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Policy and governance opportunities and challenges in adopting virtual worlds (with apologies for absence)



(R)Evolutionary issues



Playing a game or doing business?

- Using technology and services developed for a different purpose
- Consumer rather than enterprise or public sector perspectives dominate
- Are there new facilities we need and are there some we must change or dispose of?



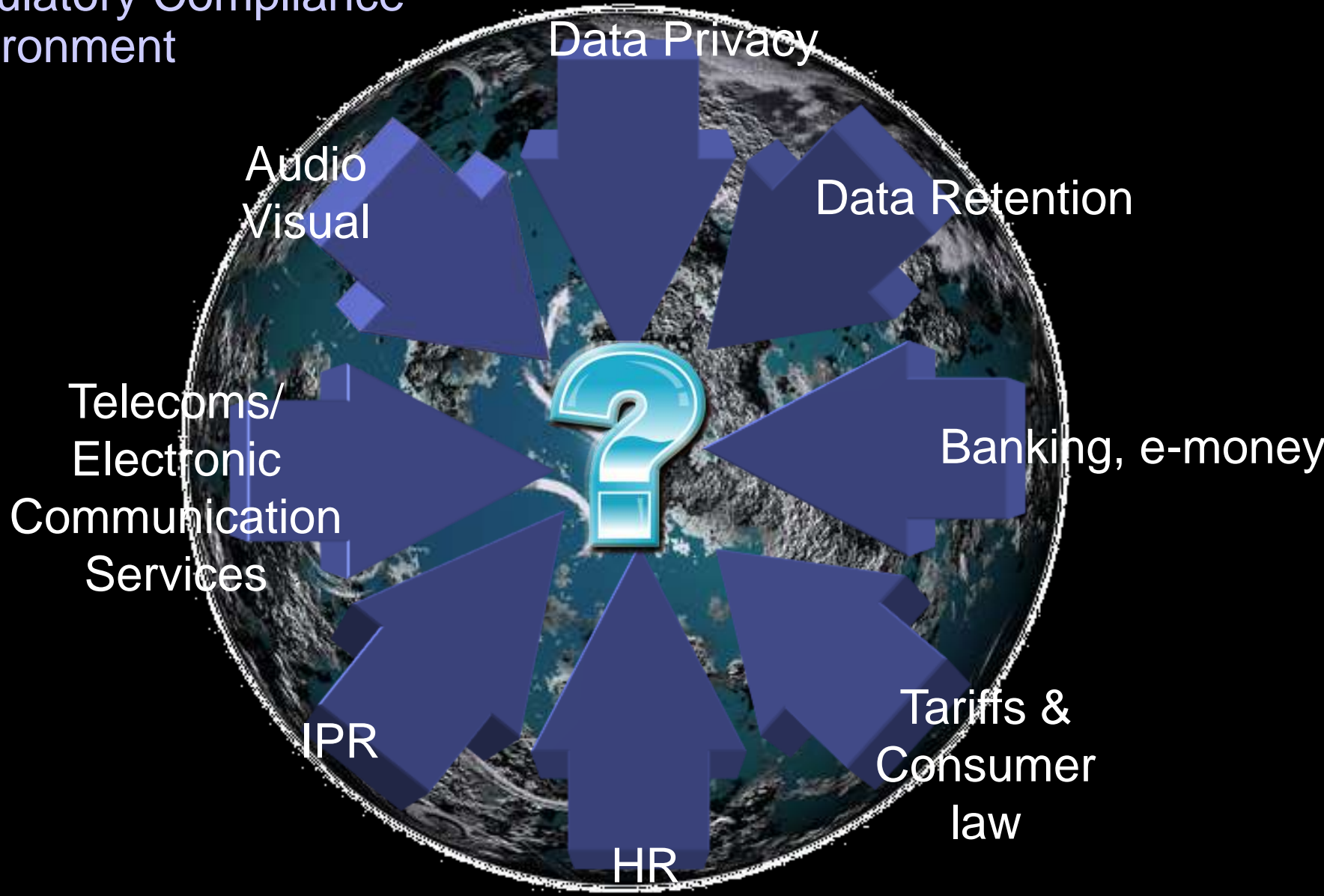
Pace of innovation immense – cheap enough to ‘play’ with

- Immediate commoditisation,
- low barrier to entry,
- global from day one,
- perpetual ‘beta’



An exciting opportunity for competitive advantage and major challenge to keep ahead of the pace of change

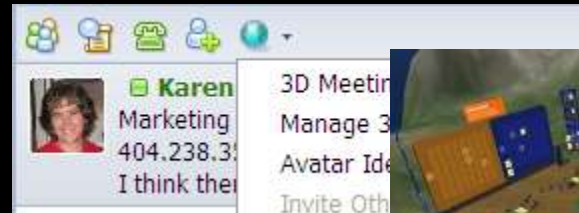
Regulatory Compliance Environment



Key responses – Different approaches for different purposes

- Pocket Universes (eg Opensim)**

For simple meetings ad hoc or closed meetings, brainstorming or data visualization of sensitive or confidential data



IBM Sametime 3D



Private Data centre visualization

- Open worlds**

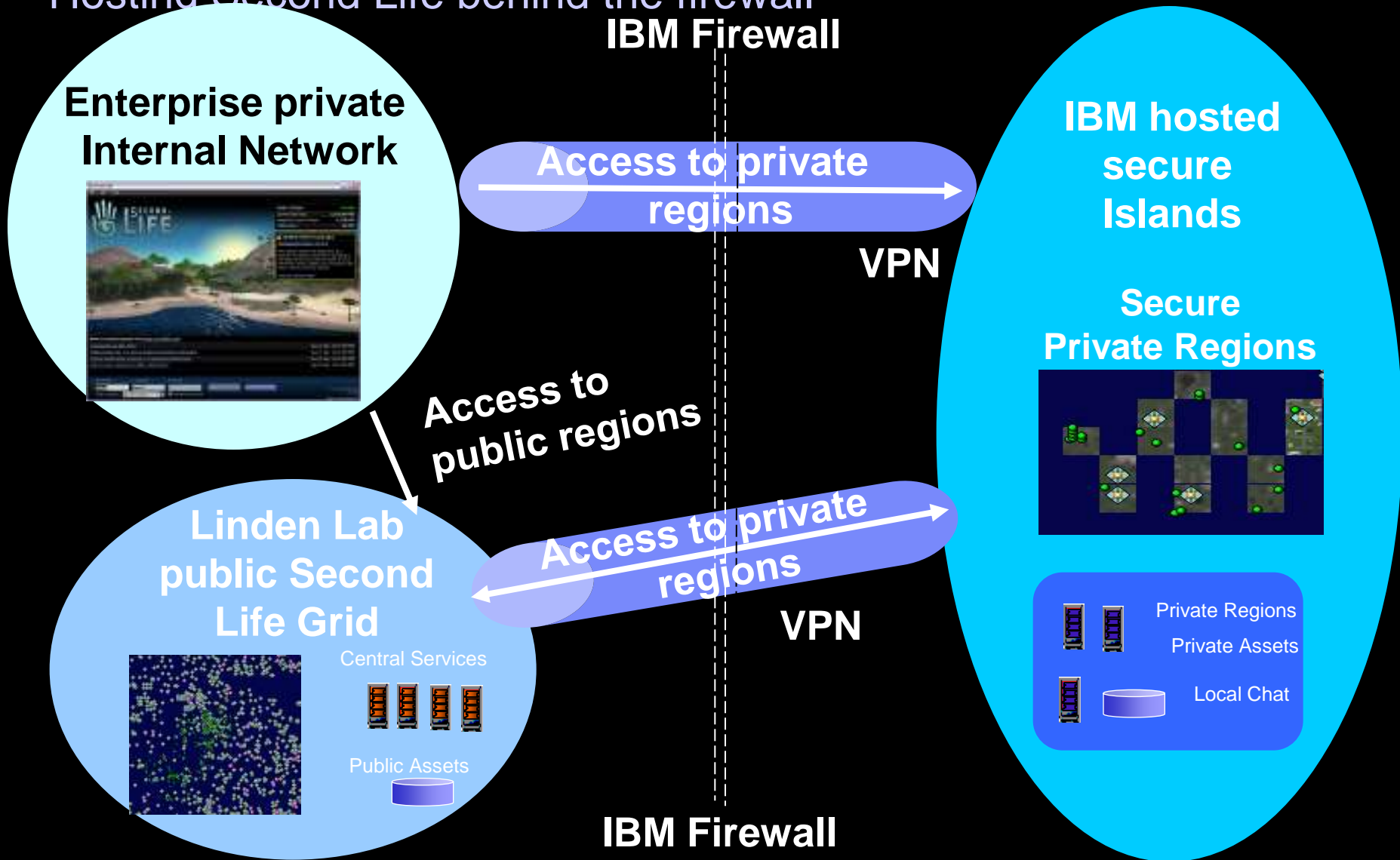
For marketing or education or public service



Public green data centre expo

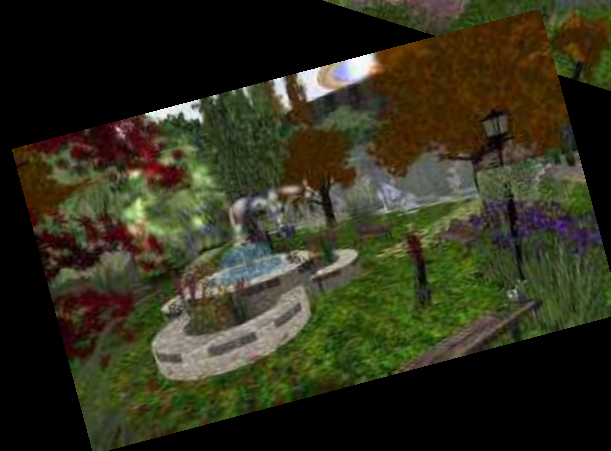
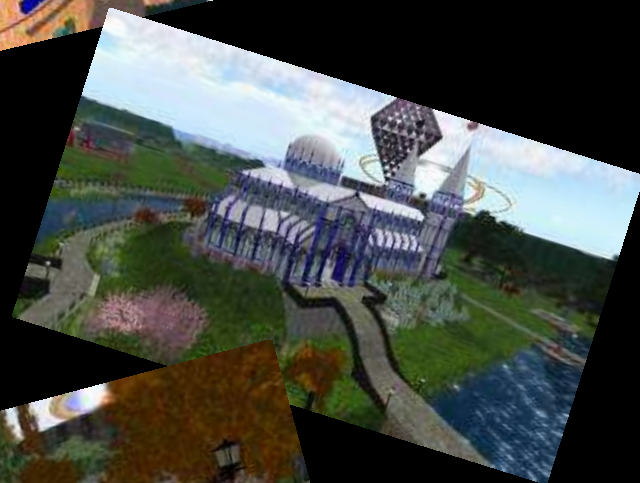


Or Hybrid Solutions - IBM and Linden Lab Hosting Second Life behind the firewall



Academy of Technology Virtual Worlds for Business event

- **150+ participants**
- **Three days**
- **Nineteen countries**
- **Thirty-seven sessions**
- **Integrated Voice over IP (VoIP)**
- **Meetings with distinguished engineers**
- **Jet skis**
- **Hang gliders**
- **Dancing**
- *all without ever leaving your office.*



Experiment now!

- **Meetings**
 - Travel displacement
 - Productivity
- **Education**
 - better use of expert educators and specialists
 - address shortages of key STEM teaching disciplines
 - life long learning
 - 'at desktop' advantages combined with real time tutor groups and interactive and peer to peer support.
 - simulation of expensive experiments, experiences or field trips.
- **Communication**
- **Collaboration**