UNI Communicators’ Forum @Protaras, Cyprus – 10-12 June 009

A look into the future of Internet: the Web3D

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RealLife
SecondLife
• Web 2.0 and Social Networking (Facebook, ..) are changing the way we join networks and the way we share ideas and relationships.
• Different websites and portals are already interacting with users via avatars (virtual alter egos) automated
• In the coming years more and more people will enter the Internet with avatars which interact with the surrounding environment

• Is the way to access the Internet for the new Z generation (children born after 2001)
A look into the Web3D

The Web
- One-way
- Email
- Newsgroups
- Portals

Web 2.0
- Two-way
- Chats
- Blogs
- Wikis
- Podcasts

3D Internet
- Multi-directional
- Virtual Worlds
- 3D Portals
- Avatars
- Integrated Games

enhancedWeb2.0+3D=WEB3D (?)
Web3D – The Next Step in the Evolution of the Internet

A look into the Web3D
Quick Facts

Number of online gamers worldwide
>73 Million

Average age of online gamers
27

Game player gender
56% Male, 43% Female

‘Real’ money spent in 2006 by game players to acquire virtual assets or insights from other players
$1 Billion

Rate at which MMORPG economies are growing
36.5% (CAGR)

Distribution of age

Average number of hours per week gamers spend playing online
22

from online gamers today... to online workers/consumers tomorrow

- Generation X (also called Baby Bust)  
  Born between 1964-1976
- Generation Y (also called Millennials or Net Generation)  
  Born between 1977-1997
- Generation Z (also called Generation Next)  
  Born between 1998-today
We cannot yet evaluate the ZGeneration digital divide, but it’ll be incremental...
By 2012, more than 70% of organizations will use intraverses (private virtual worlds) to support internal collaboration and social interaction...

...within five years, the 3-D Internet will be as important for work as the Web is today. ...replicate the experience of working physically alongside others; allow people to work with and share digital 3-D models ... make remote training and counseling more realistic

The flexibility of business models is an important success factor for virtual worlds. In the long run, as the 2D Internet evolves toward Web3D, virtual worlds have the potential to become the new user interface for various Internet applications, opening up even more business opportunities.

The promise of this technology for the entire virtual world movement is that, through its revolutions in content integration, unified communications, and spontaneous collaboration, it provides a tool that gives a clear sense of its value and purpose as a collaboration hub for the enterprise.
Avatar - an **avatar** is a representative of you in a virtual world.

(Union)avatars can **meet and interact** with other avatars in a 3D environment.
A look into the Web3D:

1. User’s connection

2. Creation of his own avatar

3. Access to a virtual interactive environment

4. The user meet other avatars of friends or customers, discuss via voice or text chat, visit places, participate in business meetings, purchase products and use online services. Every user build its structures and expand the world.
There are more than 30 metaverses, few of them with mature internal economy and social organizations... and their number is growing.

**Keys:** interoperability and intra/extra-verses
Why move towards the Internet 3D?

- Purchase of products and online services
  *Customized products, modifiables, placed in their context*
- Collaboration
  *Meetings, discussions, games in a deeply immersive environment*
- Learning
  *Demo and education events*
- Simulation
  *Architecture, art, studies*
- Business
  *Meetings, events with customers, new form of business*

**Advantages:** lower costs, more interaction between people and objects
Turning into a Enterprise 2.0 means

- Increased Efficiency
- Improved Access
- Enhanced Learning and Collaboration
- Decreased Cost

Greater leverage across an experts’ organization

Realtime collaboration on tasks

Faster response to company and client issues

Enables connection of globally dispersed teams
Objectives in entering virtual worlds

- Shop in a Virtual World
  ![Supermarket Guru](image)

- Real world events in the virtual world
  ![Australian Open](image)

- Exploring commerce in the virtual world
  ![businessMart](image)

- Bridge real and virtual worlds
  ![Deutsche Bank](image)

- Extending their recruiting reach
  ![Manpower](image)

- Extend collaboration and learning
  ![IBM](image)
Unions in Virtual Worlds and social networks

IBM Employees VW Guidelines
Cyberunionism is born

First VStrike against IBM in Secondlife

1st Virtual Law Conf
Virtual protests threatened

LabourStart project

First IBM virtual Union Room in SL to meet workers 2.0

Elgg is born

Starting independent trade unionist islands

Virtual protests threatened

7 unions involved

Virtual protests threatened

VW Banking Crisis

Facebook
Starting protests and unionist groups

Bibby- UNI online rights revised

Opensim is born

Opensim full availability

VW Banking Crisis

2007 2008 2009 2010

A look into the Web3D
Since 2008, IT companies are developing virtual worlds, internal/external blogging and social networks usage policies, to limit or control employees’ activities and collaborations.

No Union involvement in rules definitions!

> **Digital rights** will be needed for virtual webworkers
> New rights needed for **virtual strikes and online protests**
> **Confidentiality and working time** unclear for Vwebworkers
> New business relations with customers
> **Avatars’ rights**, property and identity ownership
• Dealing with an environment outside a company’s control

• Make it clear that your employee conduct guidelines and core values apply

• Recruitment and jobs in virtual worlds

• Address unique virtual worlds issues through VW Guidelines

• Employees will treat this environment as a workplace
• 3D Simulators on private grids

*OpenSimulator allows you to develop your OWN metaverse (virtual 3d environment) in a fully secured area (the so-called “intraverse”) deeply integrated into the web.*

• 3D Simulators on public grids

*But... thanks to OpenSource software, this means also access to virtual spaces for all, without restrictions*
Virtual environments via mobile devices

Web 2.0 applications will be fully integrated with Web3D (2011-2015)
Open standards and full interoperability reached before 2010.

Most of traditional unions will be not able to innovate

New Unions 2.0 will evolve, using PRIVATE UNIONS GRIDS on Opensim

Mixed Reality environments

Realistic avatars

Arise of WebXD/Semantic immersive web (2020)
Hybrid virtual/real-word immersive experience

ZGeneration workers+ hacktivists will organize new online struggles

New inworld global communities of self-organized workers

A look into the Web3D
http://socialnets.wikispaces.com/Metaverses
http://www.asifproductions.com/systems/world_systems.html
http://en.wikipedia.org/wiki/Metaverse
http://opensimulator.org/wiki/Main_Page
http://allvirtual.wordpress.com/tag/linden-lab/
http://www.fantasilab.com/?p=947
http://www.slunionisland.org/
http://www.unionbook.org/pg/groups/173/unions-20/
http://www.unicommunicators.org/?q=node/412

IBM/LindenLab – Case Study –
How Meeting In Second Life
Transformed
IBM’s Technology Elite
Into Virtual World Believers
http://secondlifegrid.net/casestudies/IBM