed to provide an attractive, performant environment in which organisations can explore the potential of the virtual world within a community of kindred spirits. To this end the park is open to academics, individuals and institutions, as well as 'open-source' groups researching and developing concepts, processes or technologies that might support the development of virtual reality business models.

Specific areas within the park are made available to artists and others who are exploring the boundaries of virtual reality - or whose inclusion improves the quality of the environment for other residents. One gallery has already opened and more are planned.

There is also a not-for-profit area, where facilities are provided free of charge. The first entrant has been the Pure Trust - a UK based carbon offset charity.

It is expected that all residents will maintain a sensible and dignified balance between genuine networking and unwelcome or intrusive sales activities.



flexible spaces ::

The business park is designed to accommodate all sizes of organisation, and even individual tenants - from those businesses that want a whole, or even multiple regions for their own use, through to academics or specialists who may only be looking for a small beachfront office or residence.

Short-term needs can also be catered for, for example when there is need to develop facilities in a 'sandbox' for testing and refinement before moving into public areas, either within the park itself or into the wider Second Life environment.

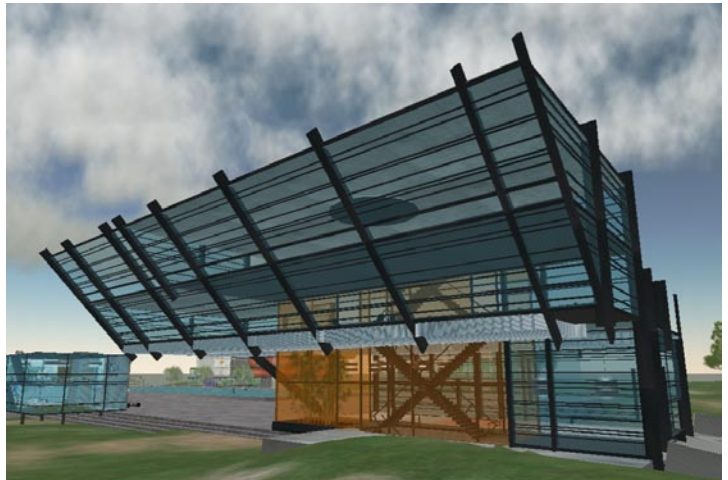
depo is also able to accommodate companies that wish to own their regions within the park, providing a buyout facility should there be a desire to move away from the park at some point in the future.

stunning locations, innovative architecture ::

The New York architect Bennet Dynamo is the creative director of the business park. The training and experience of a real life architect is important if the park is to work effectively as a social and work environment.

The depo office complex, designed and built by Bennet, forms the base for the business hub. It has already attracted much attention, including a front-cover feature in Building Magazine. Other client builds have been referenced in the Times, Telegraph and the FT as well as specialist trade publications, such as The Lawyer.

Bennet and his team are responsible for the layout and terraforming of the park, along with the design and build of all the common areas. He can also design and build your facilities, and the depo team can help with interior design and fit out, to your requirements and specification.



Should you wish to design, and / or build yourselves, Bennet can advise as to the best approach to meet your objectives, and then work with your teams to ensure that the delivered facilities meet your objectives and quality standards.

A gallery, showing photographs of the park, is regularly updated on the depo consulting website.

technical support ::

A library of standard scripts that can be utilised within SecondLife is maintained, but Bennet's team includes experienced scripters who can tackle any needs for bespoke scripts. It should be remembered that many aspects of the Second Life environment depend heavily on scripts - and that poorly written code can have serious consequences in terms of in-world performance for both you and your neighbours.



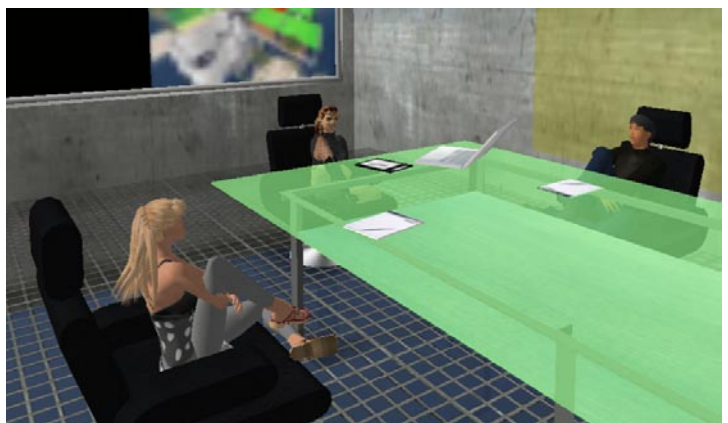
depo are currently in discussions with potential partners who are able to provide sophisticated integration services to enable the development of advanced Second Life applications and processes.

The reception staff are trained in all the common technical assets, such as multimedia, security, teleportation, etc. and can provide support to all residents and their guests.

standards ::

It is critical that tenants are able to contract with absolute confidence that the environmental standards and performance of the business park will be maintained. There is therefore a set of rules that govern what type of organisation can be admitted to the park, and what activities can be conducted within it.

This is partly to avoid any potential problems



with inappropriate businesses establishing operations on the park, but it is also to prevent problems with lag caused by uncontrolled visitor or scripted activities.

To avoid the potential of poor design impacting on the environment for other tenants, there is an approval process for terraforming, landscaping and buildings of all in-park facilities. This is not necessary, of course, for any off-park locations, even if we are providing and maintaining them, as they will not impact any other residents of the park.

These controls have been designed to address the concerns of existing Second Life residents who have bought land and built facilities only to have poorly-designed, inappropriate buildings sited next to them.

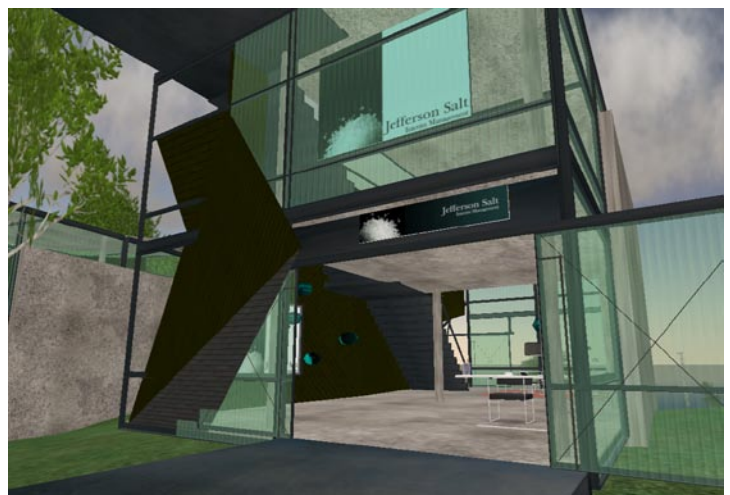


community ::

The business park seeks to maximise the value of Second Life's potential as a social model by providing various opportunities for events, seminars and discussion groups. One of the most significant benefits of Second Life as a business environment is that it is possible to network with a wide, international group of business people, academics, politicians, creatives, employment candidates and even customers, far more effectively than has been possible to date.

People are noticeably far more open to collaboration and discussion on Second Life - although the current novelty of the environment has to be taken into account. The business park will ensure that the dissemination of non-confidential information is made as effective as possible.

There are plans for topical discussions, and a fortnightly brainstorming session that will explore current business topics. Special interest groups will also be encouraged - the park is already home to a group of corporate lawyers.



depo are also organising a series of seminars with invited speakers who will look at aspects of the virtual business environment - from recruiting staff through to intellectual property, as well as virtual marketing and sales issues.

Plans for 'Friday Markets' are underway, using the main plaza for expos and networking events for a wide variety of local, national and international organisations and groups.

Along with business-focused activities, there will also be media as well as social events. Tenants will be able to invite guests to all the community activities and to initiate their own. All functions will be free, unless there are exceptional costs to be recovered.

It is intended that the community will include firms that have a particular understanding of, and specialist capabilities within, the Second Life environment. Whilst this does

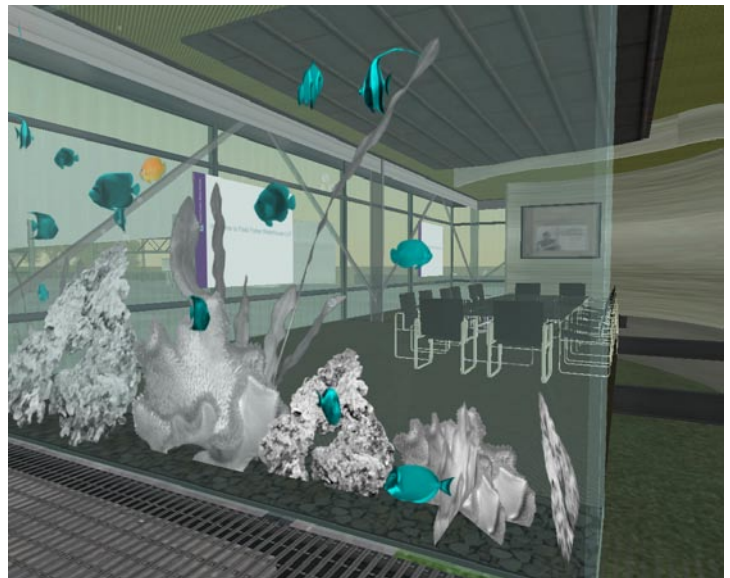


not, of course, prevent tenants from engaging external firms, it is hoped that this model provides a short cut to effective delivery in the virtual world.

further information ::

Further information can be obtained through the contact details below. The depo office is currently always manned on weekdays from 10am to 6pm UK time and from 4pm to 6pm PDT, but meetings can be arranged at anytime.

The existing depo office complex is available for organisations to use free of charge, to allow for an evaluation of the facilities and the benefits of the virtual office.



contact ::

To go directly to the business park, there is a SLURL on the depo website or search for 'depo' under Places.

To contact us through Instant Messaging search for Chester Orbit , Jennie Werribee or Marissa Meltzer.

depo consulting ltd
100 High Street
Potterspur
Northants
NN12 7PQ
UK

Telephone :: +44 (0) 845 003 1351
Email :: enquiries@depoconsulting.com

