

## Second Life: Incredible potential for clients with 3-D vision.

### A virtual Land Grab in the Making

NEW YORK—Like a former James Bond villain said, “the world is not enough,” sure enough a second “world” has emerged. It’s called Second Life, a 3-D virtual online world that is already home to 4.8 million current “residents” and growing fast with its own commerce and currency, communities and land holders.

Created by former Real Networks CTO Phillip Rosedale and operated by San Francisco-based Linden Lab, Second Life is set to become a global technology platform for commerce, entertainment and communications. And real-world companies like



Wells Fargo, Dell, Circuit City, BMW, GM, Adidas, Nissan, Toyota, Microsoft, Sun Microsystems, Warner Bros. Records, 20th Century Fox, Intel and others get the vision.

Second Life provides residents with tools to view, build and modify virtual spaces—even islands!—to participate in its virtual economy. Residents navigate Second Life via their Avatars (or tricked up 3-D “mini-mes”) that act and perform tasks just like their resident creators. This is what they meant by living a double life—interact with others, buy, sell and travel with the ability to walk, run, fly and teleport all from the safety and comfort of your computer.



What does this mean for our clients? A huge opportunity that should be taken seriously now.

**MEDIALAB:interactive** can help clients create, register and manage a compelling presence with a custom branded portal that will lead to real world results, monitored by comprehensive metrics solutions to track visitors, profiles, frequencies and more. Instead of being a 2-D player in a flat world, you can now be a three dimensional player in a whole new world.

For more information, contact **Shawn Thomson**, Creative Director at [shawn@medialabinteractive.com](mailto:shawn@medialabinteractive.com).

## MEDIALAB:interactive expands relationship with WEP Network

NEW YORK—High level talks between Watson Earl and Partners (WEP), NY, and MEDIALAB:interactive have produced the outline of an asymmetric network to include brand advertising, print, direct, web interactive and analytics, multicultural and GLBT marketing. The formal announcement is expected by the second quarter 2007.

By pooling complementary resources and client bases, the network offers a broader range of services to existing clients and customized and comprehensive solutions to new clients.

Gary Watson, President of WEP, says, “In an increasingly integrated media market, the network is the only way to effectively offer clients the most options and the best capabilities in one package that’s focused and affordable.” Shawn Thomson, Creative Director of MEDIALAB notes, “We bring an interactive component that gives our clients a virtual world of options, with real world ways to measure and capitalize on them.”

## GAY PRIDE 2007

Quick reminder, for our Osmosis clients - Gay Pride is less than three months away, which means planning season is *right now!* Please call today to discuss your Pride 2007 promotional campaign.

### We would like to be your agency partner!

For new business inquires, please contact Shawn Thomson at 212-279-2680 x21, or [click here](#)

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