

Second Life ... for Property and Regeneration

What Is It?

Second Life is an Internet based virtual world. Each user is represented by an avatar, a "virtual-me", which can move through the world, interact with objects, and talk to other users. The BBC, IBM, Adidas and Toyota are just some of the global companies already using Second Life for marketing, entertainment and business purposes.

Why Use It?

Most companies involved in architecture, property development, planning and regeneration are already using 2D and 3D mapping and visualisation tools. Whilst Second Life may not replace all of these it offers a number of distinctly different approaches.

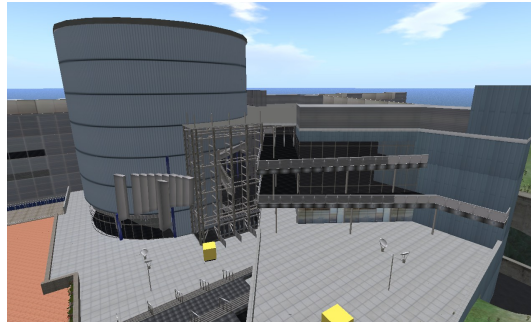
- Living The Design

Whilst visualisation tools may let you create a 3D fly-through of a proposed build they rarely let you stray off the pre-defined track. With Second Life once you have built a structure or environment users can move around it at will, they are not confined to a particular path. What is more multiple users can be active at any one time.

The ultimate expression of this would be in regeneration planning where people could actually "live" in the proposed design over an extended period, getting to know it, using public spaces and finding its good and bad points. And every movement could be tracked and logged if required. Second Life could provide a richness of quantitative and qualitative data unrivalled by any other technology.

- Interaction

Within Second Life objects can do things. Doors can open, lifts can go up and down, screens can show video, and sofas can be sat on. A virtual world can truly bring your proposals to life.



- Easy, Remote Access

Second Life is easy to use and operates across the Internet, so clients can access your visualisations from their homes or offices within minutes, using a simple, free download. You can of course control access, so you can choose who sees your visualisations.

- Planning

Second Life is proving to be a viable alternative to audio video conferences. Participants can view presentations and even stand around a planning model and dynamically change the model as the discussion flows.

In fact Second Life could provide the ideal counter-part to Planning For Real[®] sessions – enabling output to be readily captured, discussed and further manipulated over the web from participants homes and offices long after the cardboard boxes have been put away.

Next Steps

If you would like to know more about Second Life, and how it could help your business promote and develop better projects and improve sales and client satisfaction then please get in touch today and we can arrange a free demonstration at your office.

Second Life is at <http://www.secondlife.com/>

Our SL office is on the Daden Prime sim.

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