

PROGRAM & EXPO GUIDE

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Expo 2009



Virtual Goods

DIGITAL LAW

3D TRAINING, LEARNING
& COLLABORATION

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Expo 2009



Welcome

Thank you all for coming. And thank you, especially, to our speakers, sponsors, and exhibitors for making this event not only possible, but as great as it can be. Here is what you can expect over the course of the next two days:

Social Media Strategies - The social media track seeks to help businesses understand the best practices, current trends, and effective strategies of social media and user engagement. Hear from major brands including Wal-Mart, Intel, H&R Block and Kodak. Plus, join us for experts on using games as marketing tools, building a Viral Metrics Infrastructure and The State of Social Media, Market Size and Key Trends and more.

Virtual Goods Conference - Microtransactions have broad implications for businesses, including companies involved in the social networks, mobile industry, virtual worlds and games. Here we will lay out how to maximize virtual goods opportunities for your business. Hear from companies generating revenue from goods today: Social Gaming Network, Gaia, Habbo and more.

Digital Law Conference - Here we provide a detailed examination of the legal and business issues raised by games, social media, virtual goods and virtual worlds and offer key insight into where the industry is headed and what the associated legal implications are. Seven credit hours of CLE accreditation has been applied for in MCLE states.

3D Training, Learning and Collaboration - 3D virtual worlds have broad implications for business not the least of which is cost savings and energy conservation. This event will provide the information necessary for 3DTLC implementation in your organization. Speakers include experts from Johnson & Johnson, Cisco, Cornell University, ThinkBalm and more.

Sincerely,



Christopher Sherman
Executive Director, Founder
Engage Digital Media

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Schedule At A Glance

Wednesday September 23, 2009

8:00 am 9:00 am	Registration and Badge Pick-Up			
9:00 am 10:30 am	KEYNOTES Critical Insight From A Venture Capital Point of View - Jeremy Liew, Managing Director, Lightspeed Venture Partners A New Approach To Virtual Goods - Trip Hawkins, Chairman and CEO, Digital Chocolate			Room B3 3DTLC Keynote Crossing the Chasm, One Implementation at a Time Erica Driver and Sam Driver Room B4
10:30 am 11:00 am	Break and Demos in the Expo Hall			
	Social Media Strategies	Virtual Goods Conference	Digital Law Conference	3DTLC Conference
	Room C2	Room B3	Room C1	Room B4
11:00 am 12:00 pm	The State of Social Media, Market Size and Key Trends	Virtual Goods: The State of The Industry	The Ethical Boundaries of Social Media: What Lawyers (and Business Owners) Need to Know	3DTLC 1.0 Redux: Bringing a New Dimension to Enterprise Learning and Collaboration
12:00 pm 1:00 pm	Lunch and Demos in the Expo Hall			Lunch Sponsored by Utherverse
1:00 pm 2:00 pm	How Venture Capital Sees Social Media	Analyze This: The Virtual Goods Marketplace	Show Me the Money: Unraveling Tax Incentives for Video Game Production	3DTLC Keynote Lessons from the Front Line: Implementing Virtual Social Environments at IBM
2:00 pm 2:30 pm	Break and Demos in the Expo Hall			
2:30 pm 3:30 pm	Customer Engagement and Monetization: A Step-By-Step Plan	Means, Motive and Opportunity: Virtual Goods and Social Gaming	3 Privacy Case Studies: - COPPA: Protecting Users - Intellectual Property Megasuit - International Perspectives	Redefining Design: It is Not about Being There, It is about DOING There
3:30 pm 4:00 pm	Break and Demos in the Expo Hall			
4:00 pm 5:00 pm	Case Studies: Social Media Success Stories from Wal-Mart, Intel and Kodak	Second Life: The Largest User-Generated Virtual Goods Economy in the World	Comparing Virtual World/ MMO Business Models: Make the Right Choice.	Speed Sharing: Six Business Value Success Stories in 60 Minutes!

Conference Party

** Wednesday evening 5pm to 6:30pm **

ThreatMetrix

Conference Attendees: Join us for free beer and munchies at the ThreatMetrix booth #6.

 **SuperRewards**
Leaders in Virtual Currency Monetization

Invitation-only mixer at the Loft Bar an Bistro

Wednesday 6:30pm - 8:30pm

Free food and cocktails

Tickets: Go to Super Rewards booth #61

Thursday September 24, 2009

8:00 am 9:00 am	Registration and Badge Pick-Up			
9:00 am 10:30 am	KEYNOTES Implementing Best Buy's Social Media Strategy - Gina Debogovich, Community Manager, Best Buy Co, Inc. - Jason Parker, Community Analyst, Best Buy Co, Inc. An Interview with Mark Pincus, Founder and CEO, Zynga			Room B3 Room B4
10:30 am 11:00 am	Break and Demos in the Expo Hall			
	Social Media Strategies	Virtual Goods Conference	Digital Law Conference	3DTLC Conference
	Room C2	Room B3	Room C1	Room B4
11:00 am 12:00 pm	Integrating Social Media Platforms into Your Marketing Strategy	Case Studies: Virtual Goods Business Success Stories - Sports Virtual Goods - MyYearBook.com - Playdom	Best Practices in a Worst Case Scenario: How to React Intelligently to a Security Breach	Vertical View: Exploring Industry Adoption of Enterprise 3D Technology
12:00 pm 1:00 pm	Lunch and Demos in the Expo Hall			Lunch Sponsored by Utherverse
1:00 pm 2:00 pm	Playing the Loyalty Game --- Social Marketing Business School	Leveraging the iPhone for a Virtual Goods Win	Patent Update: Understand Today's Issues and Prepare for What's Ahead	Lessons from Metanomics: From Silicon Alley to Wall Street
2:00 pm 2:30 pm	Break and Demos in the Expo Hall			
2:30 pm 3:30 pm	Leveraging Virtual Worlds to Engage and Monetize	Getting the Most Out Of Your Virtual Goods Business	Understanding Freemiums, Special Offers, Rewards, Content and Gambling	Integrate or Evaporate: Plugging 3D into the Enterprise Infrastructure
3:30 pm 4:00 pm	Break and Demos in the Expo Hall			
4:00 pm 5:00 pm	Building a Viral Metrics Infrastructure	Monetization of Social Games and Applications: What Works and What Doesn't	Avoid the Metagame Trap: Understanding a Game perator's Responsibilities	Vendor View: Collaborating to Cross the Chasm



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Media Partners



Keynotes Speakers

Conference Keynotes: 9:00 am - 10:30 am - Wednesday September 23, 2009 - Room B3

Critical Insight From A Venture Capital Point of View - A Conversation with Jeremy Liew, Managing Director, Lightspeed

- Interviewed by Curt Feldman, Managing Editor, Engage Digital Media

Join us for critical insight from one of the leading venture capitalists in the space. Jeremy will discuss the current social media and virtual goods landscape, how the venture community views the marketplace and where trends are leading. This session is a must for all entrepreneurs, developers and business professionals.



Jeremy Liew, Managing Director, Lightspeed Venture Partners

Jeremy Liew invests primarily in the Internet and mobile sectors, with a particular interest in social media, commerce, gaming and methods for increasing monetization. He joined Lightspeed in early 2006. Previously, Jeremy was with AOL, first as SVP of Corporate Development and Chief of Staff to the CEO and then as General Manager of Netscape. Jeremy joined AOL from InterActiveCorp (originally USA Networks), where he was VP of Strategic Planning. While there, he was responsible for acquisitions, divestitures and investments in TV Networks, consumer Internet companies and online travel companies. Jeremy is a frequent contributor to the Lightspeed blog at <http://lsvp.wordpress.com>.

A New Approach To Virtual Goods

The game industry is undergoing an exciting period of disruption from innovative products. The founder of Electronic Arts will announce and explain a new game service that gives a virtual item "platform power" across a variety of games, networks and devices.



Trip Hawkins, Chairman and CEO, Digital Chocolate

Trip Hawkins is Chairman and CEO of Digital Chocolate, a creator of innovative mobile phone applications for life, work, and play. Trip is responsible for the strategic focus, overall direction, and performance of the company. Trip has been a new media pioneer for 30 years. Early in his career, Trip played a key role in defining the personal computer at Apple. He went on to found Electronic Arts and built the company into the industry leader. Trip also founded 3DO, a pioneer in digital video, network gaming, and social communities. The author of three patents, Trip introduced the use of celebrities and athletes in video games, and his design credits include award-winning best-sellers such as John Madden Football, Army Men, M.U.L.E., Doctor J and Larry Bird Go One on One, and High Heat Baseball.

Conference Keynotes: 9:00 am - 10:30 am - Thursday September 24, 2009 - Room B3

Implementing Best Buy's Social Media Strategy



- Gina Debogovich, Community Manager, Best Buy Co, Inc.

- Jason Parker, Community Analyst, Best Buy Co, Inc.

Best Buy is leveraging social media across the entire corporation, rallying hundreds of employees across the country to engage with consumers online. The most recent activity: Twelforce, a collective force of Best Buy technology pros offering tech advice on Twitter. Twelforce is the latest addition to Best Buy Connected, billed as the voice of the Best Buy Employee. Find out what's working and why in this broad social media deployment from the major retailer.

Gina Debogovich, Community Manager, Best Buy Co, Inc.

Gina Debogovich is the Best Buy Community Manager. She provides strategic direction for the enterprise's online community engagements. Her team of Community Connectors moderate Best Buy's bilingual community forum. She engages directly with customers on Twitter; appears in Best Buy's vlogs; and writes "Best Living," one of Best Buy's blogs. Through these engagements, Gina aims to showcase Best Buy as a concerned and connected retailer.

Jason Parker, Community Analyst, Best Buy Co, Inc.

As Community Analyst, I provide insight to help grow the enterprise, engage customers across many channels, and maintain Best Buy's online presence as a concerned and connected retailer. As a part of the team that launched Best Buy into open dialogue with customers online, I have been able to watch the enterprise grow in transparency and openness. Working at Best Buy, I have the opportunity to explore the world of technology and stay up-to-date on the latest and greatest, while sharing my ideas.

An Interview with Mark Pincus, Founder and CEO, Zynga

- Mark Pincus, Founder and CEO, Zynga

- Interviewed by Curt Feldman, Managing Editor, Engage Digital Media



Mark Pincus is a leading Internet entrepreneur, having founded and established four successful companies. His latest venture Zynga, founded in 2007, is the largest social gaming network, and marries his knowledge of social networks with his desire to create the next mass market video game phenomenon. Zynga has received \$39 million in funding to date and has 32 million daily active users playing their online social games. With a visionary eye, Mark foreshadowed the popularity of social networks when he founded Tribe Networks (tribe.net) in 2003, one of the first online communities and social networking sites. Tribe partnered with major local newspapers and was funded by The Washington Post, Knight Ridder Digital and Mayfield Venture Capital. Four years later, Cisco purchased the core tribe.net assets to provide an initial platform for its digital media services group.

Expanded Schedule

Social Media Strategies

Wednesday September 23, 2009

Room C2

11:00 - 12:00 pm

The State of Social Media, Market Size and Key Trends

This session provides detailed insight into the overall growth of social media on a worldwide basis. Data will be presented that examines how various categories are performing and which regions of the world are growing fastest. Attendees of this session will come away with the latest estimates and analysis of the overall momentum of social media and with an understanding of some of the business models that are driving the market.

[Nick O'Neill, Founder, Social Times](#)

[Barry Gilbert, Vice President, Strategy Analytics](#)

[Michael Cai, Vice President of Video Games, Interpret](#)

1:00 - 2:00 pm

How Venture Capital Sees Social Media

Times are tough, but that only makes venture capitalists look closer and harder at investment opportunities. Learn what some of the most active investors from the Angel and VC camps are looking for today from social media start-ups and existing companies intent on tapping social media for future success. Bring your business plans, elevator pitches, and questions as this session will offer unparalleled access to venture capital's most demanding and analytic minds.

[Jeremy Liew, Managing Director, Lightspeed](#)

[Scott Raney, Partner, Redpoint Venture](#)

[Stewart Guenther, Co-founder, Venture Capital-Private Equity Roundtable](#)

[Shai Goldman, Director, Entrepreneur Services Group, SVB Capital](#)

[Michael Kim, Partner, Rustic Canyon Partners](#)

[Susan Lucas-Conwell, CEO, SD Forum \(moderator\)](#)

2:30 - 3:30 pm

Customer Engagement and Monetization:

A Step-By-Step Plan

Customer acquisition, monetization and retention are key to building a lasting enterprise. This session will look closely at what makes customers stick around and how to turn them into active and recurring customers. What are the trends, challenges and opportunities in monetizing social media? Our panel of uniquely qualified experts will reveal how they engage their audience and parley that engagement into dollars and cents.

[Ali Moiz, Co-Founder and COO, Peanut Labs](#)

[Bill Wang, Vice President, Perfect World](#)

[Kevin Xu, COO, IGG](#)

[Jonathan Flesher, Vice President & General Manager, Business Development, Zynga](#)

[Robert Ferrari, VP Publishing and Business Development,](#)

[Sanrio Digital](#)

[Jaim Friesen, Producer, Pogo at Electronic Arts](#)

4:00 - 5:00 pm

Case Studies: Social Media Success Stories:

Walmart, Intel, Kodak

The smartest brands and media companies have already started using social media to more effectively engage their audience. How has it impacted sales, perception, and revenues? What's worked? What's flopped? In this session, early adopters will share their success stories in leveraging social media tools – what they've learned so far, what they would have done differently, and what they recommend to established brands and start-ups alike who are just now dipping their toes in the social media stream.

Case Study: Walmart Elevenmoms

How does the biggest retailer in the world go from no engagement in Social Media marketing to being the gold standard of how to build a retailer community-focused Social Media program in just a few months? John Andrews, founder of the Walmart Elevenmoms, started with 11 Mom Bloggers, an idea to create a money saving community, and the belief that if you listen, learn and engage anything is possible. Learn what worked, what didn't, how the program changed and grew with the needs of the community, and what he'd do differently (if anything) if he had to do it all over again.

[John Andrews, Managing Partner, Digital, Collective Bias, Formerly, Emerging Media Manager, Wal-Mart](#)

Building Brand Engagement with Twitter

In this session, we'll discuss a case study about how Intel engaged directly with consumers on several different social media channels, specifically Twitter. You will get an inside glimpse on how engaging with customers through this channel resulted in deep brand engagement and one-to-one dialogue. You'll see the ways Intel listened to customers and how they determined when, why and how to engage. We'll also review how Intel measured the success of these interactions and whether or not it was a success.

[Michael Brito, Social Media Strategist, Intel](#)

How Kodak Leverages Social Media

Kodak started with social media in September 2006 with their first corporate blog [1000words.kodak.com](#). Since then they have grown to three blogs, a Facebook fan page, YouTube channel, Flickr photostream with groups and Twitter. This session will provide real life examples of how Kodak got started in social media, how it is performing and where it is heading.

[Jenny Cisney, Chief Blogger, kodak.com](#)

Social Media Strategies

Thursday September 24, 2009

Room C2

11:00 - 12:00 pm

Integrating Social Media Platforms into Your Marketing Strategy

With a growing number of social media platforms to choose from, which one is right for you? What makes them unique? What apps are especially suited for each? What are their long-term strategies to maximize engagement? How do they see platform differentiation evolving in the future?

Mike Trigg, VP of Marketing, Hi5 Networks

Justin Smith, Founder and Editor, Inside Facebook and Inside Social Games

Stacy Gratz, Social Media Marketing Manager, H&R Block

Jean-Claire Fitschen, Director, Games Products, Comcast Interactive Media

Rajat Paharia, Founder / Chief Product Officer, Bunchball

1:00 - 1:30 pm

Playing the Loyalty Game

Everywhere you look, brands are working hard to engage consumers in their cults of loyalty. From Twitter to Facebook, online and off, getting and keeping consumer attention has never been tougher. Increasingly, major brands and nimble innovators are turning to the power of Funware (game mechanics in non-game contexts) to create lasting community and engagement. Gabe Zichermann, father of Funware theory and author of two upcoming books on this burgeoning movement (WebPlay and Game-Based Marketing) takes a closer look at some real-world case studies from major brands, including NBC, JPMorgan Chase and United Airlines. While some brands use games as an incidental part of loyalty development, others have embraced a Funware-centric worldview with gusto. Based on interviews with key stakeholders, this session will explore some of the more interesting lessons learned in this breakthrough field.

Gabe Zichermann, CEO, rnbr

1:30 - 2:00 pm

Social Marketing Business School

Kevin Barenblat, CEO of social marketing firm Context Optional, will share how brands and agencies can successfully leverage social networks such as Facebook and MySpace to grow brand awareness, and build brand affinity, and engage brand advocates. The session will explore the challenges and successes of viral spread through social networks and share how to build campaigns that deliver deeper audience engagement, tapping into the viral communication channels that have made social networking sites so successful.

Kevin Barenblat, Co-Founder and CEO, Context Optional

2:30 - 3:30 pm

Leveraging Virtual Worlds to Engage and Monetize

Virtual worlds are becoming increasingly sophisticated, from rich Flash-based worlds to in-depth full 3D immersive worlds. No matter which technologies are desired the immersive nature of an engaging, avatar-enabled social media platform provides multiple opportunities for monetization. This session examines those options and details what is effective in virtual worlds.

Brian Shuster, Founder and CEO, Uthiverse, Inc.

Michael Gold, CEO, Electrotank

Sibley Verbeck, CEO, Electric Sheep Company

Ian Swanson, CEO, Sometrics

Teemu Huuhtanen, Executive VP, Sulake Corp, President, NA

4:00 - 5:00 pm

Building a Viral Metrics Infrastructure

This workshop will take you behind the scenes at one of the top social games companies on Facebook and provide an in-depth look at how our in-house metrics infrastructure was built. The workshop will also share valuable data we've collected from our thousands of experiments over millions of users on billions of events across our applications.

Siqi Chen, Co-founder and CEO, Serious Business

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Virtual Goods Conference

Wednesday September 23, 2009

Room B3

11:00 - 12:00 pm

Virtual Goods: The State of The Industry

What are the top trends for virtual goods and where is this market going? Join us in this session to find out.

Ravi Mehta, VP of Products, Viximo

1:00 - 2:00 pm

Analyze This: The Virtual Goods Marketplace

How big is the virtual goods marketplace and how fast is it growing. Plus, learn how the experts track and optimize the performance of virtual goods and merchandising.

Allison Luong, Managing Director, Pearl Research

Vili Lehdonvirta, Researcher, Helsinki Institute for Information Technology

Michael Gluck, President, VGMarket

2:30 - 3:30 pm

Means, Motive and Opportunity: Virtual Goods and Social Gaming

Virtual Goods have become the business model of choice for online social environments. Top gaming companies including EA, Sony, Playdom, Playfish, and Zynga are having success with the free-to-play monetize-with-virtual-goods model. And social networks like Facebook, Hi5, myYearBook and Dogster are integrating virtual gifts into their network infrastructure. So what does it take to build a thriving virtual goods business into your game or network? What game mechanics and social rituals work best for driving virtual goods sales? In this panel we'll take a deep dive into the top-performing social games monetized with Virtual Goods, and present key lessons for developing a successful virtual goods business.

Amy Jo Kim, CEO, Shufflebrain (moderator)

Sebastien de Halleux, COO and Co-Founder, Playfish

Andrew Sheppard, Executive Producer, hi5 Networks

Andrew Schneider, Co-Founder and President, Live Gamer

Andrew Trader (A.T.), Executive Vice President, Co-Founder, Business Development, Zynga Game Network

4:00 - 5:00 pm

Second Life: The Largest User-Generated Virtual Goods Economy in the World

Last year, Residents of the immersive 3D world of Second Life spent more than \$360 million on countless items of virtual goods - from land to designer shoes to lavish homes. The virtual economy almost doubled in size in the past year, and at nearly \$50 million per month in user-to-user transactions, the Second Life economy is now on an annual run rate of more than half a billion US dollars, making Second Life the largest virtual economy in the industry.

Join [Second Life founder Philip Rosedale](#), [Linden Lab Chief Product Officer Tom Hale](#), and [Cornell University Economist Robert Bloomfield](#) to discuss where virtual goods are headed, what makes Second Life's virtual goods economy different, the challenges and opportunities of an economy based on user-generated content, and the success stories of Second Life entrepreneurs making real profits from their virtual goods.

Conference Sponsor



Virtual Goods Conference

Thursday September 24, 2009

Room B3

11:00 - 12:00 pm

Case Studies: Virtual Goods Business Success Stories

Case Study: Sports Virtual Goods Models

Sports gear represents some of the most successful branded products, and the brand is usually highly explicit and labeled on these items. How are sports marketing firms extending brand value into online communities? What models are emerging for success? How are individual players leveraging their likenesses and personal brands, and how does that interact with team and league brands and wider efforts to profit from virtual goods? This panel will explore early lessons from pioneering forays by sports marketers into the virtual goods marketplace.

[Dan Jansen, CEO and Co-Founder, Virtual Greats](#)
[Minard Hamilton, Chief Executive Officer, Six Degrees Games](#)

Case Study: myYearbook.com's Lunch Money Economy

This case study will focus on the ways in which social media sites are using virtual goods to drive both engagement and monetization, in increasingly innovative ways. Among the first social media sites to introduce a virtual currency, myYearbook taps into its "Lunch Money" economy to ensure cohesiveness across a diverse application suite. We will examine myYearbook as a virtual goods business that combines many different use cases for virtual goods into a single, well-bundled experience.

[Jeremy Zorn, Vice President of Product Development, myYearbook](#)

Case Study: Playdom: Understanding Players

David Botkin will provide an overview of the growing virtual goods economy within social games. Key topics will include purchasing patterns amongst key cohorts of players, the lifecycle of a successful virtual good, and recent sales trends and how they hint at the future of the virtual goods industry.

[Dave Botkin, VP of Business Intelligence, Playdom](#)

1:00 - 2:00 pm

Leveraging the iPhone for a Virtual Goods Win

Monetizing iPhone content through virtual goods became significantly easier with the release of iPhone 3.0 software in mid-2009, but iPhone's directory model of discovery can't compare with the more virally driven distribution model of social networks. The industry's smart players, however, aren't waiting around for business to get any easier. They are busy developing business models around goods and the iPhone's game-hungry, tech-forward demographic. What virtual goods solutions are being implemented today? What are the most successful payment models? What's selling? And what are credible numbers to work with when figuring a return on one's investment? Develop a virtual goods strategy of your own by hearing from a panel of experienced game and goods purveyors already vested in iPhone and iTouch content.

[Shervin Pishevar, CEO, Social Gaming Network](#)
[Anil Dharni, Co-Founder, Storm8](#)
[Charles Ju, CEO, PlayMesh](#)
[Dean Takahashi, Lead Writer for GamesBeat, VentureBeat \(moderator\)](#)

2:30 - 3:30 pm

Getting the Most Out Of Your Virtual Goods Business

You've implemented a virtual goods business, but what now? Learn how to grow and maximize your virtual goods business utilizing this framework to evaluate and implement your virtual goods strategy, the 4 C's of virtual goods: Context, Content, Currency, and Conversion.

[Brian Balfour, Founder and VP Product Marketing, Viximo](#)
[Sean Ryan, Partner, Loki Partners](#)
[Joe Hyrkin, VP, Sales and Business Development, Gaia Interactive, Inc.](#)
[M. Lee Clancy Jr., VP of Product Management and GM of Direct Revenue, IMVU](#)
[Susan Choe, Founder and CEO, Outspark](#)

4:00 - 5:00 pm

Monetization of Social Games and Applications: What Works and What Doesn't

The online economy of social games and applications requires new and innovative payment methods to convert users to customers. We compare the various payment models and discuss where they excel and where they come up short. Plus, we cover the impact universal currencies and payments with mobile devices will have on driving the market forward.

[Lisa Rutherford, President, Twofish](#)
[Anu Shukla, CEO, Offerpal Media](#)
[Vikas Gupta, Co-founder/CEO, Jambool.com](#)
[Adam Caplan, President, Super Rewards](#)
[David Marcus, Founder and CEO, Zong](#)
[Ron Hirson, Product Management / Marketing, BOKU](#)



Digital Law Conference

Wednesday September 23, 2009

Room C1

11:00 - 12:00 pm

The Ethical Boundaries of Social Media: What Lawyers (and Business Owners) Need to Know

Lawyers are bound by -- some would say live by -- rules of ethics concerning confidentiality, where one can practice, even what one can say about one's expertise. What ethical issues do lawyers face within the confines of social networks and other digital landscapes? This session will introduce the ramifications of a parallel identity online -- how companies, other attorneys, and even the bench are interpreting and using personal identity markers in social media. This session will focus primarily on what lawyers need to know but will also be useful for anyone who has both a robust online identity as well as a stake in the real world.

Amanda Mayhew, General Counsel, EthicsPoint
Carol M. Langford, Adjunct Professor, USFCS
Josh King, Vice President, Business Development
& General Counsel, Avvo, Inc
Jessica Thaler, Partner, Kane & Associates LLC

1:00 - 2:00 pm

Show Me the Money: Unraveling Tax Incentives for Video Game Production

It is estimated that in the US and Canada alone, there are at least twenty different jurisdictions with tax incentives that apply to the game industry (including virtual worlds and social networks). But understanding the how to qualify for benefits -- be they tax offsets, reimbursement of taxes paid, or even up front money -- takes an informed legal assessment. This session will look at incentives from a number of perspectives. Our panel of legal experts will address available benefits to new as well as expanding businesses. With the ability to reduce exposure to taxes by between 15 and 25 percent, this is a must-attend session for any fiscally responsible businessperson.

Sean Kane, Attorney, Kane & Associates LLC
Elliott Adams, Digital Media Industry Director,
Louisiana Economic Development

2:30 - 3:30 pm

COPPA Case Study: How to Protect Your Users and Prepare Your Business

One of the goals of the Children's Online Privacy Protection Act is to help you protect your most valuable resource -- your young users -- from predators and other malicious elements online. But understanding how to conform to COPPA can be a challenge. This session will outline best practices when it comes to due diligence and business practices that not only help create a safe and privacy-friendly playground for your customers but also telegraph to the Federal Trade Commission that you care about meeting COPPA standards.

Shai Samet, CIPP, Founder and President, Samet Privacy, LLC

Intellectual Property Megasuit: Could It Happen to You?

In 2007, Viacom sued Google and YouTube for \$1 billion claiming that it had harnessed technology to willfully infringe on Viacom's intellectual property. Viacom said that the YouTube's video shar-

ing forum for user generated content proved to be a vehicle for IP infringement on a massive scale -- while YouTube profited from the copying. If you have a virtual world or MMOG that allows user generated content, could you face the same kind of megasuit? This case study will break down the Viacom YouTube suit and talk about lessons learned to reduce the risk of an IP megasuit.
Stephen S. Wu, Partner, Cooke Kobrick & Wu LLP

Case Studies in Privacy - US and International Perspectives

Roxanne E. Christ, Partner, Latham & Watkins

4:00 - 5:00 pm

Comparing Virtual World/MMO Business Models: Make the Right Choice

Understanding the major differences between subscription-, microtransaction-, and advertising-based revenue models is just the start of understanding revenue streams and what's right for your business. With hybrid models rapidly being created -- and legal ramifications evolving along side business -- it literally pays to include a legal expert or legal team in at the design phase of your online product. This session will help lay the groundwork for your developing business and will present issues concerning liability that need to be known early. Leave with the mantra that it's going to be significantly more cost effective to include lawyers in the design phase rather than connecting with counsel to fix what has broken, post-launch.

Sean Kane, Attorney, Kane & Associates LLC
S. Gregory Boyd, Davis & Gilbert LLP - Attorneys
Steve Hoffman, Chairman & CEO, RocketOn
Keith McCurdy, CEO, Vivaty
Reuben Steiger, Virtual Greats
Corey Bridges, Co-founder, Executive Producer and Marketing Director, Multiverse
Steven Goldstein, Senior Counsel, Stubbs
Alderton & Markiles, LLP

Digital Law Conference

Thursday September 24, 2009

Room C1

11:00 - 12:00 pm

Best Practices in a Worst Case Scenario: How to React Intelligently to a Security Breach

When your game, world, or network is hacked or otherwise intruded upon by malicious elements, what steps does the law compel you to take? When do you need to inform customers? What about law enforcement -- when do need to bring the authorities into the situation? With each state having different standards, different statutes, and different penalties for non-compliance, it pays to know ahead of time how to react. This session will fortify digital entertainment operators with the information they need to protect their business, and their customers, when a breach occurs.

Steven Davis, CEO, IT GlobalSecure Inc.
Benjamin T. Duranske, Attorney, Pillsbury Winthrop
Shaw Pittman LLP

1:00 - 2:00 pm

Patent Update: Understand Today's Issues and Prepare for What's Ahead

What is and isn't patentable in the world of games, social networking and virtual worlds is a moving target. Where does the industry stand today in terms of patentable IP, and what trends are impacting and influencing the industry and IP of tomorrow? This session will profile the major legal theories at work in the industry's highest profile cases -- who are the players, what are the issues, what are the likely outcomes, and how that might affect you and your business model.

James Gatto, IP Practice Section Leader, Pillsbury Winthrop Shaw Pittman LLP

Ross Dannenberg, Attorney, Banner & Witcoff, Ltd.

Timothy Bechen, Partner, Ostrow Kaufman & Frankl LLP

Curt Feldman, Managing Editor and Conference Director, Engage Digital Media (moderator)

2:30 - 3:30 pm

Understanding Freemiums, Special Offers, Rewards, Content and Gambling

Today's business model of choice may be freemium, but what are the legal issues a freemium model presents? Know how your game's approach to currency, trade, cashing out, and exchange for real world items will be interpreted and plan smart, by planning ahead.

Matt Mihaly, CEO, Sparkplay Media

Farnaz Alemi, Attorney, Jenner & Block LLP

Seth J. Steinberg, Attorney, Counselor,

Law Offices of Seth J. Steinberg

Thomas Lee, Senior Director of Business and Marketing,

Gamepot USA

Benjamin T. Duranske, Attorney,

Pillsbury Winthrop Shaw Pittman LLP (moderator)

4:00 - 5:00 pm

Avoid the Metagame Trap: Understanding a Game Operator's Responsibilities

When some uses your game in ways you didn't anticipate, what level of liability do you have? What are the legal issues, including criminal issues, at play for a game operator? How liable for grey-market trade is the game owner? This session will look at the degree to which game operators and owners are responsible for the actions of users outside the scope of intended play -- and ways to mitigate risk early on in the development timeline.

J. Michael Monahan, II, Attorney, Pattishall, McAuliffe, Newbury, Hilliard & Geraldson

Michael H. Pinkerton, COO, Metaverse Mod Squad

Neal Black, General Counsel, Live Gamer

Shane McGee, Partner, Sonnenschein Nath & Rosenthal LLP

Conference Sponsor



3D Training Learning and Collaboration

Wednesday September 23, 2009

Room B4



9:00 - 10:30 am

KEYNOTE: Crossing the Chasm, One Implementation at a Time

Before work-related use of the Immersive Internet can reach the early majority phase of adoption we face a wide chasm filled with barriers.

This can be overwhelming when looked at as a whole. But the barriers -- as well as the benefits -- depend on why and how this emerging technology is put to work. Across industries and company sizes, hard-working project teams are applying immersive technology to burning business problems in eight major areas. In this session, industry analysts Erica Driver and Sam Driver share their research into the business value of the Immersive Internet and offer a set of good practices for knocking down the barriers to adoption.

Erica Driver, Principal, ThinkBalm

Sam Driver, Principal, ThinkBalm

Virtual Worlds - Live Demo and Walk-Through

Ron J. Burns, CEO, ProtonMedia

11:00 - 12:00 pm

3DTLC 1.0 Redux: Bringing a New Dimension to Enterprise Learning and Collaboration

Based on his research with Karl Kapp for their forthcoming book: 3D Learning: Brining a New Dimension to Enterprise Learning and Collaboration, Tony will unveil an Enterprise 3D Design Model that describes how to apply a set of Design Principles to align the Macrostructures, Archetypes and Sensibilities that differentiate 3D technology from other learning and collaboration technologies. Tony will also provide an overview of ten case studies from 3DTLC 1.0, show how they map onto the design model and describe the business value achieved from these pioneering 3D enterprise applications.

Tony O'Driscoll, Professor of the Practice, Duke University's Fuqua School of Business



1:00 - 2:00 pm

KEYNOTE: Lessons from the Front Line: Implementing Virtual Social Environments at IBM

Virtual social environments are examples of converged spaces, where virtual world affordances, new collaboration/community tools, new measurement options, play, immersion, culture and presence collide into a new and rapidly changing

medium. Creating compelling and measurable learning experiences is already difficult work. Adding the complexity of the emerging Metaverse is similar to juggling several new languages and technologies at once. Chuck Hamilton has skillfully led the charge in successfully applying virtual technologies at IBM. He will share a number of Enterprise Learning and Collaboration applications that have been implementations at IBM, and the lessons he has learned along the way about how to successfully Cross the Chasm.
Chuck Hamilton, Center for Advanced Learning, IBM

2:30 - 3:30 pm

**Redefining Design: It is Not about Being There,
It is about DOING There**

One of the core differentiators of virtual worlds is Agency. Avatars can act and interact within a virtual space with much more facility than in previous collaborative software offerings. This session will demonstrate through case study application how design around "Doing" differentiates 3D.

3D learning and collaboration experiences must leverage interactivity where decisions have to be made collaboratively, and consequences experienced collectively. Without engagement and feedback, the learner tends to diminish their experience, loose energy and motivation. The design approach must keep participants making decisions and responding to changes in their environment. Designs must also incorporate the appropriate level of challenge, start easy, and make it harder. These are the ways to go beyond being, and into the world of doing. In exploring these case studies, participants will understand concrete design problems for creating virtual worlds that change human performance through interactivity and measurement.

Randy Hinrichs, Chief Executive Officer, 2b3d (moderator)
Emily Chung, Mgr, Scalable Learning Solutions, WWSE - Sales Force Development, Cisco
Maribeth Black, Senior research Scientist, FX Palo Alto Laboratory (a subsidiary of Fuji Xerox)
Celeste DeVaneaux, IT Project Manager, Club One

4:00 - 5:00 pm

**Speed Sharing: Six Business Value
Success Stories in 60 Minutes!**

Koreen Olbrish will moderate a rapid-fire speed sharing session that provide an overview of successful virtual world implementations and share the results of evaluations for those implementations.

Each presenter will have 7 minutes to share their case-studies in the following structured format: (1) The Business Problem, (2) The 3D Solution, (3) And the Business Results. Following the Rapid-Fire Speed-Sharing, Koreen will engage the audience in a lively Q&A session.

Koreen Olbrish, CEO, Tandem Learning
Ken Hudson, Managing Director, Virtual World Design Centre, Loyalist College
Jennifer Swayze, Project Manager, i-link Global Talent Management, Johnson & Johnson
Caroline C. Avey, Learning Strategist, ACS Learning Services

Conference Sponsor



**3D Training Learning
and Collaboration
Thursday September 24, 2009
Room B4**



9:00 - 10:30 am

**KEYNOTE: When Virtual Worlds Meet
the Real World at Chevron**

This presentation will discuss Chevron's deployment of virtual worlds technology and the safety, reliability and operational performance benefits it has achieved. Kevyn will cover how advanced collaboration capabilities are being accepted and adopted by project teams and

why they augment or enhance existing communication and collaboration methods. Kevyn will outline: How to quantify the benefits of 3D virtual worlds deployments, Techniques for selling in virtual worlds projects - teams to target and why, how to begin with a project of narrow scope and easily measurable results, Why virtual worlds can be superior collaboration capabilities to other traditional technologies.

Kevyn Renner, Senior Technology Consultant,
Chevron Global Manufacturing

11:00 - 12:00 am

**Vertical View: Exploring Industry
Adoption of Enterprise 3D Technology**

Enterprise Learning and Collaboration is ubiquitous across industries. All companies need to educate their employees and the majority of them need to collaborate at a distance to get work done. However, not all industries are created equal when it comes to adopting 3D technologies for enterprise learning and collaboration.

Eilif Trondsen will facilitate a discussion with industry representatives on: Where they think their respective industries are on the Adoption Curve, What the early successes they see are, what the cultural and technical barriers to adoption are, and What that particular Industry vertical needs in order to increase adoption.

Eilif Trondsen, Research and Program Director of the Virtual Worlds Consortium, SRI Consulting Business Intelligence (moderator)
Mark Oehlert, Innovation/Emerging Technology/Gaming Evangelist at Defense Acquisition University
Dr. Parvati Dev, Director of the Medical Media & Information Technologies Program, Stanford

1:00 - 2:00 pm

Lessons from Metanomics: From Silicon Alley to Wall Street

Metanomics is a popular weekly broadcast focusing on the serious uses of virtual worlds. Over the years, Rob Bloomfield has had the opportunity to interview a number of enterprise virtual world luminaries and pioneers. The lessons drawn from building a community of technology enthusiasts has allowed Rob to develop a highly successful initiative directed at the techno-indifferent: a new broadcast series funded by the Financial Accounting Standards Board that

brings academic researchers and policy makers into Second Life each week to discuss the arcane accounting issues so essential to our global economy.

Metanomics has expanded from a "live discussion" in a single virtual environment to one that is broadcast across multiple media, reaching hundreds of viewers for each broadcast and thousands more across a half dozen distribution channels. Community engagement is facilitated by thousands of views and interactions across Twitter, Facebook, Plurk, and other social media platforms. "Under the hood" of Metanomics is a set of social networking tools that makes it a model for how enterprise and educators can create a platform for community development and engagement that combines virtual world technology with social media.

Robert J. Bloomfield, Nicholas H. Noyes Professor of Management, Cornell University
Doug Thompson, CEO, Remedy Communications

2:30 - 3:30 pm

Integrate or Evaporate:

Plugging 3D into the Enterprise Infrastructure

No technology can stand-alone in isolation for very long. The industry is rapidly progressing from single point-solutions to validate the benefits of 3D affordances for learning and collaboration to needing to integrate this technology with the existing enterprise infrastructure.

In this panel, Brian Bauer will lead a discussion on how these enterprises have integrated 3D with other technologies to better solve business problems. He will also probe on the issues that these integration pioneers experienced and what the industry needs to do from a technology perspective to overcome enterprise integration issues.

Dr. Renate Fruchter, Director of the Project-Based Learning Laboratory, Stanford University

Karen Keeter, Marketing Executive, IBM Digital Convergence EBO
Nicole Yankelovich, Collaborative Environments, Project Wonderland Lead, Sun Microsystems
Brian Bauer, Managing Partner, Étape Partners LLC (moderator)

4:00 - 5:00 pm

Vendor View: Collaborating to Cross the Chasm

Thinkbalm has identified a number of barriers that need to be overcome to enable increased adoption: Inadequate Hardware, Ease of Use, Business Model, Security, Scaling and Interoperability are high on the list.

Tony O'Driscoll will moderate a panel discussion with CEOs from the vendor community to understand what are planning to do from a technology roadmap perspective to address these issues so that we can collectively drive increased adoption and get across the chasm.

Tony O'Driscoll, Professor of the Practice, Duke University's Fuqua School of Business (moderator)
Chris Badger, VP of Marketing, Forterra Systems
Ron J. Burns, CEO, ProtonMedia
Howard Mall, VP of Engineering, ECS, Inc.
Steven Goldstein, Senior Counsel, Stubbs Alderton & Markiles, LLP
Greg Nuyens, CEO, Qwaq

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Speakers

Elliott Adams

Digital Media Industry Director
Louisiana Economic Development

Elliott Adams serves as Digital Media Industry Director at Louisiana Economic Development, where he administers the state's Digital Interactive incentive program. A recent transplant from Portland, where he worked in the entertainment and design fields as an entrepreneur, and most recently for CD Baby. After brokering digital licensing agreements for the firm's catalog of over two million sound recordings, he then served as Chief Technology Officer. Adams has designed and taught curricula on media, society and technology at Portland State University and Loyola in New Orleans.

Farnaz Alemi

Attorney
Jenner & Block LLP

Farnaz Alemi is an attorney in the Los Angeles office of Jenner & Block LLP, where she is member of the Creative Content and Media and First Amendment practice groups. Prior to joining Jenner & Block, Ms. Alemi practiced with a top international law firm where she specialized in intellectual property, interactive media and entertainment. She also has experience with FTC compliance and complex litigation matters, particularly insurance, financial services, securities and class action litigation.

John Andrews

Managing Partner - Digital
Collective Bias

Formerly Wal-Mart manager of emerging media

John Andrews led Wal-Mart's adoption of marketing technology platforms to deliver on core brand. As the marketing lead for many cross-functional teams, he helped to implement Wal-Mart's community tools including Connect & Share™ and elevenmoms.com. His previous experience includes more than 11 years of experience in marketing with Sara Lee Apparel, Eastman Kodak, Newell Rubbermaid and Implus Footcare along with technology marketing experience with Verbatim and PictureVision. He is also a member of The Blog Council and The Word of Mouth Marketing Association and serves of the board of the Bentonville/Bella Vista Chamber of Commerce.

Caroline C. Avey

Learning Strategist
ACS Learning Services

Caroline Avey is a learning strategist with ACS Learning Services. She has over 15 years experience in instructional strategy, design and development, working on custom and generic projects for Fortune 500 clients and public agencies. Currently, she is known for her work on developing strategies and practical applications of learning in 3D-virtual worlds and with web 2.0 learning applications. She has experience in designing, developing and facilitating learning for 3D virtual worlds and 2.0 assets. ACS is a large, global professional services outsourcing firm, with ACS Learning Services providing the range of multi-national, corporate learning to include strategy, content development, delivery and technology solutions.

Chris Badger

VP of Marketing
Forterra Systems

Chris Badger is the VP of Marketing at Forterra Systems with responsibility for all marketing, product management, training, and documentation in the company. Prior to joining Forterra Systems Chris was co-founder and CEO of InsideScoop, an on-demand business intelligence platform which was sold to Harte-Hanks (HHS). His prior company, gForce, provided knowledge management solutions capturing informal, tacit knowledge objects where he managed North American sales and strategic alliances before the company was sold to SumTotal Systems (SUMT), the global eLearning market leader. Chris held a variety

of product management, alliance and sales management positions at Clarify, an early CRM market leader before the company was sold to Nortel, and with Quantum Corp. H

Brian Balfour

Founder and VP Product Marketing
Viximo

Viximo provides virtual good solutions to social networking, online dating, and casual gaming sites that enable and grow their virtual goods revenue. Prior to founding Viximo, Brian managed new product initiatives at ZoomInfo, and was founder of multiple online community startups, including the first college specific social network in early 2003. In addition, as a founding member of Betahouse, a co-working space for technology entrepreneurs, and co-founder of PopSignal, one of Boston's largest professional networking organizations, Brian is actively contributing to the growth of Boston's technology startup scene. Brian holds Bachelor's degrees in Sports Business, Economics, and Applied Statistics from the University of Michigan.

Kevin Barenblat

Co-Founder and CEO
Context Optional

Kevin Barenblat is co-founder and CEO of Context Optional, a social marketing firm leading brands in marketing and consumer promotions across social networks. Over thirty Fortune 500 companies such as Absolut, Digitas, Hearst, Microsoft, Ogilvy, and OpenTable have partnered with Context Optional to connect with customers across Facebook, Twitter, YouTube, and the iPhone. After graduating from Stanford with an engineering degree Kevin worked at Boston Consulting Group, a leading strategy consulting firm.

Brian Bauer

Managing Partner
Étape Partners LLC

Brian Bauer is the founder and Managing Partner at Étape Partners LLC, and is responsible for business development and overall company strategy. As a former Chief Technology Officer for multiple Wall Street firms including Banks, Hedge Funds and Financial software firms, Brian has long been at the forefront of designing and implementing advanced systems for computational processing and communications. Brian has lived and worked in numerous countries around the world including: London, Tokyo, Hong Kong, Sydney and New York.

Timothy Bechen

Partner
Ostrow Kaufman & Frankl LLP

Mr. Bechen manages the trademark practice at Ostrow, Kaufman & Frankl. He has extensive experience in all Trademark matters, including consulting with clients on initial mark selection and clearance procedures, as well as representing clients in trademark prosecution before the Trademark office. Mr. Bechen has experience with licensing client trademarks, as well as negotiating with third-parties regarding trademark rights. Mr. Bechen also has experience in working with clients to manage their trademark rights via litigation, when necessary.

Michael Bellavia

President
Animax Entertainment

Michael Bellavia is the President of Animax Entertainment, www.animaxent.com, a digital agency that is a leading producer of branded entertainment and cross platform media. Winner of the first broadband Emmy Award, Michael has been with Animax since its inception in 2001 acting as a producer or executive producer on all of the company's client engagements including virtual worlds, games, websites, mobile apps, video, TV shows, DVDs, a range of other social media. In addition to working with kids and youth oriented entertainment and toy brands including Disney, Nickelodeon, Neopets, Sesame Workshop,

and Spin Master on client engagements, Animax recently began production on POPZILLA, its original animated show, which will air on MTV in the Fall of 2009.

Maribeth Black
Senior research Scientist

FX Palo Alto Laboratory (a subsidiary of Fuji Xerox)
Maribeth Black is a senior research scientist at the FX Palo Alto Laboratory (a subsidiary of Fuji Xerox). Her current research focuses on the intersection of virtual environments and real-world systems for collaboration, with a bit of ubiquitous computing mixed in. She directs the Mixed and Immersive Realities group team at FXPAL, investigating how the interplay of virtual environments with mobile systems and sensor-fusion networks can be useful in enterprise settings. Previously, Maribeth's research focus has included smart environments (real and virtual), multi-modal interface design, ubiquitous computing, new forms of reading and writing, and interactive audio systems design and engineering.

Neal Black
General Counsel
Live Gamer

Neal Black is VP of Legal & Corporate Affairs and General Counsel at Live Gamer. Live Gamer is the leading provider of a publisher-supported marketplace for the exchange of virtual items. Neal has been representing clients in the software technology and video game industry space for nearly 10 years. Neal is the former VP and General Counsel of Square Enix. Square Enix is most notably the creator of the Final Fantasy franchise. At Square Enix, Neal managed the legal affairs of the company's US operations, including its subsidiary UIEvolution, a leading developer of software technology for cross-platform distribution of applications, data, and content. Prior to joining Square Enix, Neal worked as an attorney for Wilson Sonsini Goodrich & Rosati.

Robert J. Bloomfield
Nicholas H. Noyes Professor of Management
Cornell University

Robert Bloomfield oversees the Johnson School's Doctoral Program as director of Graduate Studies, and is also director of the Business Simulation Laboratory. Since coming to the Johnson School in 1991, Bloomfield has used laboratory experiments and mathematical models to examine the effects of financial market regulations on investor welfare, and to explore how psychological forces can alter the behavior of financial markets. Bloomfield is the first director of the Financial Accounting Standards Research Initiative, which conducts academic research to assist the Financial Accounting Standards Board in its deliberations on new accounting standards.

Dave Botkin
VP of Business Intelligence
Playdom

S. Gregory Boyd
Davis & Gilbert LLP - Attorneys

S. Gregory Boyd is an associate in the Advertising, Marketing & Promotions; Entertainment, Media, & Publishing; Intellectual Property; Technology, Digital Media & Privacy Practice Groups of Davis & Gilbert. His practice focuses on transactional work, counseling, and licensing. Mr. Boyd's industry experience includes interactive entertainment, new media, and healthcare companies. Mr. Boyd has extensive experience drafting and negotiating game development agreements for console, PC, mobile games, casual games, online games and MMO's.

Corey Bridges
Co-founder, Executive Producer and Marketing Director
Multiverse

As Executive Producer and Marketing Director, Corey oversees business development and developer relations with thousands game development teams, ranging from garage developers to Fortune 100 companies to Hollywood legends. Under his guidance, Multiverse has

won multiple awards, including the "Red Herring 100" award for playing a leading role in innovating the technology business. Corey brings marketing experience from some of the most influential companies in the high-tech and entertainment industries, including Netflix, Netscape, Zone Labs, Borland and The Discovery Channel.

Michael Brito
Social Media Strategist
Intel

I blog, communicate and build relationships with other people. I Twitter actively. I believe that marketing is good; and if you love your customers they'll love you back and tell people about it. I believe that business results are critical but should not be the driving force behind connecting with people. I believe in being real, authentic and human. I believe that consumers are real people with real passions. Let's start treating them that way. I am a recovering direct marketer. I have learned that conversations are more valuable than conversions; even though they are more difficult to measure.

Ron J. Burns
CEO
ProtonMedia

Ron founded ProtonMedia in 1998, and focuses on business development, marketing and alliances. Ron is a true evangelist, passionate about merging technology and gaming for next generation solutions that improve collaboration and learning. He has spoken at several industry conferences, and has published articles in Pharmaceutical Representative and Focus magazines. Prior to ProtonMedia, Ron established Burns Audio in 1987, building an extensive music library that procured and produced music for television and movies. Ron's company began producing music and sound design for video and computer games in the mid-90s, and in that process, he began the quest to meld gaming with e-learning. He holds a degree in music composition from Temple University.

Michael Cai
Vice President of Video Games
Interpret

Michael Cai serves as Vice President of Video Games for Interpret, a leading media and technology research firm. He leads the company's gaming vertical, providing a wide variety of market research and analysis products to help clients gain a comprehensive understanding of consumer gaming habits and interest and make strategic decisions. Prior to joining Interpret, Cai served as Director of Digital Media and Gaming for Parks Associates. During his tenure with Parks Associates, Cai established and grew its gaming coverage practice and led a research team to provide syndicated and custom research for digital media, gaming and service provider industries.

Adam Caplan
President
Super Rewards

Adam is the President of Super Rewards and a renowned Internet/digital media executive advising companies across the broader online media space with operational experience in the performance advertising and social media/gaming sectors. Prior to joining Super Rewards, Adam was the Founder & CEO of a startup in the social network/gaming space, as well as an investment banker with Morgan Stanley for eleven years, heading the emerging internet/new media corporate finance team in New York. Adam has significant experience advising companies in the sector with public and private financing as well as strategic m&a advice and he is considered an expert and thought leader within the social media gaming space.

Siqi Chen
Co-founder and CEO
Serious Business

Siqi Chen is the co-founder and CEO of Serious Business, a social games startup developing viral applications that use player's friends as game pieces. The company's first successful application (Friends

For Sale) scaled to over 600 million page views in 3 months and continues to be one of the most popular games on Facebook. Prior to Serious Business, Siqi was a Software Engineer for Powerset, a semantic search engine, as well as a product manager for the internet television company Veoh.com. Before that, Siqi was working on machine vision for NASA JPL.

Susan Choe
Founder and CEO
Outspark

Susan Choe, founder and CEO, Outspark: Susan Choe draws upon her more than 12 years of international business management in the video game, internet and financial services industries to lead Outspark's efforts to reshape the US casual games industry. Prior to founding Outspark, Susan most recently served as COO at NHN USA, where she led the US game market entry for Asia's flagship game portal, NHN/Hangame. Susan also served in many capacities at Yahoo! As director of international operations she supported Yahoo's 25 international operations, as international director of Yahoo! Games, where she defined and implemented premium games growth strategy, and as director of Corporate Development, where she led investments and acquisitions efforts across games, communities and music.

Roxanne E. Christ
Partner
Latham & Watkins

Roxanne Christ is a partner in the Los Angeles office of Latham & Watkins and is a member of the Corporate Department. She is Global Co-Chair of the firm's Technology Transactions practice. Ms. Christ's practice focuses on intellectual property and media transactions, including acquisitions and dispositions of intellectual property portfolios; commercial loans secured by copyrights, patents and trademarks; securitizations of receivables arising from copyrighted works; and licensing and strategic alliance agreements.

Emily Chung
Mgr, Scalable Learning Solutions, WWSE
Sales Force Development
Cisco

Emily has over 15 years of experiencing in the training industry, ranging from working as an Instructional Designer for small start-up software development companies and large corporations such as AIG in New York City to managing elearning content development teams. Since 2006, Emily has been with Cisco's Sales Force Development organization where she initially worked on Cisco's Virtual Team Program and was integral in driving the development and adoption of a Web 2.0-enabled content repository which now has over 24000 unique users worldwide. She currently manages the Learning Technologies team within Sales Force Development, which is responsible for incubation and evaluation of emerging learning delivery technologies that enable delivery of content and immersive experiences to the salesforce. Emily is a graduate of Carnegie Mellon University and resides in San Jose, CA.

Jenny Cisney
Chief Blogger
kodak.com

Jennifer Cisney has been with Eastman Kodak for eleven years, working on the website, kodak.com. Her contributions to Kodak's online experience have been inspirational photography, design expertise and creative content. She helped create, launch and now maintain and contribute to the corporate blogs. Currently she manages Kodak's presence on social media sites Facebook, YouTube, Flickr and Twitter. Jennifer has been a speaker at such social media conferences as BlogWorld, BlogHer and Marketing to Women. Jennifer was also recognized as one of Advertising Age's 2009 Women to Watch. <http://www.kodak.com/go/followus>

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M. Lee Clancy Jr.
VP of Product Management and GM of Direct Revenue
IMVU

Lee joined IMVU in September 2008 from Yahoo!, where he was Senior Director for Community Products. At Yahoo!, Lee also led product management for Yahoo! Groups, a global community of 110 million users, and Yahoo! Personals, the most visited destination in the dating market. Prior to Yahoo!, Lee co-founded a music-focused social networking startup. Lee also worked at Broadband Office in business development and at PricewaterhouseCoopers in strategy consulting advising entertainment and media clients. Lee earned a B.A. in Spanish Literature from Amherst College, an M.B.A. from Cornell University, and an M.A. in International Relations from The Fletcher School of Law and Diplomacy at Tufts University..

Ross Dannenberg
Attorney
Banner & Witcoff, Ltd.

Mr. Dannenberg earned his Bachelor of Science degree in Computer Science from the Georgia Institute of Technology with concentrations in Telecommunications and Database Management. Between his undergraduate studies and law school, Mr. Dannenberg was an Information Systems Manager for Carnival Cruise Lines, where he was responsible for all facets of computer and network use, training, and administration aboard a cruise ship. He earned his Juris Doctor from The George Washington University Law School in 2000, where he was a member of The Environmental Lawyer legal journal. Mr. Dannenberg earned his Private Pilot's license in 1999 and is a member of the Lawyer Pilots Bar Association.

Steven Davis
CEO
IT GlobalSecure Inc.

Steven has over 20 years of IT and IT security expertise and has focused on the security issues of the gaming industry for more than a decade. He advises game companies, governments, and regulators around the world. Mr. Davis has written numerous papers and speaks at conferences on all aspects of game security. He is the author of the book "Protecting Games" and the game security and industry blog, PlayNoEvil (<http://www.playnoevil.com/>).

Sebastien de Halleux
Chief Operating Officer and Co-Founder
Playfish

Sebastien de Halleux (pronounced deh alloew) is chief operating officer and co-founder of Playfish, one of the largest and fastest growing social games companies. Sebastien leads operations in Playfish's San Francisco office where he drives distribution, monetization and business development, as well as partnerships with Facebook, Google, Apple and MySpace. Prior to Playfish, Sebastien was part of the team that incubated Nokia Ad Service, a business unit aimed at monetizing mobile traffic across Nokia's 850 million mobile devices worldwide.

Celeste DeVaneaux
IT Project Manager
Club One

Celeste DeVaneaux is a Sr. IT Manager with Club One, Inc. and is the force behind their virtual projects. Club One's direction and business application is unique in that it is designed to provide an interactive and immersive virtual environment that will consistently engage their members in redefining their physical life. A recent graduate of the University of Washington's Virtual World Certification Program, Celeste has a strong background in IT, Quality Assurance, and Process Improvement and has split her career equally between government and the private sector.

Dr. Parvati Dev
Director of the Medical Media & Information Technologies Program
Stanford

Dr. Dev completed her doctoral degree in Electrical Engineering at Stanford University in 1975. Since then, she has worked at M.I.T, the V.A. and Stanford on computational biology, and at CEMAX, an imaging company, on 3D medical imaging for surgical planning. Dr. Dev serves as Director of the Stanford University Medical Media & Information Technologies (SUMMIT) Program, where she has led the Stanford University School of Medicine on innovating in the use of computers in medical education. She is also the CEO and founder of Innovations in Learning, focusing on the application of virtual worlds technologies to medicine and health care.

Anil Dharni
Co-Founder
Storm8

Anil Dharni is the Co-Founder of Storm8, the #1 MMO iPhone company. Storm8 has 7 titles on the App Store with each title reaching top 10. Prior to Storm8, Anil was the VP of Products and UED at hi5 Networks, Inc., where he drove the product roadmap and key product initiatives like hi5 coins (virtual currency), games, and platform. He has served in product management roles at Yahoo! and held consulting and engineering roles at Wipro, Ariba, and Engineering Animation. Anil holds a B.E. in aeronautical engineering from Punjab University and an M.B.A. from the MIT Sloan School of Management.

Erica Driver
Principal
ThinkBalm

Erica Driver is a co-founder and principal at ThinkBalm. She is a leading industry analyst and consultant with nearly 15 years of experience in the IT sector. She is quoted in mainstream and industry trade press including the Boston Globe, The Wall Street Journal, The New York Times, CIO, and Computerworld. Prior to co-founding ThinkBalm, Erica was a Principal Analyst at Forrester Research, where she launched the company's Web3D coverage as part of her enterprise collaboration research. She was also the co-conspirator behind Forrester's Information Workplace concepts and research.

Sam Driver
Principal
ThinkBalm

Sam Driver is a co-founder and principal at ThinkBalm. He is an inventor and entrepreneur whose take on the Immersive Internet is heavily influenced by science, game theory, and science fiction. At the University of Massachusetts Medical School, Sam was part of a team that discovered RNA interference (RNAi) which was awarded the 2006 Nobel Prize in Physiology and Medicine. He founded Qik Technology to develop intellectual property (IP) holdings in functional genomics and co-founded a small Rhode Island-based residential real estate investment partnership.

Benjamin T. Duranske
Attorney
Pillsbury Winthrop Shaw Pittman LLP

Benjamin Duranske is an attorney with Pillsbury Winthrop Shaw Pittman LLP, where he focuses his practice on the emerging field of virtual law, intellectual property law, internet law, and litigation. As the author of Virtual Law: Navigating the Legal Landscape of Virtual Worlds (American Bar Association, 2008), the first book on this emerging field, as well as numerous online and print articles on the subject, Mr. Duranske has helped define virtual law. He currently co-chairs the Committee on Virtual Worlds and Multiuser Online Games of the American Bar Association's Section of Science & Technology Law, which he helped establish. He is a frequent speaker on the subject of legal issues facing virtual world and game providers, software developers, content creators, and users.

Curt Feldman
Managing Editor and Conference Director
Engage Digital Media

Curt Feldman joins Engage Digital Media as Managing Editor and Conference Director. He has been covering interactive entertainment since 1997 when he was hired to create the news desk at then-independent game site GameSpot. He was then hired by Imagine Media as editor-in-chief of industry trade magazine Games Business. After leaving Imagine Media, Feldman worked as Executive Director of the E3 Conference Program, programming and producing six consecutive E3 conferences. He was then hired by CNET Networks, assuming the role of News Director, CNET Entertainment. In 2007, Feldman joined Turner Broadcasting as News Chief of the company's game subscription service GameTap.

Robert Ferrari
VP Publishing and Business Development
Sanrio Digital

Robert Ferrari serves as VP Publishing and Business Development at Sanrio Digital, as well as VP Business Development at the company's joint venture partner - Typhoon Games. Sanrio Digital focuses on the publishing of interactive entertainment, with a leadership position offering the convergence of virtual worlds, MMOs and social networking on one integrated social gaming platform. Typhoon Games is a premier game development studio for leading MMO brands such as Hello Kitty Online from Sanrio Digital, and Ben 10 Omniverse and Tom & Jerry Online from TurnOut Ventures.

Jean-Claire Fitschen
Director, Games Products
Comcast Interactive Media

Jean-Claire Fitschen, is leading development efforts designed to extend games and community across Comcast Interactive Media services. Previously, she was the creative vision behind the award-winning GameGoo.com, founded the cutting-edge series "Sheddin' the Basics™" and developed interactive toys for VTech. Which Gauntlet character was she? Thor the Warrior, of course!

Jonathan Fleisher
Vice President & General Manager, Business Development
Zynga

Jonathan Fleisher is Zynga's Vice President and General Manager of Business Development & Distribution focusing on partnerships that create opportunities to engage new users in Zynga social games. Prior to joining Zynga, Jonathan worked as a Sr. Director of Business Development focusing on online games at Electronic Arts, a Vice President at Kohlberg Kravis Roberts & Co.'s fixed income funds, a consultant for MC Venture's venture capital funds, and a Vice President at JPMorgan's investment banking division. Jonathan currently serves as the Treasurer of the Board of Directors of HandsOn Bay Area. Jonathan has an MBA from the Anderson School at UCLA and a BA in Philosophy from Pomona College.

Jaim Friesen
Producer
Pogo at Electronic Arts

Jaim Friesen has been a Producer at Pogo.com since 2001, leading the charge on development of several key features and businesses, including Pogo Gems - Pogo's virtual currency and Pogo Minis - Pogo's avatar system.

Dr. Renate Fruchter
Director of the Project-Based Learning Laboratory
Stanford University

Dr. Renate Fruchter is the founding director of the Project Based Learning Laboratory (PBL Lab), established in 1993 at Stanford University. She is lecturer in the Department of Civil and Environmental Engineering, and Senior Research Engineer thrust leader of "Collaboration Technologies" at the Center for Integrated Facilities Engineering (CIFE), at Stanford. She leads a research group focused on the development

of collaboration technologies for multidisciplinary, collaborative, geographically distributed teamwork, and e-Learning. Her interests focus on R&D and larger scale deployment of collaboration technologies that include Web-based team building, synchronous and asynchronous knowledge capture, sharing and re-use, project memory, corporate memory, and mobile solutions for global teamwork and e-Learning.

James Gatto
IP Practice Section Leader
Pillsbury Winthrop Shaw Pittman LLP

Mr. Gatto serves as firmwide leader for Intellectual Property, is co-leader of the firm's Open Source practice and leads the Virtual Worlds & Video Games team. He advises clients worldwide on all aspects of IP strategy, including patent, trademark, copyright, trade secret, open source and Internet law, as well as on the full range of IP issues, from identifying and developing strategies for protecting IP, preparing and filing patent and trademark applications and handling IP intensive transactions, to licensing and selling patents, rendering infringement and validity opinions and serving as a first chair IP litigator. His areas of technical focus include video games, computer software, bioinformatics, personalized medicine, optics, semiconductors, telecommunications, financial services, business methods and Internet-related inventions, including virtual worlds, user generated content, and social networking technologies.

Barry Gilbert
Vice President
Strategy Analytics

Barry currently leads Strategy Analytics' Gaming Strategies & Opportunities (GSO) practice where he works with clients in the gaming, social media, and virtual worlds markets. Prior to Strategy Analytics Barry served as COO for Current Analysis, Inc. a competitive intelligence firm based in Washington DC. Earlier Barry held executive level positions with Giga Information Group (now Forrester Research) where he was Vice President of Quantitative Research and Vice President of the Market Strategies Division (formerly BIS Strategic Decisions), Computer Intelligence (Ziff Davis) and IDC where he was a program director.

Michael Gluck
President
VGMarket

Michael Gluck is the President of VGMarket, a market research firm specializing in the video game industry. VGMarket has conducted playtesting, concept testing, and online survey research for franchises including but not limited to Mafia Wars, The Sims (The Sims 3, SimCity, The Sims Stories, MySims), Battlefield, Dead Space, Dragon Age, Lord of the Rings, Command and Conquer, Dark Void, The Godfather, Rolando, Brutal Legend, and Need for Speed. Clients include Zynga, EA, 2K, Capcom, Ubisoft, Smith & Tinker, Trion World, ngmoco, and PlaySpan. With playtesting for under \$3,500 per group and 72 hour turn-around on final reports, VGMarket is widely regarded as the best value in video game market research.

Michael Gold
CEO
Electrotank

Michael is a leading online multiplayer game and virtual world development studio and licensor of the EUP development platform. He joined Electrotank in 2009, after eight years as a client of the company. Michael is the executive producer of over 150 half hours of children's broadcast programming and dozens of online games for Nickelodeon, Cartoon Network, Scholastic, AOL, BBC Kids and Lionsgate. Michael served as the COO of Animation Collective from 2004-2007, assembling licensing and production deals to drive the company's growth from 15 to 150 employees and from six to eight figure revenues with no outside capital.

Rob Goldberg
CEO

GMG Entertainment

Rob is the Founder and CEO of GMG Entertainment, the leading "Physical Publisher" of digital gaming and entertainment brands via prepaid cards at retail. Prior to founding GMG in 2002, Rob spent 7 years growing LAUNCH Media (now Yahoo! Music) where he was Vice President of Partnership Marketing and created the LAUNCH Breakout Artist Endcap at Target Stores nationwide. Rob's entrepreneurial spirit began early when at age 22 he was founder and CEO of the Ilizwe Trading Company, a youth-focused footwear and apparel company based in Cape Town, South Africa. Rob has a B.A. in English/Creative Writing from the University of Wisconsin Madison, which qualified him to be a bartender.

Shai Goldman

Director, Entrepreneur Services Group
SVB Capital

Shai Goldman is a director with SVB Capital's Entrepreneur Services Group, which serves as a platform to provide quality investment referrals to venture firms and assist emerging companies in raising capital through strategic introductions to the right investors for their business. Goldman is also responsible for identifying investment opportunities for SVB Capital Partners Fund and other venture capital firms. His primary focus for the investment opportunities is software, particularly in the SaaS, open source, mobile software and digital media subsectors. Goldman has assisted numerous companies raise capital including InfusionSoft, Veodia, Fastscale and Gamestrata.

Steven Goldstein

Senior Counsel
Stubbs Alderton & Markiles, LLP

Steve Goldstein is a Senior Counsel of the Firm. Steve received his B.A. from the University of Michigan, Ann Arbor in 1994 and his J.D. from the University of Southern California Law School in 1998. Steve served as an associate of the Firm from 2003 to 2005, and rejoined the Firm in 2009. Prior to rejoining the Firm, Steve acted as Director of Business Development and General Counsel for Flagship Studios, Inc. from 2005 until 2008.

Stacy Gratz

Social Media Marketing Manager
H&R Block

Stacy Gratz is the social media marketing manager for H&R Block, where she develops strategy, planning and execution of H&R Block's integrated social media marketing programs. Ms. Gratz has been with H&R Block for almost 3 years during which she has managed social media as well as paid search. Prior to working with H&R Block, she spent three years as an account executive at the interactive agency VML, where she designed and managed interactive marketing initiatives for several B2B and consumer clients. She began her career in marketing at Wired Magazine in New York City. Stacy earned a Bachelor of Arts degree from New York University.

Stewart Guenther

Co-founder
Venture Capital-Private Equity Roundtable

Stewart Guenther, is a co-founder of the Venture Capital-Private Equity Roundtable, a unique member only business association of Angel, Venture Capital, Corporate Venture and Private Equity Investors. Stewart has worked with Starboard Ventures sourcing technologies and early stage companies from Eastern Europe and participated in the capital raise of a boutique venture firm targeting the vital homeland security and homeland defense markets. Before becoming active in the venture industry Stewart held senior product, marketing, and business development roles in consumer and entertainment software, embedded systems and semiconductor capital equipment companies.

Vikas Gupta
Co-founder/CEO

Jambool.com

Vikas spent several years at Amazon.com leading the Payments groups and Web services products -- building one of the busiest transaction processing systems in the world. Vikas was also the lead inventor for the Amazon's Flexible Payments Service product. In 2004 Vikas co-founded the Amazon.com's India office in Bangalore, and hired and led the engineering teams. Post Amazon, Vikas co-founded Jambool and built several popular applications on the Facebook platform -- all of which employed virtual economy elements and were the foundational pieces to Social Gold.

Chuck Hamilton

Center for Advanced Learning
IBM

Chuck Hamilton (Longg Weeks in SL) leads Virtual World Strategy for the Center for Advanced Learning. For the previous two years Chuck led the Learning and New Media Program for the IBM 3D Internet Group as well as, IBM Learning's entry into virtual worlds known as the IBM@PLAY program. With over 11 years in IBM's learning community Chuck's passion lies in connecting people and technology. He speaks at approximately ten conferences a year promoting IBM's role in the future of learning and technology. He is widely published and he has recently been published in Fast Company, Talent Management Magazine, Meetings and Incentive Magazine, the Wall Street Journal, Canadian Business and The Globe & Mail.

Minard Hamilton

Chief Executive Officer
Six Degrees Games

Minard Hamilton has served as Chief Executive Officer of Six Degrees Games, Inc. since co-founding the company in October 2006. From 2001-2006, Mr. Hamilton served as Executive Vice President, Distribution and Marketing at JAMDAT Mobile. JAMDAT Mobile went public in 2005 and was acquired by Electronic Arts in 2006. From 1999 – 2001, Mr. Hamilton served as General Manager, International, ESPN.com (ESPN Internet Group) where he oversaw the expansion of ESPN.com outside of the United States. From 1995-1999, Mr. Hamilton served simultaneously as Senior Vice President, ESPN International and General Manager, ESPN Latin America.

Eric Hartness

Chief Marketing Officer
PlaySpan

Eric Hartness, Chief Marketing Officer, leads PlaySpan's Marketplace and microtransaction platform marketing efforts. Eric joined PlaySpan after almost nine years with Electronic Arts where he was most recently Vice President of Marketing for its Redwood Shores studio and hit games Harry Potter and the Order of the Phoenix, The Simpsons Game, The Godfather, and Dead Space. Previously, Eric led EA's digital distribution and subscription businesses developing new online revenue streams and maximizing existing ones.

Randy Hinrichs

CEO
2b3d

Ran Hinrichs is the CEO of 2b3d, a company dedicated to building virtual world strategies and solutions for the enterprise, government agencies and educational institutions. Randy's experience spans two decades in the high tech industry. At Microsoft, Randy advanced learning technologies and eScience. His tenure at Sun Microsystems resulted in publishing early on intranets and interactive web design. Randy specializes in cognitively based immersive, software solutions.



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Ron Hirson
Product Management / Marketing
BOKU

Ron brings over fourteen years experience in product and general management in the consumer Internet space to the BOKU team. Most recently, Ron served as VP of Product at AT&T Interactive, which he joined through the acquisition of service marketplace and performance advertising company Ingenio. Ron spent 6 years at Ingenio, where he served as VP of Product Management. Prior to Ingenio, Ron was co-founder and CEO of The Digs Network, an early social network focused on Gen Y, which was bought by iDrive. He started his career as a Management Consultant for Price Waterhouse focused on technology integrations. In addition to his role at BOKU, Ron served as Entrepreneur-in-Residence at Khosla Ventures and actively advises several companies in the consumer Internet space.

Captain Hoff (a.k.a. Steve Hoffman)
Chairman & CEO
RocketOn

Captain Hoff (a.k.a. Steve Hoffman) is the Chairman & CEO of RocketOn, Inc. He's also a founding member of the Academy of Television's Interactive Media Group and the founder of the San Francisco Chapter of the Producers Guild of America. Prior to starting RocketOn, he was the COO and co-founder of Zannel, the first large-scale mobile instant media messaging platform. Before that, he was the North American Studio Head for Infospace, where he ran the North American mobile games publishing & development group.

Ken Hudson
Managing Director, Virtual World Design Centre
Loyalist College

Ken Hudson creates applied learning experiences in virtual worlds. His recent border simulation demonstrated significant gains in learner retention and received widespread attention. He has collaborated with dozens of organizations including Harvard and Brown Universities, U.S Department of State, and CBSA. Ken's work was recognized with the Colleges Ontario Innovation Award 2008. Recent projects include California earthquake ARG "After Shock," and a youth oriented virtual world. He has several forthcoming publications examining applied learning in synthetic environments. He was educated at University of Toronto and IPSA (UF) and is a Senior Fellow, sLAB, Ontario College of Art and Design, Toronto.

Teemu Huuhtanen
Executive VP, Sulake Corporation
President, North America, Sulake Inc.

Mr. Huuhtanen was appointed VP, Sales of Sulake in January 2003. Prior to this, he worked for mobile entertainment & application company Small Planet as EVP. Prior to this, he was the CEO of Orchimedia, a mobile & internet entertainment company. Huuhtanen has over eight years' experience and a proven track record from senior posts in consumer and B2B sales & business development functions for several international digital entertainment start-up companies (Small Planet, Orchimedia and mm2 consultancy company). Huuhtanen has studied at Kuopio Polytechnic and University of Kuopio.

Joe Hyrkin
VP, Sales and Business Development
Gaia Interactive, Inc.

Joe Hyrkin has more than 15 years of experience in senior sales and business development management both domestically and internationally. He has focused his career on creating and launching new businesses around the world, and has been instrumental in pioneering creative revenue opportunities in the community Web space. At Gaia, Joe oversees all revenue including virtual goods, advertising and merchandise as well as all Business Development efforts including strategic partnerships, and distribution. He has pioneered business models that create some of the best brand and consumer engagement on the web. Prior to Gaia Online, Joe headed up the business side of Multimedia Search at Yahoo!.

Dan Jansen
CEO and Co-Founder
Virtual Greats

Dan Jansen is the CEO of Virtual Greats, a company that distributes and sells branded virtual goods in partnership with the leading social networks and virtual worlds. Prior to founding Virtual Greats Jansen was an active investor and entrepreneur in the new media space. He also led the Global Media & Entertainment practice for the Boston Consulting Group. Jansen holds a BA in Economics from UCLA and an MBA from the Wharton School and lives in Manhattan Beach with his wife and three children.

Sean Kane
Attorney
Kane & Associates LLC

Sean F. Kane is the founder of Kane & Associates LLC (f/k/a Drakeford & Kane LLC). He counsels clients in the interactive entertainment, video game, virtual world, social network, publishing, licensing, merchandising, sweepstakes and gaming industries. His clients are engaged in all sectors of these industries and he regularly advises them on various aspects of their enterprises, including negotiation of business agreements, management and protection of intellectual property rights, mergers and acquisitions. Additionally, he has substantial experience litigating complex business disputes in federal and state courts and in ADR forums throughout the country.

Karen Keeter
Marketing Executive
IBM Digital Convergence EBO

Karen Keeter is a marketing executive in IBM Research focused on the use of virtual worlds, visualization and social networking tools and platforms to help address real business issues. She worked on "Sametime 3D", a research project designed to enhance the ability for collaboration between remote employees through use of virtual collaboration spaces and tools. Sametime 3D was announced as an IBM offering (Virtual Collaboration for Lotus Sametime) in June, 2009. She has been responsible for internal and external pilots and sales, as well as providing business and functional requirements.

Amy Jo Kim
CEO
Shufflebrain

Amy Jo Kim is an internationally recognized expert in online social architecture. She has designed social architecture for Electronic Arts/Maxis/Origin, Digital Chocolate, MTV/Harmonix, eBay, There.com, Yahoo!, and others. Her influential book Community Building on the Web (published 2000), translated into 7 languages, is required reading in universities and game companies around the world. She has a PhD in Behavioral Neuroscience from University of Washington, and a BA in Experimental Psychology from UCSD.

Michael Kim
Partner
Rustic Canyon Partners

Michael Kim is a Northern California partner of Rustic Canyon Partners, a \$900 million private equity and venture capital firm based in Santa Monica. Michael joined Rustic Canyon Partners from Accelerator Venture Partners, a San Francisco-based partnership that invests in early stage technology companies. Formerly an investment banker, Michael was with Morgan Stanley's Technology Mergers and Acquisitions Group in Menlo Park.

Josh King
Vice President, Business Development & General Counsel
Avvo, Inc

Josh King is Vice President, Business Development & General Counsel for Avvo, Inc, the web's largest legal directory and consumer-focused legal resource. Josh has a diverse background in the law, having worked as a small firm litigator and in-house at technology companies, including roles as General Counsel of Cellular One of San Francisco

and Vice President, Corporate Development at AT&T Wireless. A member of the California Bar, Josh received his JD from UC Hastings. He is a frequent writer and speaker on M&A, legal and social media issues.

Charles Ju
CEO
PlayMesh

Charles Ju is the CEO of PlayMesh, a company focused on bringing social games to the iPhone. PlayMesh has had over 8 apps in the app store that have broken into the top 25, most notably being iMafia. PlayMesh has been featured on Venture Beat, Gizmodo, Destructoid, Inside Social Games, and many more. Charles Ju has a B.S. in Computer Science from UCLA.

Carol M. Langford
Adjunct Professor
USFCS

Adjunct Professor Carol M. Langford is a lawyer in the San Francisco Bay Area. She specializes in giving advice on legal ethics and discipline to attorneys, judges, law firms and corporations, and in representing lawyers and law students before the California State Bar in disciplinary and admissions matters. She serves as a national expert witness in the ethics area. She was formerly a partner in the Walnut Creek office of the international law firm of Carroll, Burdick & McDonough, where she was ethics advisor to the firm and a member of the New Business Committee. Ms. Langford has devoted a considerable amount of her time to training lawyers in issues involving law practice management.

Thomas Lee
Senior Director of Business and Marketing
Gamepot USA

Thomas Lee is the senior director of business and marketing at Gamepot USA, a division of Gamepot, the leading online game publisher in Japan. A video game executive and entrepreneur with a deep understanding of both development and publishing, Thomas joined Gamepot

USA in October, 2008 to lead the efforts to make gamepotusa.com the #1 free-to-play game portal in North America.

A video game developer by trade, Thomas has more than 15 years of experience at some of the world's most renowned publishers, including Origin/EA and Square Enix.

Vili Lehdonvirta
Researcher
Helsinki Institute for Information Technology

I am a researcher at Helsinki Institute for Information Technology Network society research program, which is concerned with the economic, social and legal impact of information technologies. My own research focuses on so-called virtual consumerism — the phenomenon where people spend significant sums of real money on virtual goods, such as game items. My main research questions are what motivates this behaviour and to what extent can it substitute physical forms of consumption in the future. To this end, I am a doctoral student of economic sociology at Turku School of Economics.

Susan Lucas-Conwell
CEO
SD Forum

Susan Lucas-Conwell, CEO, SDForum. Susan is an accomplished CEO, entrepreneur, business development and marketing executive with global experience. She is the CEO of SDForum (www.sdforum.org), Silicon Valley's largest and oldest high-tech non-profit that provides education and a networking community of technologists, entrepreneurs, VCs and others. Susan graduated with honours from the University of Wisconsin-Madison in economic history, has a Masters degree in economic history from Johns Hopkins University and an MBA from The Wharton School.



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Allison Luong
Managing Director
Pearl Research

Ms. Allison Luong is one of the Founders and the Managing Director of Pearl Research, where she is responsible for the overall management and strategic direction of the San Francisco- and China-based market research and consulting firm. Ms. Luong has more than eleven years experience in consulting, marketing and market research, delivering custom strategic planning services to a wide array of high-tech clients. She leads Pearl Research's ongoing analysis of the interactive entertainment, gaming, wireless and Internet markets.

Howard Mall
VP of Engineering
ECS, Inc.

Mr. Howard Mall started work in the Simulation and Training field while completing his Master's Degree in Computer Science from the University of Central Florida. He took a position as one of the first members of SAIC's research team where he eventually lead Internal Research and Development project as well as working on programs such as WAR-SIM. He leveraged work there for his Master's thesis entitled "Dynamic Replanning in Battlefield Domains". At Engineering and Computer Simulations, Inc. since late 2004, he has built various kinds of training systems using game technologies.

David Marcus
Founder and CEO
Zong

David Marcus is the founder and CEO of Zong, a leading mobile payment service used for monetizing web audiences in social media, gaming and virtual worlds. Zong enables seamless payments for more than 350 Facebook and MySpace applications as well as dozens of leading virtual worlds and gaming platforms, and has direct integrations with mobile carriers around the world. David drives the overall direction and product strategy for the company. He also serves as CEO of Zong parent company Echovox, a pioneer in transaction-enabled mobile services.

Amanda Mayhew
General Counsel
EthicsPoint

Amanda graduated from Oregon's Lewis & Clark Law School with an emphasis in corporate law and intellectual property. Her proven expertise in the areas of international data privacy, intellectual property, and corporate law make her an indispensable member of the executive management team and the organization at large. Amanda is currently serving as a Vice President of the Oregon Chapter of the Association of Corporate Counsel and is a board member of FROLIO (Friends of Opportunities for Law In Oregon).

Matt McAllister
Director of Marketing
Offerpal Media

Keith McCurdy
CEO
Vivaty

Keith McCurdy has over 20 years of experience in the digital media industry including video games, mobile, and internet. He is currently CEO and co-founder of Vivaty, a web based platform and online service for highly immersive, personalized, and easy to use 3D virtual worlds available in the web browser and integrated with existing web communities and content. Vivaty's investors include KPCB and MDV. Previously Mr. McCurdy was CEO of Blaze Entertainment, where he built the company into a global mobile publisher, distributing mobile games on 100 carriers worldwide.

Shane McGee
Partner
Sonnenschein Nath & Rosenthal LLP

Mr. McGee is a partner in the Internet, Communications and Data Protection Group of Sonnenschein's Washington, D.C. office where he represents and counsels several video game companies and other clients in the entertainment software industry. Mr. McGee advises clients on all aspects of creating and maintaining virtual worlds; drafts customer contracts such as EULAs and Terms of Use; helps his clients establish subpoena compliance programs; and investigates and litigates against individuals and companies that infringe his clients' rights. Mr. McGee has been involved in several high-profile litigations, including Davidson & Associates vs. Jung (bnetd), Blizzard vs. In Game Dollar LLC (Peon-s4hire) and, most recently, MDY vs. Blizzard (WowGlider).

Ravi Mehta
VP of Products
Viximo

Ravi manages the company's product development, content studio, and iPhone applications teams. He has over 15 years of experience managing innovative consumer applications for a variety of platforms including founding a successful video game studio, defining the initial version of Xbox Live, directly massively multiplayer gaming initiatives at Microsoft, and launching a lead generation service for the financial services industry that served clients such as Forbes and Morningstar. Ravi holds an MBA from the MIT Sloan School of Management and a BS in Computer Systems Engineering from Boston University.

Matt Mihaly
CEO
Sparkplay Media

Matt is a veteran of virtual worlds and MMOs. In 1996, he founded Iron Realms Entertainment and pioneered the virtual goods sales model with its first MUD – Achaea, Dreams of Divine Lands. Soon thereafter, he invented the dual-currency model, allowing players to trade time for money. As CEO, Matt led Iron Realms to over forty-five successive profitable quarters and established Iron Realms as the leading developer in MUDs. He subsequently founded and is CEO of Sparkplay Media, a venture-backed company producing best-in-class 3d MMOs in a browser. Matt holds a BA in Government from Cornell University and lives in Mill Valley, CA.

Ali Moiz
Co-Founder and COO
Peanut Labs

In his role, Ali manages the Optimus™ business unit, liaisons with partners and industry organizations for Peanut Labs™, and oversees the development of original research and patents. Prior to Peanut Labs™ Ali co-founded XuQa.com, a social network with more than 2 million members. Ali has been running companies in the technology-services industry for the past decade, serving clients such as Citibank, 3M, and Tesco. Several of Ali's companies have been featured in leading publications such as Forbes, Fortune and the Wall Street Journal.

J. Michael Monahan
Attorney
Pattishall, McAuliffe, Newbury Hilliard & Geraldson, LLP

J. Michael Monahan is an attorney with the Chicago law firm of Pattishall, McAuliffe, Newbury Hilliard & Geraldson, LLP. Mr. Monahan practices in the areas of trademarks, copyrights, trade secrets and other intellectual property, counseling clients on the establishment, development and protection of intellectual property assets through registration, policing, enforcement through litigation and ADR, and the commercial exploitation of these assets through licensing, franchising, and other transactions.

Greg Nuyens
Chief Executive Officer
Qwaq

Greg has more than twenty-five years experience as a high tech entrepreneur, including founding and executive roles at both private enterprises and large public companies. Before Qwaq, Greg was CEO of Devicescape (backed by Kleiner Perkins and August Capital), CTO of Neomar (now part of Motorola) and chief technologist at Inktomi. Earlier roles included co-founder of Ilog, director of Sun Microsystems' Internet client/server group and researcher at Xerox PARC and Xerox AI Systems. Greg holds a Master of Science in Computer Science from Stanford University and a Bachelor of Science in Computer Science from Carleton University.

Tony O'Driscoll
Professor of the Practice
Duke University's Fuqua School of Business

His current research focuses on how emerging technologies such as virtual worlds can rapidly disrupt existing industry structure and business models. Tony's research has been published in leading academic journals such as Management Information Sciences Quarterly, the Journal of Management Information Systems, and the Journal of Product Innovation Management. He has also written for respected professional journals such as Harvard Business Review, Strategy and Business, Supply Chain Management Review and Chief Learning Officer Magazine.

Mark Oehlert
Innovation/Emerging Technology/Gaming Evangelist
Defense Acquisition University

Koreen Olbrish
CEO
Tandem Learning

koreen Olbrish, CEO, founded Tandem Learning to address an unmet need in the learning space. Applying her background in experiential learning and technology for education, Koreen advocates new ways of looking at enterprise learning to accelerate from knowledge acquisition to behavior change. Koreen has strong ties to education, having received her MS in Curriculum and Instruction from Penn State University and helping start Freire Charter School in Philadelphia in 1999. The majority of Koreen's experience has been in the development of enterprise learning solutions, with particular expertise in simulation, serious games and the application of virtual world technology for learning.

Nick O'Neill
Founder
Social Times

Nick O'Neill is the Founder of Social Times, Inc., a digital media company focused on leveraging social technology to build social capital. He is the the social networking industry expert, providing no holds bar commentary and insightful analysis on social networking and social media. Nick also speaks at conferences nationwide and has been written about in multiple national publications. With the opening of the Facebook platform, Nick saw a huge opportunity and has become fully dedicated to covering the social networking phenomenon via AllFacebook.com eventually expanding beyond with SocialTimes.com.

Rajat Paharia
Founder / Chief Product Officer
Bunchball

Rajat Paharia is the founder and Chief Product Officer of Bunchball. Rajat's skill set combines a unique understanding of technology and design that stems from a four year career at design firm IDEO where he was co-director of the Software Experiences Practice. While there he worked with clients including AT&T Wireless, Avaya, Microsoft, McDonald's, HP and Philips. Prior to IDEO, Rajat worked at Philips Consumer Electronics, IBM Research and ViewStar. He has a Masters degree in Computer Science from Stanford University, with a focus on Human Computer Interaction.

Jeffrey Pope

With over 13 years living and working in Asia, Jeffrey has an extensive background in business development, negotiating critical business alliances and opening new markets. Jeffrey was most recently in the role of executive vice president and Managing Director for the US office of ngi group, a Japan based venture investment and holding company. Prior to joining ngi group, Jeffrey held a position with Microsoft Japan where he was involved with the development of Japans Xbox live game server infrastructure, and overseeing an MSN data center. Thereafter he spent 6 years with Sun Microsystems Japan where he managed various aspects of Sun's Services and Sales business.

Michael H. Pinkerton
COO

Metaverse Mod Squad

Michael H. Pinkerton works with brands and operators to staff their virtual worlds and online communities with outsourced community managers, moderators, and customer support teams. He also consults on child safety, design, and engagement strategies. He founded the Association of Online Community Moderators and is a member of e-Mint, an international group of online community professionals. As a partner with the law firm Frilot, L.L.C., Mr. Pinkerton practices in the areas of commercial litigation and intellectual property. He graduated from Louisiana State University Law School and was a member of the Louisiana Law Review.

Shervin Pishevar
CEO

Social Gaming Network

Shervin is a visionary technology entrepreneur, angel investor and published researcher. CEO of Social Gaming Network with millions users on Facebook and over 12 million users on the iPhone. Founding President/COO of Webs.com he helped scale it to over 30 million users and was behind the first web operating system with startup, WebOS. Shervin gained a BA from University of California at Berkeley where he founded the Berkeley Scientific Journal and received his first of 4 patents.

Kevyn Renner
Senior Technology Consultant
Chevron Global Manufacturing

As a Senior Technology Consultant, Kevyn Renner currently drives innovative application of Control & Information Systems, for Chevron Global Manufacturing, based in San Ramon, California. He has a Chemical Engineering and Technology Marketing background with more than 25 years combined experience in Chemical Process Design & Operations, Advanced Control & Instrument Systems, Vertical Industry Marketing and Information Systems with companies including PetroCorp, Mobil Oil, Foxboro, Emerson and Sun Microsystems.

Lisa Rutherford
President
Twofish

Lisa leads the school of fish at Twofish, heading up corporate strategy, operations, and impromptu white-boarding sessions. Lisa is a reformed venture capitalist who has found her way back to her entrepreneurial roots, this time with a little more knowledge and hopefully just as much luck. Before advising and investing in over 15 gaming and digital media start-ups, Lisa was trained in social, behavioral, and financial economic theory at the University of Chicago and Stanford. Her Stanford days as an MBA and Associate Research Fellow at the Hoover Institute come in handy when balancing supply and demand in virtual economies across the Web. She currently advises young entrepreneurs through TechStars and sits on the advisory board of an angel fund.

Sean Ryan
Partner
Loki Partners

At Loki Partners, Sean Ryan leads a virtual team of consultants and operators, all with years of experience designing, launching and operating a wide range of digital media services, from online game portals to music & video subscription offerings. In addition, the team has a market-leading wealth of knowledge about the emerging ways to monetize community sites, including virtual goods, subscriptions and non-traditional advertising options.

Shai Samet
CIPP, Founder and President
Samet Privacy, LLC

Samet Privacy, LLC was founded in 2006 and is led by Shai Samet, an attorney and consultant with many years of experience in information privacy consulting and who is among the first professionals to obtain the credential of Certified Information Privacy Professional (CIPP) from the International Association of Privacy Professionals (IAPP). Mr. Samet has helped many organizations (including Fortune 500 companies) develop and implement compliant and effective privacy solutions, without compromising their business needs and objectives.

Andrew Schneider
Co-Founder and President
Live Gamer

Andrew Schneider is co-founder and president of Live Gamer, the global leader of total commerce solutions for micro-transaction-based businesses spanning online games, virtual worlds, and social networks. Live Gamer recently acquired N-Cash, the world's premiere micro-transaction platform. Andrew has been a pioneer for emerging business opportunities at the cross-roads of media and technology for more than 15 years. Andy held executive management positions at companies including Sony Pictures Digital, NBC and Wind-up Records.

Seth J. Steinberg
Attorney, Counselor and Strategic Partner
Law Offices of Seth J. Steinberg

Mr. Steinberg is an accomplished commercial transaction and intellectual property attorney with a wide range of experience in several other practice areas. His private practice provides strategic advice and counsel to both mature and emerging companies located domestically and abroad, including those with business interests in online and new media, content creation and distribution - such as interactive and filmed entertainment - e-commerce, music, technology, sports and consumer products.

Andrew Sheppard
Executive Producer
hi5 Networks

Andrew is the Executive Producer for Interactive Media at hi5 Networks, Inc. In his prior role at Electronic Arts, Andrew was responsible for global product strategy and business development on Spore, the latest game from legendary game designer Will Wright. Prior to Electronic Arts, Andrew was responsible for strategy and business development at CBSi, where he covered GameSpot, GameFAQs, MP3.com and Metacritic. Andrew has a Masters of Business Administration from the Haas School of Business at U.C. Berkeley and a Bachelor of Arts from Pomona College.

Anu Shukla
CEO
Offerpal Media

Anu Shukla founded Offerpal Media in June, 2007, with the vision of providing social application developers and other social publishers with a viable way to monetize their traffic. She has since grown Offerpal Media into the leading virtual currency monetization platform, generating significant revenue for social publishers while driving high value customers to online advertisers. A serial entrepreneur, Anu is also the founder and CEO of Mybuys Inc., the leading provider of personalized

product recommendations for online retailers. Prior to Mybuys, Anu pioneered the category of Internet Marketing Automation as founder and CEO of Rubric, Inc. Rubric was acquired in 2000 for \$366 million.

Brian Shuster
Founder and CEO
Utherverse, Inc.

One of the pioneers of the internet, Mr. Shuster is the inventor of more than two-dozen issued and pending patents on core internet systems and methods. In 1998, he founded and became CEO of the internet powerhouse Infonent.com. His company defined free web hosting in the 1990's with the two industry leading free web hosts, Webjump.com and Web1000.com. Both free web hosts were sold to large public companies. Mr. Shuster also founded and is CEO of Ideaflood, Inc., an intellectual property incubator with a large and broad portfolio of issued and pending patents. In 2002, Mr. Shuster founded Utherverse, Inc. to develop an online digital universe of massively multiuser online virtual worlds.

Christopher V. Sherman
Executive Director, Founder
Engage Digital Media

Chris founded Engage! Digital in 2003 with the creation of the Austin Game Conference (now GDC Austin). Before Engage! Chris was involved in a variety of startups including: numerous web media companies, a web services company managing investment portfolios for angel investors, an online music company, a grid computing company and an e-commerce firm dedicated to horror and Halloween related merchandise. Prior to all this, Chris created UGO Networks (now owned by Hearst). Before UGO, he was founding publisher and editor of Multimedia Wire (MMWIRE). He is also an investor and mentor with Austin-based Capital Factory.

Justin Smith
Founder and Editor
Inside Facebook and Inside Social Games

Justin Smith is the founder and editor of Inside Facebook and Inside Social Games, the original and leading sources for news, analysis, and insight on the social gaming industry. From 2007 to 2009, Justin served as Head of Product for Watercooler, a venture-backed startup and one of the leading developers of applications on Facebook and other major social platforms. Prior to Inside Facebook, Justin was an early employee at Xfire, the largest social utility for gamers, which was sold to Viacom in 2006. Prior to Xfire, Justin earned a degree in Computer Systems Engineering from Stanford University. Justin is also the author of the Facebook Marketing Bible, the most widely referenced book on Facebook marketing today.

Reuben Steiger
Chairman of the Board
Virtual Greats

Reuben Steiger is the CEO of Millions of Us, a company dedicated to helping businesses understand and harness the power of virtual worlds and online communities. Prior to founding Millions of Us, Steiger was the Evangelist for Linden Lab, creators of the 3-D virtual world Second Life. Until 2002, he was Chief Development Officer at OVEN Digital, where he helped build that company into the world's largest privately-owned Internet consultancy.

Ian Swanson
CEO & Founder
Sometrics

Ian Swanson is co-founder and CEO of Sometrics (www.sometrics.com). Sometrics was the first to tailor its analytics and ad managing solutions to focus on social networking platforms and applications, providing the most relevant and effective audience analysis and social ad targeting available. In December 2008, the company achieved another first when it launched the Advertiser Supported Transaction Platform, an ad server to manage all virtual currency monetization from multiple offer providers. Swanson actively advises several successful social

networking applications, Fortune 500 companies and startups with their brand and marketing strategies within the social media ecosystem.

Jennifer Swayze
Project Manager
Global Talent Management
Johnson & Johnson

Jennifer is a project manager and certified Six Sigma Black Belt with over 20 years experience in Human Resources and Information Technology. She is a recognized leader in developing and implementing strategic plans for organizations in various industries. Jennifer has created information technology and business management plans, managing complex IT projects, leading technical and professional teams, and providing critical business strategy support in unique environments of continual advancement. Currently, Jennifer manages a global program to attract and retain MBA students and graduates, using Web 2.0 tools and a 3-D virtual world.

Dean Takahashi
Lead Writer for GamesBeat
VentureBeat

Dean is lead writer for GamesBeat at VentureBeat. He covers video games, security, chips and a variety of other subjects. Dean previously worked at the San Jose Mercury News, the Wall Street Journal, the Red Herring, the Los Angeles Times, the Orange County Register and the Dallas Times Herald. He is the author of two books, *Opening the Xbox* and *the Xbox 360 Uncloaked*.

Jessica Thaler
Partner
Kane & Associates LLC

Jessica has counseled clients in connection with various types of corporate transactions including mergers and acquisitions, lending and finance, development and cooperation, services, real property and licensing. She has assisted many companies and individuals in establishing limited liability companies, corporations, partnerships, joint ventures and other strategic business entities and has continued, thereafter, to counsel such companies with respect to their day-to-day business operations.

Doug Thompson
CEO
Remedy Communications

Doug Thompson is CEO of Remedy Communications, a full-service marketing agency based in Toronto with affiliate offices in the U.S. and U.K. Remedy works with clients to develop educational and branded campaigns that encompass traditional, social and immersive media. Remedy's clients include Fortune 500 companies such as Pfizer, Genentech, and AstraZeneca, the armed services, universities and cause marketers. Remedy recently celebrated its 10th with its in-house team of writers, designers, artists, project managers and virtual world technologists.

Andrew Trader (A.T.)
Executive Vice President, Co-Founder, Business Development
Zynga Game Network

As a software and Internet entrepreneur, savvy business leader and long-time gamer, Andrew Trader (A.T.) is establishing Zynga as a tour-de-force in the social gaming genre. Before co-founding Zynga, A.T. was the CEO of Utah Street Networks, operator of Tribe.net (www.tribe.net), one of the first social networking sites. He led the sale of Utah Street Networks to Cisco in 2007. He was also the co-founder of Coremetrics (www.coremetrics.com), a leader in website marketing, and served as the company's VP of Business Development growing the company to over 100 employees and raising \$65 million in invested capital.

Mike Trigg
VP of Marketing
Hi5

Mike heads up global marketing and business development for hi5, the world's largest social entertainment web site with over 60 million monthly visitors worldwide. Prior to hi5, Mike was co-founder and vice president of marketing at Truviso, a real-time data processing company specializing in web analytics. Previously, he was vice president of marketing of Spoke, a professional social networking site. Mike was also vice president of corporate and product marketing at Epiphany, a leading provider of marketing analytics and web personalization (now Infor), and has held marketing and products positions at 3Com and MCI. Mike has his B.A. from Northwestern University and M.B.A from the University of California at Berkeley.

Eilif Trondsen
Research and Program Director of the Virtual Worlds Consortium
SRI Consulting Business Intelligence

Eilif Trondsen is the Research and Program Director of the Virtual Worlds Consortium for Innovation and Learning (VWC) at SRI Consulting Business Intelligence (SRIC-BI) in Menlo Park, California. The focus area of his research and consulting at SRIC-BI—a spin-out of SRI International (formerly Stanford Research Institute)—is the use of technology for business performance improvement and learning. He has 29 years' experience at SRIC-BI and at SRI International, leading or contributing to a variety of projects for U.S. and foreign clients in the private and public sectors.

Sibley Verbeck
CEO
Electric Sheep Company

T. Sibley Verbeck is founder of The Electric Sheep Company, and is responsible for business development and overall company strategy. As a former Chief Scientist of StreamSage, Inc. and Comcast Online, Sibley has been a leading researcher in advanced computational linguistic and statistical techniques for analyzing audio, video, and text. In January 2001, Sibley received an award from the Washington Techway Magazine as one of the top young technology executives in the DC area; in 2003 he was selected as one of MIT Technology Review's top 100 technology innovators worldwide under the age of 35.

Bill Wang
Vice President
Perfect World

Bill Wang has been vice president at Perfect World (Nasdaq: PWRD) since April 2007. He is responsible for investment and business development in North America. Prior to that, he founded Perfect World's US operations in California and was in charge of overseas licensing when he worked at the headquarters in Beijing. Bill Wang received his MBA degree from Pennsylvania State University in 2001 and received his master's degree in finance from Boston College in 2004.

Roger Wood
CEO
ORCA, Inc.

Roger Wood is currently CEO of ORCA, Inc., a leading provider of electronic payment and transaction solutions for social interactive media. The transactions platform is designed for the needs of social networks, online games publishers, virtual worlds, and participation TV programs. The company enables social media companies to accept payments, create loyalty programs, and send marketing messages with unprecedented flexibility.

Stephen S. Wu
Partner
Cooke Kobrick & Wu LLP

Steve Wu's practice includes commercial and intellectual property litigation with an emphasis on disputes involving technology companies. He also drafts and negotiates technology contracts and deals for Silicon Valley technology companies, including terms of service, privacy

policies, software licenses, software development agreements, semiconductor development and sales agreements, and Internet service agreements. Mr. Wu acts as outside general counsel to Silicon Valley businesses. He has organized many corporations and limited liability companies for Silicon Valley entrepreneurs.

Kevin Xu
COO
IGG

Kevin Xu, Chief Operating Officer of IGG Inc, has a PhD degree from University of California, Santa Cruz. Currently managing the daily operation of 11 MMORPG games on www.igg.com and the development of 18 more. www.igg.com is a game platform specialized in publishing Free2play MMORPG games, with 11 million registered players, and 700 employee. Prior to IGG, Kevin also served as CEO of mmspirit.com.

Nicole Yankelovich
Principal Investigator, Collaborative Environments
Project Wonderland Lead
Sun Microsystems Laboratories

Nicole Yankelovich is Principal Investigator of the Collaborative Environments research program at Sun Microsystems Laboratories in Burlington, MA. She is also the team lead for Project Wonderland (<http://ProjectWonderland.com>), an open source toolkit for building 3D virtual environments targeted at business and education collaboration. Her areas of expertise include virtual worlds, collaborative computing, speech applications, hypertext, and user experience design. Research projects she has directed in her almost 20 years in Sun Labs include PortaPerson, a telepresence device; the Sun Labs Meeting Suite, a suite of tools to augment audio conferences; Awarenex, an instant messaging client with advanced presence features; and SharedShell, a multi-user terminal program that works across firewalls.

Gabe Zichermann
CEO
rmb

Gabe Zichermann is an entrepreneur, author and public speaker who coined the term "Funware" to describe the use of game mechanics in non-game contexts. As co-founder and CEO of mobile software startup [rmbME](http://rmbME.com), Gabe is helping to rewrite the rules for networking in a smart-phone world. Additionally, as co-author of the upcoming books "Web-Play" (Manning, 2009) and "Game-Based Marketing" (Wiley, 2010), Zichermann makes a compelling case for the use of games and game mechanics in everyday life, the web and business. A native of Canada and resident of NYC, Gabe frequently muses about games and the world at <http://funwareblog.com>.

Jeremy Zorn
Vice President of Product Development
myYearbook

Jeremy Zorn is Vice President of Product Development for myYearbook. In this role, Jeremy is responsible for conceiving the innovative social features that drive user engagement and revenue, as well as overseeing the development life cycle that brings these ideas to launch. Jeremy spearheaded the incorporation of myYearbook's virtual currency, Lunch Money, and continues to play an active role in the administration of myYearbook's virtual economy. Prior to myYearbook, Jeremy contributed to multiple web properties in multiple roles, including editorial and operations, but his passion has always been product quality and especially the user experience. Jeremy holds a bachelor's degree from Harvard University.

Virtual Worlds, Toys, Games, Social Media

Engage! 2010 provides critical knowledge on how to **engage and monetize kids and youth online**. Engage! Expo 2010 takes place February 16-17, 2010 at the Javits Convention Center alongside **American International Toy Fair**. The two events will bring together more than 25,000 attendees and exhibitor personnel, including 1,000 members of the media. Come learn about the power of online play.

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AdParlor

AdParlor helps game and social media application developers make money. We do this through our extensive international banner network and our virtual currency monetization platform. Our banner network delivers millions of ad impressions daily on the leading social networking sites. Our virtual currency platform provides numerous payment options, simple offers, and dynamic optimization. All this allows developers to focus on building great applications – while we take care of monetization. We also help agencies and their brands enter the social media space through banner advertising, branded application growth, and fan page promotion.

Boku - Booth 25

BOKU is creating the standard for online payments using your mobile phone, making it easy to pay for digital goods and social experiences across the web. With a strong focus on reliability and security, BOKU's goal is to bring bank-grade payments technology and mobile users together on the web, creating a trusted, viable and accessible market for consumers, publishers and carriers alike. Based in San Francisco with offices in Europe, Asia and Latin America, BOKU reaches over 1.8 billion consumers worldwide, and is funded by leading Silicon Valley entrepreneurs and venture capitalists Benchmark Capital, Index Ventures and Khosla Ventures. For more information, please visit boku.com.

Electrotank - Booth 52

Electrotank® is an award-winning developer of multiplayer games and innovator of the cutting-edge technologies currently powering today's most profitable virtual worlds. As creators of Electrotank Universe Platform™ (EUP™) and ElectroServer™ 4, Electrotank has reduced the production time and financial risk associated with making your virtual world a reality.

Engineering & Computer Simulations - Booth 1

ECS is a small, advanced learning technologies firm headquartered in Orlando, Florida. ECS develops and implements new training technologies to augment learning, improve skills retention and increase training effectiveness. ECS was incorporated in 1997 and has developed a set of top tier strengths in commercial and government virtual worlds, 3D games and simulations, and other collaborative training technologies. ECS' virtual worlds experience focuses on those environments that provide practical, purpose-driven, collaborative capabilities.

FOOTBALLVILLAGE.NET - Booth 26

E-Calcio is an European development company focused on the creation of web-based virtual worlds and gaming and entertainment platforms. The first project developed is Footballvillage.net, where soccer fans can meet together and have fun in a virtual world that offers the perfect combination of:

- social elements: chat, meeting places, community activities, etc.
- fun and entertainment: play single and multi-player games
- information and education: access to realtime video, news and scores and every information you might need about football.

E-Calcio Management Team has a primary and solid background in creation, development and management of multimedia projects and companies.

Forterra - Booth 43

Forterra Systems provides enterprise grade virtual world software that enables our customers and partners to create their own secure, scalable 3D Internet solutions for the corporate, healthcare, government, and education industries. Using our OLIVE™ (On-Line Interactive Virtual Environment) platform and industry standard PC hardware, customers can rapidly deploy realistic, collaborative, 3D Internet solutions that scale from small group applications to large scale simulated environments supporting many thousands of concurrent users. OLIVE applications include virtual meetings, events, training, project

management, and operations rooms. Forterra customers indicate OLIVE provides a better user experience and is less expensive than the alternatives.

Gambit - Booth 5

Gambit is one of the leading payment solutions for online games and virtual worlds. After developing games over 1.5 years we decided to build a payment solution to fit our own needs. Today, we are working with leading companies including: Gaia Online, IMVU, PerfectWorld.com, IGG.com, Zynga, Playdom, Hi5 and many more...We specialize in custom solutions, fanatical service for you and your users and the best revenue performance backed by real numbers. If you need help monetizing your audience please check us out at <http://getgambit.com> or email noah@getgambit.com.

Linden Lab

Developed and launched by Linden Lab in 2003, Second Life is the world's leading 3D virtual world environment. It enables its users – known as Residents – to create content, interact with others, launch businesses, collaborate and educate. With a thriving inworld economy that saw over US\$360 million in user-to-user transactions in 2008, and a broad user base that includes everyone from consumers and educators to medical researchers and large enterprises, Second Life has become one of the largest hubs of user-generated content (UGC) in the world. Linden Lab, founded in 1999 by Chairman of the Board Philip Rosedale and headquartered in San Francisco, develops revolutionary, immersive technologies that change the way people communicate, interact, learn and create. Privately held and profitable, Linden Lab is led by CEO Mark Kingdon, and has more than 300 employees across the U.S., Europe, and Asia.

Metaverse Mod Squad - Booth 66

Metaverse Mod Squad avatars and the people behind them work in on-line virtual, social and gaming communities to promote brands, engage users, and protect the safety of children. From community managers to moderators to customer support teams, the company works with marquee clients to create exciting, safe, and profitable experiences in virtual worlds, MMOs, and message boards. For more information, please see www.metaversemod squad.com.

National Law Review

The National Law Review is a free to use professional on-line database and magazine dedicated to bringing legal and business writers together in one place where professionals and clients can easily access the information. We gather legal analysis examining recent court decisions, trends or legislative actions as well as articles that will help educate professionals trying to better understand legal and business issues. Our contributors include law firms, private attorneys, bar associations, law schools and other professionals and organizations. NLR assists our contributors with gaining additional exposure to the worldwide network of legal consumers and media sources that are actively looking for legal expertise. www.natlawreview.com

Offerpal Media - Booth 42

Offerpal Media is the leading monetization solution for social applications, online games, virtual worlds, mobile apps and any other social publisher with a virtual economy. Our virtual currency payment platform allows consumers to earn points, credits, tokens or other types of virtual currencies by taking part in any of our 4,000+ targeted advertising offers. They can also purchase virtual currency through our integrated mix of global payment options, including credit cards, micro-transactions, mobile billing, stored value cards and more. We've processed virtual currency transactions for more than 100 million consumers since 2007. For more information, visit www.offerpalmedia.com.

ORCA

ORCA (Open Real-Time Currency Application) is the first and only truly open social media payment platform with open API's for all transactions, written in an open source language. The ORCA Platform is designed for developers of social networks, online games, entertainment sites, participation TV programs and digital publishers, so they can easily use our payments infrastructure to monetize their social media companies. With ORCA's flexible and easy-to-integrate APIs, developers can accept and/or send payments on their websites, games, or apps for selling goods or services; create promotions, rewards, & loyalty programs; and have complete creative control of the look & feel of the transaction process. and the ability to convert real currency to virtual currency and back again.

Parature Inc. - Booth 55

Today's top names in gaming and interactive media are turning to Parature for top-of-the-line service and support for their customers. Parature Customer Service™ software is rapidly deployed and easy to use, integrating a customer portal, rich knowledgebase and full ticketing application in one dynamic, tightly unified system that manages all your support needs.

www.parature.com

Pillsbury Winthrop Shaw Pittman LLP - Booth 35

Pillsbury Winthrop Shaw Pittman LLP is a full-service law firm with market-leading strengths in the technology, energy, financial services and real estate sectors. Recognizing the explosive growth of video games and virtual worlds, Pillsbury has assembled a legal team of nationally recognized lawyers who are at the forefront of emerging issues in this industry. We have a multidisciplinary team of over 20 attorneys, across our many offices to address the myriad legal issues relating to virtual worlds and video games. We represent some of the largest players in the industry and some of the most promising emerging companies. Preferred URL for more information: <http://www.pillsburylaw.com/virtualworldvideogames>

ProtonMedia - Booth 36

Located just outside of Philadelphia, ProtonMedia is the developer of ProtoSphere, a state-of-the-art virtual collaboration platform for highly effective online teaming. Companies use ProtoSphere for more engaging and immersive virtual meetings, virtual events that give access to subject-matter experts without costly and burdensome travel, and project teaming situations to optimize knowledge transfer and human capital management. Built with the enterprise in mind, ProtoSphere provides a secure platform with all the tools teams need to collaborate socially online, including virtual spaces with interactive avatars and bots, document and application sharing, VoIP audio conferencing, text chat, presence awareness, video streaming, blogs, wikis, feeds, role playing simulations, content workflow, and enterprise social networking.

QWAQ - Booth 27

Qwaq, Inc. creates application collaboration solutions to help enterprises manage data-intensive projects and operations across multiple locations. Qwaq Forums is a secure virtual workspace that runs in the cloud or behind a firewall and combines voice, video and chat communications with multi-application and document sharing, enabling more efficient workflows among distributed teams, suppliers and customers. Qwaq provides application collaboration solutions to more than 100 Global 500 and mid-size customers, including leading firms in the semiconductor, financial, energy, consulting, IT and manufacturing sectors. www.qwaq.com

Sometrics, Inc. - Booth 4

Sometrics helps publishers monetize free-to-play games, virtual worlds and social applications with the industry's most advanced offer platform and payment manager. Publishers gain a new revenue source that enhances existing payment methods, and increases conversions among paying users. Uniquely, the platform gives publishers full control, total

transparency and comprehensive customer support. Sometrics is the first recipient of capital from The Mail Room Fund, an investment consortium that combines big Hollywood (the William Morris Talent Agency) with Silicon Valley (Accel and Venrock) along with Greycroft Partners and Big Sky Ventures. <http://www.sometrics.com/>

Super Rewards - Booth 61

Super Rewards is the leading virtual currency monetization platform for websites, games and social network applications. Our technology allows consumers to "pay" for virtual goods or services either (i) directly via PayPal, credit card, direct bank debit, stored value card or mobile phone, or (ii) indirectly through filling out direct response/cost-per-action advertising offers that result in equivalent dollar payment to the developer/service provider. Our turnkey, simple to integrate solution delivers highly targeted advertising offers to millions of website and social network users globally, maximizing revenues for developers while increasing engagement for users of any gaming site or application through additional points, credits, tokens, coins, etc.

SupersonicAds - Booth 2

SupersonicAds is the leading virtual currency monetization platform in Europe. We generate the highest eCPM for our publishers in Europe thanks to our fully localized and translated platform, local advertisers and payment solutions. Our advanced optimization engine serves relevant offers to users based on their geographic, demographic and social behavior pattern. You can implement our turnkey solution onto any social application, MMO, virtual world and game community to increase your revenue in international markets.

ThreatMetrix - Booth 6

Stop fraud in games that monetize through sales of virtual currency and instantly identify customers in real time with ThreatMetrix. Profile your website visitor's computer the instant they connect to manage risk of fraud and new account/account login fraud. ThreatMetrix profiles your website visitor's computer and mines TCP/IP packets to assign a unique identifier to the device—all in just a few seconds. Use our web console or APIs to access 150+ device attributes including true IP address and geolocation, botnet risk, customizable rules-driven score and more. ThreatMetrix offers the social gaming and networking industry effective, affordable real time fraud control.

Uthervers - Booth 22

The Uthervers is the next generation of the Internet - a Virtual World Web of interconnected 3D communities that delivers a user experience that is vastly more enriching and satisfying than the flat World Wide Web that is so popular today. With the launch of this groundbreaking technology, Uthervers Digital, Inc. has begun to revolutionize the way people relate to each other and the ways that they undertake their online experiences. The Uthervers delivers entirely new online social interactions, as well as vastly improved methods for business to engage and for users to experience entertainment, commerce, news and events. www.uthervers.net

Vindicia - Booth 65

Vindicia offers an integrated, on-demand billing and fraud management solution for online merchants. Vindicia CashBox is a best-of-breed billing system for creating and managing recurring and real-time payments and helps merchants improve customer retention and maximize profit. Vindicia ChargeGuard provides automated fraud screening and chargeback management services that enable merchants to recover lost revenue. A PCI Service Provider Level 1 company and SAS 70 Type 2 audited, Vindicia is a key payment management resource for some of the best-known brands on the Internet. For more information, visit www.vindicia.com.

WTRI - Booth 63

WTRI enables businesses to achieve concrete, targeted outcomes with dramatic financial results in an accelerated timeframe. Using simulation-based techniques that fuse cutting edge cognitive science research and business expertise, WTRI has been effective in transforming a diverse set of organizations for over 15 years. WTRI is one of the first companies to develop business applications that can connect to Virtual Worlds specifically for the purposes of goal setting, rehearsal and strategy testing. We achieve help companies achieve results through three primary solutions: 1) a web-enabled financial modeling software tool that reveals the value of removing constraints to your goal, 2) a transformative, simulation-based, strategic rehearsal platform that helps enable sustained organizational change, and 3) a web-enabled profiling tool that helps reveal blind spots in the executive suite.

Wyndstorm Corp - Booth 64

Wyndstorm Corporation, the ideas-to-revenues company, provides New Media technology and marketing. Wyndstorm designs, builds, and hosts social media, multi-user gaming, online entertainment, and ecommerce Web properties. Utilizing pre-built and custom applications, the company provides turnkey online destinations with 3-D virtual platforms, adver-gaming, interactive entertainment, and social network-based viral marketing. Wyndstorm's product, Socialframes™, enables advertisers to drive targeted customers from favorite websites using a widget, which takes them to an interactive, virtual meeting place where the advertiser controls the content and messaging. A recent success was a social network that simultaneously streamed live rock band concert for a online-offline audience concert for the Allman Brothers. Visit www.wyndstorm.com.

ZONG

Zong is the leading mobile payment service used by online gaming and social networking web sites. Noted for its frictionless user experience, Zong converts "shoppers" into "buyers" at rates up to 10 times greater than traditional payment methods, like credit cards. Zong leverages direct connections with leading mobile network operators around the world to provide unrivaled connectivity and service quality. Zong is featured in hundreds of top applications on popular social networks like Facebook and MySpace as well as leading virtual worlds and other online gaming sites, such as Gaia Online, IMVU and Outspark. In 2009 alone Zong has processed mobile payments for over 10 million unique users worldwide.

You could say our clients know a thing or two...



Playdom™
Where players rule



...including who to use for online payments.



Gambit

We make payments easy.

<http://getgambit.com>

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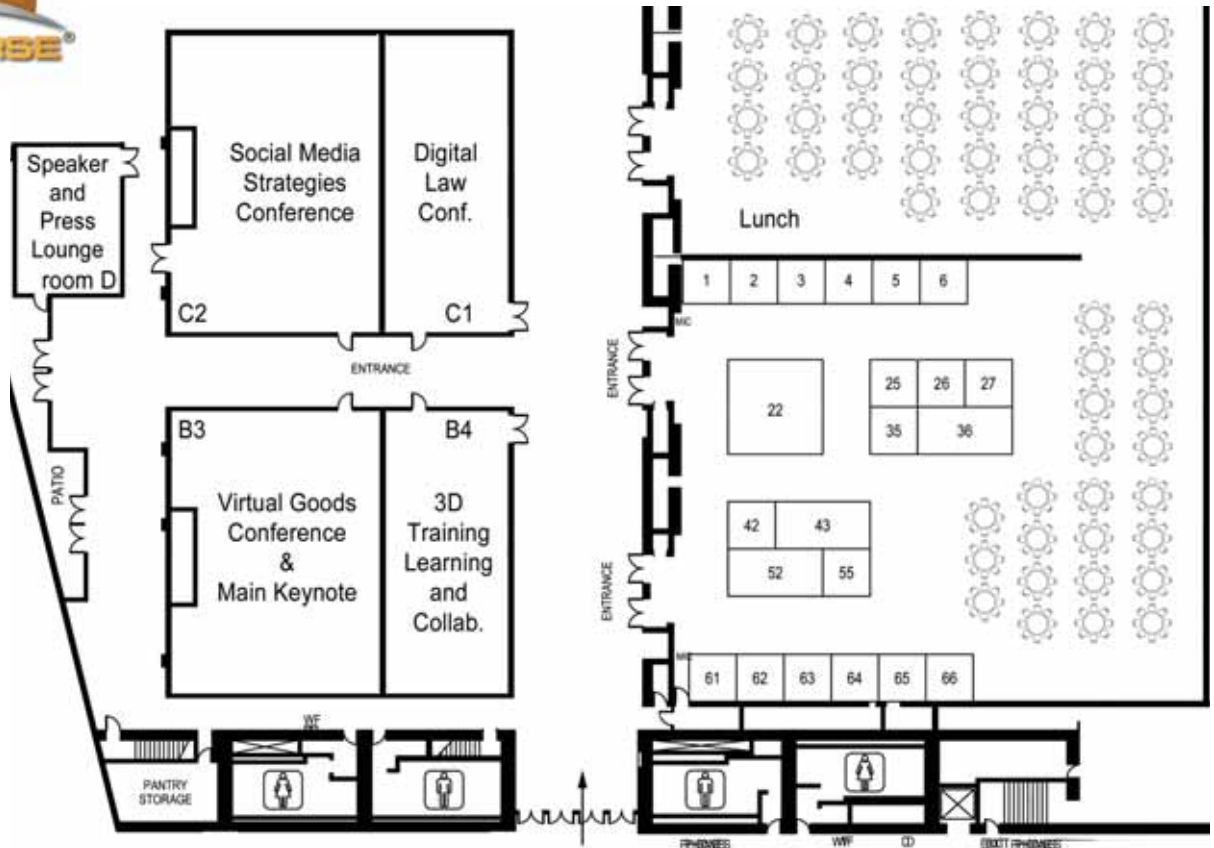
September 23, 2009
10:00 am to 5:30 pm

September 24, 2009
10:00 am to 5:00 pm

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Booth	Exhibitor	Booth #	Exhibitor
25	Boku	27	Qwaq
52	Electrotank	4	Sometrics
1	Engineering & Computer Simulations	61	Super Rewards
26	Footballvillage.net	2	Supersonicads
43	Forterra	6	ThreatMetrix
5	Gambit	22	Utherverse
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36	ProtonMedia		



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Linden Lab®

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Second Life: The Largest User-Generated Virtual Goods Economy in the World

You're Invited!

Wednesday - September 23, 2009

4:00pm - 5:00pm

Virtual Goods Conference Room B3

A panel discussion featuring:

- **Second Life Founder Philip Rosedale**
- **Linden Lab Chief Product Officer Tom Hale**
- **Cornell University Professor Robert Bloomfield**

Join us to discuss where virtual goods are headed, what makes Second Life's virtual goods economy different, the challenges and opportunities of an economy based on user-generated content, and the success stories of Second Life entrepreneurs making real profits from their virtual goods.



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