



# Virtual Worlds Overview

Web Manager University's New Media Talk

Eric Hackathorn, 10/12/2010

<http://www.slideshare.net/hackshaven/web-manager-university-new-media-talk>

<http://www.bluemarsonline.com/>

## What are virtual worlds?



### 3-D Visualizations

- Immersive storytelling
- Bringing research to life

### Social Interaction

- Communication
- Collaboration
- Community

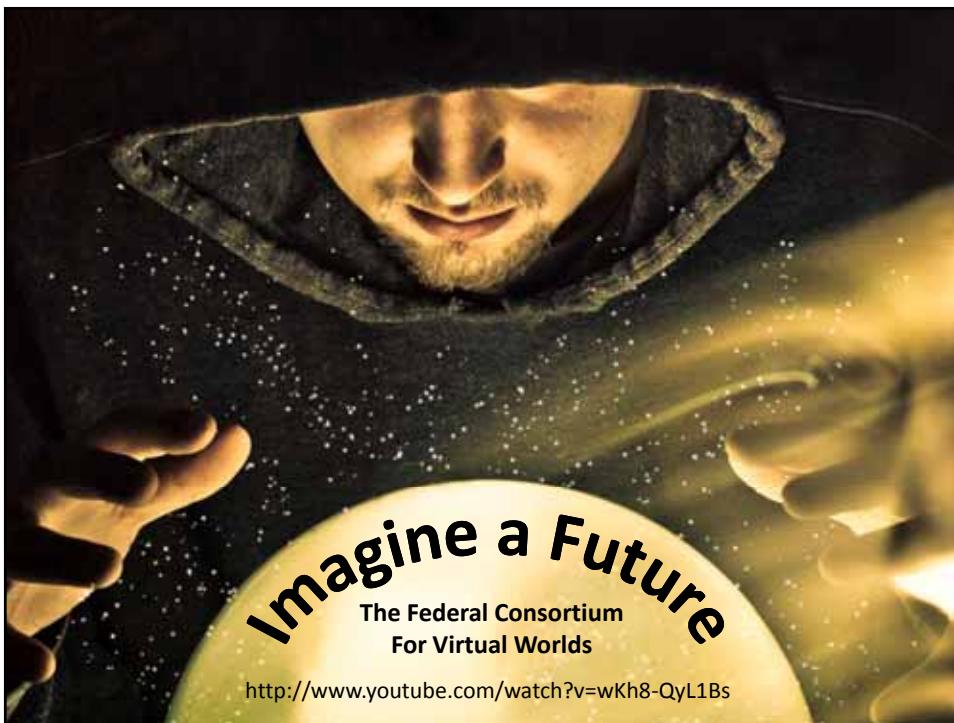
### Global Audience

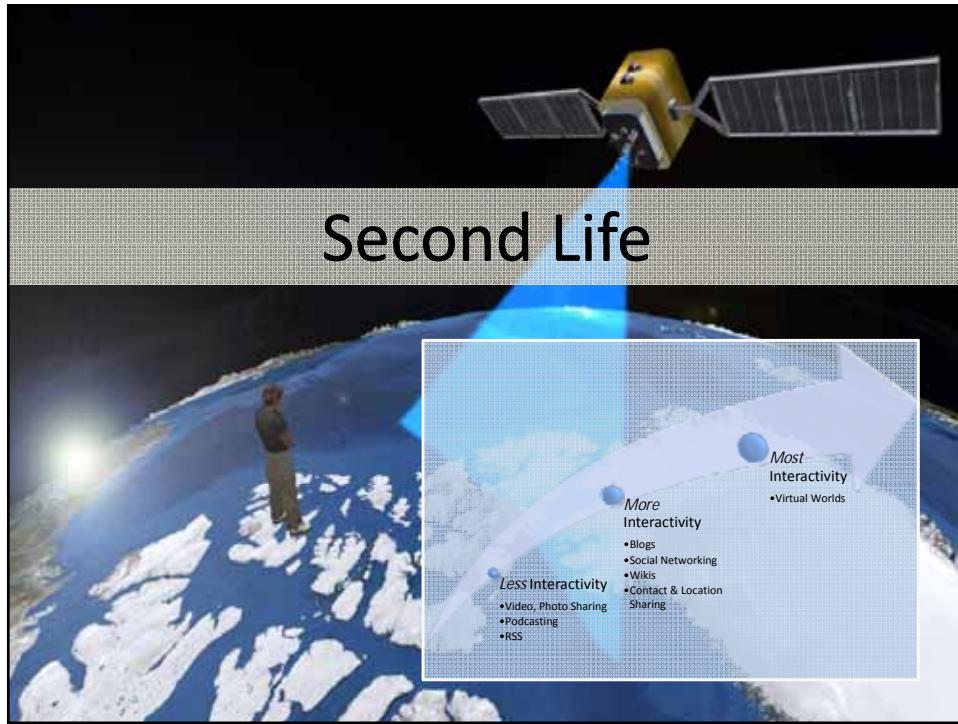
- Scalable experiences
- Untapped market

<http://www.youtube.com/watch?v=WeFZukZLaT8>

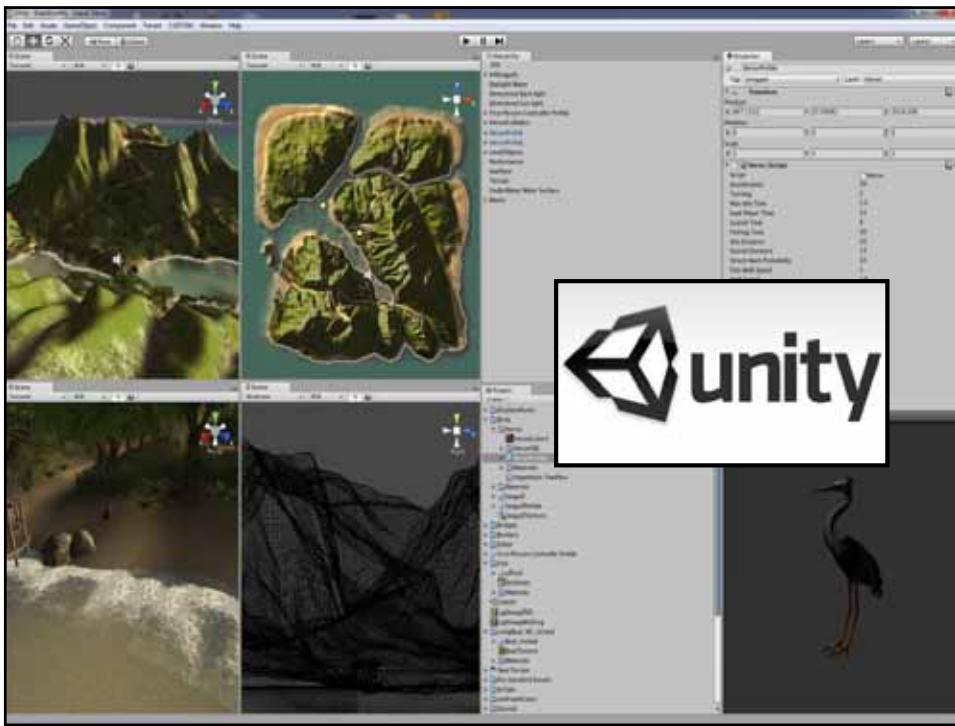


Why should you care?

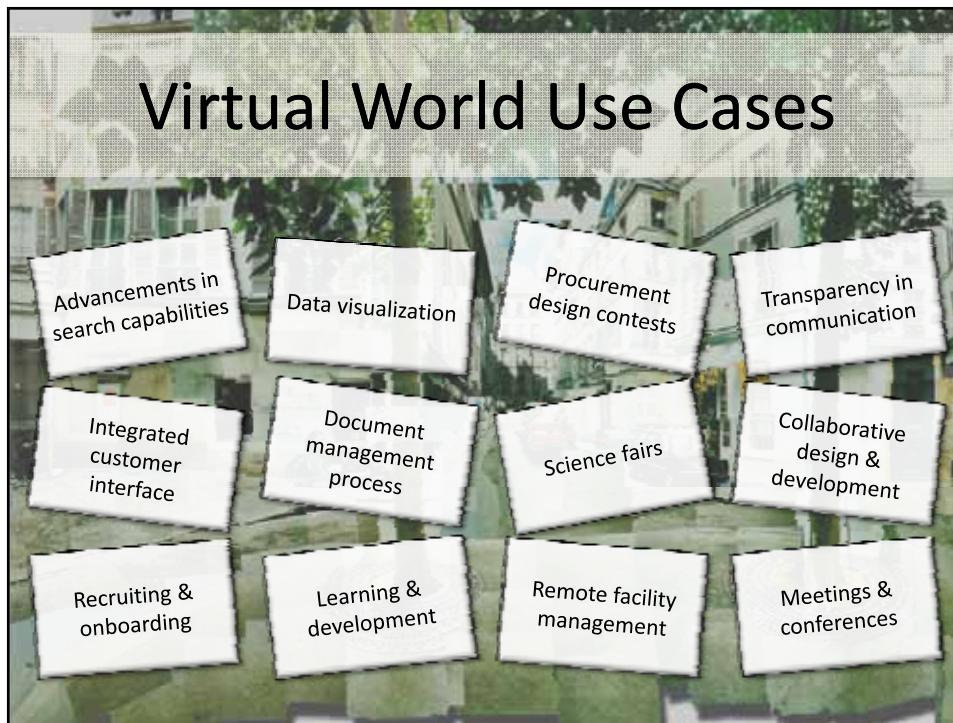
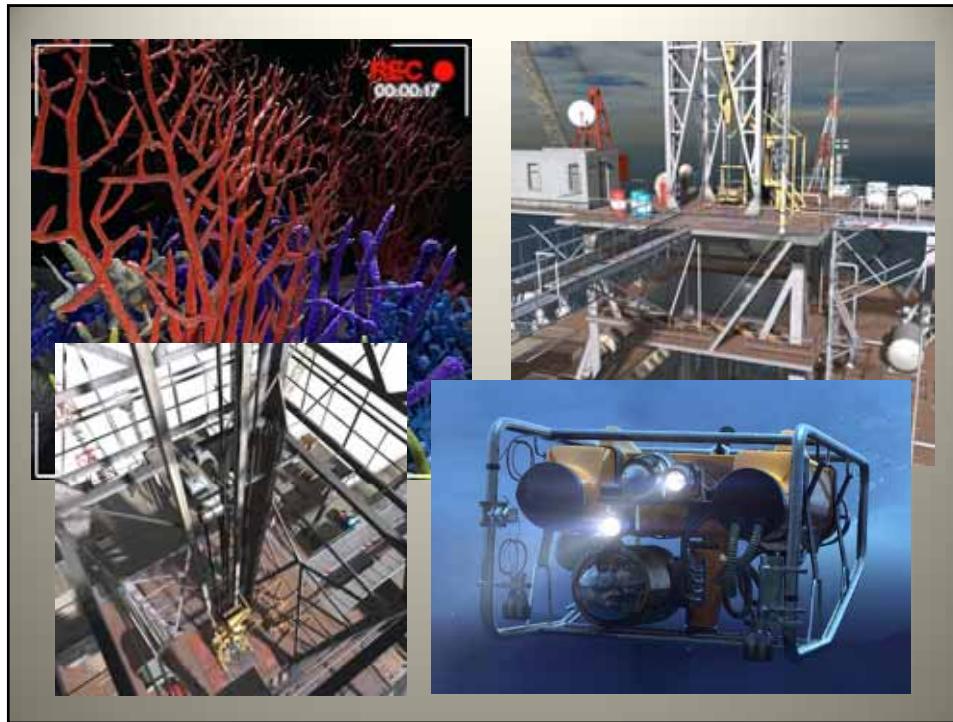




## Demonstration



Demonstration



## NOAA's Virtual Island

Outreach and Education

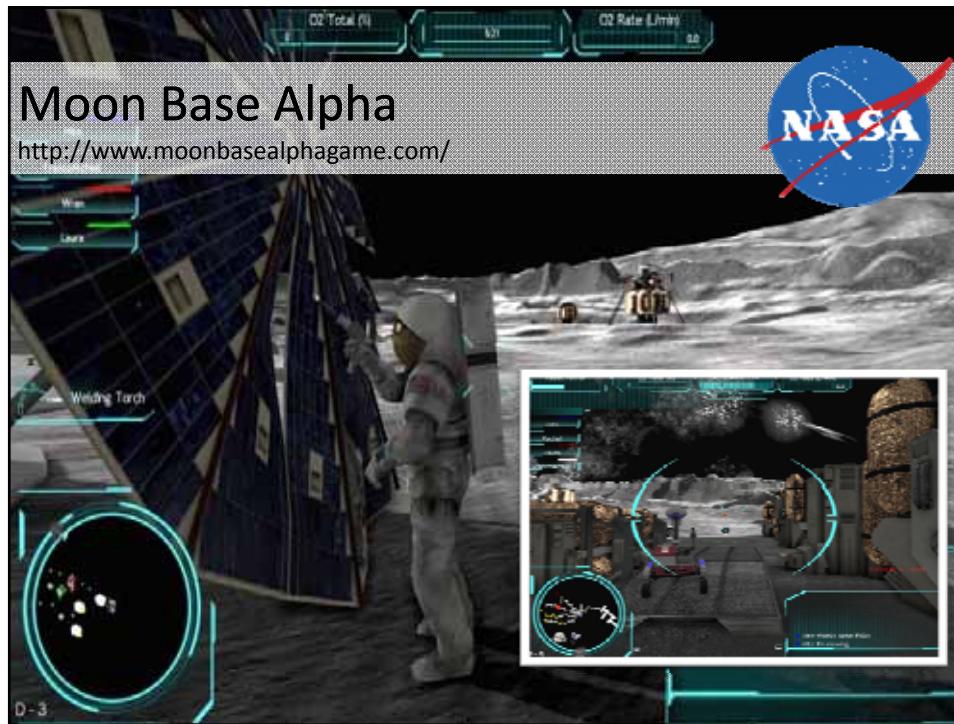
The screenshot shows a 3D virtual environment designed for outreach and education. It features a central figure in a light blue dress standing on a bridge-like structure. Surrounding this figure are several interactive exhibits: a "Tsunami" exhibit showing a coastal scene; a "Meeting Hall" with a lighthouse in the background; a "Weather Map" with a small airplane icon; a "Hurricane Ride" area with a plane icon; and a "Science On a Sphere" exhibit. There are also smaller inset images showing a 3D room interior, a sunset over water, and a person in a yellow vest standing in a field. The NOAA logo is visible in the top right corner.

<http://www.youtube.com/watch?v=is8YX32GAyQ>

## Energy Island

Job Recruitment

The screenshot shows a futuristic industrial or scientific facility. A person in a dark suit stands near a large, glowing circular machine, possibly a particle accelerator or a reactor. A bright, intense beam of light is emitted from the machine, illuminating the surrounding area. The facility has metallic walls and pipes. In the top right corner, there is a circular seal for the "DEPARTMENT OF ENERGY UNITED STATES GOVERNMENT". Below the seal, the URL <http://www.vimeo.com/14552134> is displayed.





## Federal Virtual Worlds Challenge

<http://www.fwvc.army.mil/>





How can you get involved?





## vGov Highlights

<b>Pros</b> 	<b>Cons</b> 
<ul style="list-style-type: none"><li>• Multi-agency inertia</li><li>• Securely hosted</li><li>• Strong authentication</li><li>• Knowledgeable staff</li></ul>	<ul style="list-style-type: none"><li>• Fluxuating price structure</li><li>• Internal applications only</li><li>• Virtual world technology changes fast</li></ul>



Second Life Highlights

**Pros**

- A popular public virtual worlds
- Low entrance barrier
- Proven track record

**Cons**

- Company is undergoing change
- 3<sup>rd</sup> party hosted
- Virtual world technology changes fast



## OpenSim Highlights

**Pros**

- Cost effective
- Distributed nature has long term benefit
- Open source
- Active community

**Cons**

- Alpha software
- Difficult entrance barriers
- High level of technical skill is necessary

A statue of a man in a toga, holding a spear or sword, stands behind the comparison chart. He is positioned in front of a set of scales, symbolizing justice or balance.

## An Executive Guide for Keeping Up with the Virtual World

- Contact me!
- Join a virtual world and create an avatar
- Ask your kids about virtual worlds
- Ask your staff about virtual worlds
- Bookmark several virtual world news sites



## Questions?

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