



Second Life Work: The Virtual Work Advantage



One of many work spaces that you can work in.

“It didn’t take long to identify a myriad of effective uses of Second Life that could either save corporate monies or generate them. We found a way that this could benefit every single Northrop Grumman employee.”

— Matt Furman, Developer & Second Life Project Lead, Northrop Grumman Corp.

Bring Distributed Teams Together to Collaborate Virtually

Today, most organizations have a distributed workforce. Employees are scattered across multiple offices located in countries around the world. And, increasingly they are choosing to work more flexibly from home or on the road. Virtual worlds bring all of your disparate teams together into one workspace where they can learn, explore new ideas, brainstorm, and make decisions in an immersive and shared environmental context.

Large enterprises and government agencies, such as IBM, Northrop Grumman, the U.S. Navy, and CIGNA-vielife, are all working in Second Life today and are yielding tremendous business benefits.



Key Benefits:

Reduce Travel Time and Cost

We're all looking to cut costs these days. Reducing travel budgets is one of the easiest ways to save money. Instead of the hassle and expense of traveling, it's much more time efficient and less expensive to meet in a virtual workspace where teams can communicate through spatial voice, chat, and inworld collaboration.



Increase Creativity and Innovation

Virtual worlds enable teams to engage in complex interactions and collaborate in real time in an immersive 3D environment to prototype new offerings. For example, instead of sitting through a presentation about a new product, you can walk around it and make changes or improvements on the fly before committing the time and expense of physical prototypes. Or, instead of reading about emergency evacuation procedures, you can simulate multiple scenarios—while giving and receiving feedback—to help employees learn by actually experiencing an emergency situation in a completely safe and risk-free environment.

Improve Collaboration and Communication

Virtual work spaces are communication-rich environments with spatial voice, audio, text chat, and 3D interactions. You can do nearly everything that you can in a physical meeting with business and productivity tools that allow you to easily share documents, presentations, and white boards. Additionally, there are other applications that help you take full advantage of the virtual space such as audience voting, 3D collaborative mind maps, and creative brainstorming tools.

Work “Green”

Taking care of the environment by reducing our carbon footprint is no longer a nice idea—it's a mandate for both enterprises and governments around the world. By reducing the need for travel and meeting in a virtual workspace, organizations can save millions of carbon pounds from entering our environment. Although virtual worlds require energy to power computers and servers, the environmental impact is minimal by comparison.



Meetings and Events in Second Life

Second Life is the perfect collaboration tool for meetings and events. Disparate teams can come together for meetings in a shared immersive environment to present, brainstorm, and make decisions. Not only is there spatial voice, but Second Life also supports individual and group text chat and voice, and inworld avatar interactions. It's easy to bring your presentations into the workspace, view videos, share documents, sketch out ideas on white boards, and use 3D collaboration tools.

“The meeting in Second Life was everything that you could do at a traditional conference—and more—at one fifth the cost and without a single case of jet lag.”

— Joanne Martin, President, IBM Academy of Technology

Second Life has several advantages over other types of meetings. You always know who's attending and talking because there is an “Active Speakers” box at the top of your screen that lists all participants and visually indicates who's speaking. When a colleague is presenting, attendees can ask questions and make comments in text chat that the speaker acknowledges and incorporates into his or her discussion. The platform also supports multiple languages and real-time text chat translators are available. And, if someone isn't paying attention for a few minutes, then that person's avatar slumps forward and it's almost as embarrassing as falling asleep during a physical meeting.

The same advantages hold true for larger meetings and events. Second Life can support up to 350+ participants in the same space and, if you require a larger meeting, then the Second Life environment can be streamed through a web interface (provided by several Solution Providers for an extra fee) that combines inworld and web chat so that web participants can interact directly with inworld attendees.





“You can read about a tsunami in a textbook or you can experience one in a virtual world. I believe that experience has a greater impact.”

— Eric Hackathorn, NOAA’s Virtual Worlds Program Manager

Training in Second Life

Second Life provides a safe and powerful platform for interactive learning experiences that would otherwise be too expensive, dangerous, or impossible in the real world. You can either create exact replicas—or mirror worlds—of your physical classroom settings or you can create more dynamic training environments that more closely align to your curriculum. Training in Second Life is particularly powerful for highly complex simulations or dynamic team interactions such as sales, customer service, new hire, compliance, leadership, or military training. You can learn as a group, conduct team-building exercises, and have break out sessions as effectively and easily as in real world training sessions. Unlike other e-learning technologies, Second Life brings trainees and their instructors into the same virtual workspace where they can ‘feel’ as if they inhabit the same immersive environment.

Prototypes and Simulations in Second Life

Second Life enables participants from distributed locations to prototype products, simulate business situations, and rehearse training scenarios—all in real-time.

Creating prototypes in Second Life has many advantages. You can avoid the time and expense of creating physical prototypes at the beginning phases of product concepting and design. Instead, you can replicate your product inworld and bring teams together to walk around it, manipulate it, get inside of it, and experience it, to provide more informed and immediate feedback that can be incorporated directly into the design-on the fly. The build tools in Second Life make it easy to quickly create these prototypes and make changes. Organizations can speed innovation cycles by virtually brainstorming and testing different options before deciding on the “final” prototype that can then become a physical prototype.

Virtual simulations are incredibly powerful in Second Life, particularly in training environments. In Second Life, you can create simulations that would otherwise be too expensive, dangerous, or impossible in the real world. Teams participating from their computer, can experience real-world situations and safely learn emergency evacuation procedures, how to operate equipment, or difficult customer service scenarios. Not only are virtual simulations less expensive than real world training, but they are also as, or more, effective.



About Linden Lab and Second Life

Linden Lab was founded in 1999 by Philip Rosedale to create a revolutionary new form of shared online experiences known as Second Life. The privately held company has had revenues exceeding \$75 million and has been profitable (excluding restructuring and non-cash stock compensation expense) each of the last three years. The company is headquartered in San Francisco and employs more than 220 people.

Second Life is the leading 3D virtual world filled with user-created content and immersive experiences. In Second Life, Residents meet and interact with friends around the world, enjoy entertainment from live music to role-playing games, explore unique environments and communities, and much more. Residents can also create, buy, and sell anything they can imagine, participating in the world's largest user-generated virtual goods economy.

For More Information

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Today, Second Life's virtual land mass would be roughly twice the size of Hong Kong. In Q3 2010 alone, over 750,000 unique Residents from around the globe spent more than 105 million hours experiencing Second Life while exchanging more than \$150 million worth of Linden dollars in its economy.

Linden Lab

945 Battery Street, San Francisco, CA 94111

Phone: (415) 243-9000

Fax: (415) 243-9045

<http://www.lindenlab.com>

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