

BIZZin3D Meet Up

Let's meet, talk & discuss about
business opportunities in 3D Internet

31 May 09
Berlin
Germany



www.BIZZin3D.com

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 **SECOND INTEREST**[®]
virtual business solutions

schältzeit




CAMPUS HAMBURG
Büro X Media Lab

BIZZin3D Meet Up

31 May 2009 ,Berlin / Germany

General Information

What is the BIZZin3D Meet Up about?

The BIZZin3D Meet Up is a symposium under the slogan: "Let´s meet, talk & discuss about business opportunities in 3D Internet" enabling participants to represent and discuss the business potentials of virtual worlds and 3D internet.

What to expect on the BIZZin3D Meet Up?

The emphasis of the event is based on moderated discussion rounds where up-to-date trends will be discussed with experts on the field on stage. Ultimately the audience will have the opportunity to ask questions. Comparably to a SWOT analysis, the BIZZin3D discussions will not only deal with the potential but also analyze and discuss the weaknesses of the medium. The goal is to develop solutions for the industry and hereby add to a further acceleration of growth for the branch. The discussions will be held in English.

When and where will the BIZZin3D Meet Up take place?

The 1.st BIZZin3D Meet Up will take place on

Whit Sunday, May 31st 2009

in the time from 16 p.m- 22 p.m.

at the event location and auditorium

LaLuz (www.laluz.de)

Oudenarder Str. 16-20,

13347 Berlin, Germany.

Being the city of creativity with the highest compression of businesses and agencies within the field of virtual worlds/serious games/web 3.0 on in Germany, Berlin is the natural choice as home base for the event.

Who will be visiting the BIZZin3D Meet Up?

The BIZZin3D Meet Up is interesting for anyone dealing intensively with virtual worlds, both on a professional level (platform operators, media enterprises, application providers, agencies, consultants, journalists etc.) or on a leisure basis (user).

Who is in charge of the BIZZin3D Meet Up?

The BIZZin3D Meet Up is organized by
YOUin3D.com GmbH Berlin.

www.youin3d.com www.bizzin3d.com



BIZZin3D Meet Up
31 May 2009, Berlin/Germany
Timetable

16:00 **Salutation & Greeting Speeches**

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16:20

16:20 **Panel I: -The Immersive Internet –**
- Virtual Worlds and the transformation of business

-

17:30

17:40 **Panel II: -German 3D Virtual Worlds –**
- Who takes the lead?!

-

18:40

18:40 **Break**
- with buffet & background music

-

19:30

19:30 **Panel III: - The Supply Chain -**
- Application Providers for Virtual Worlds

-

20:30

20:40 **Panel IV: -The Open Grid –**
- Playground for geeks or ready for business
21:40 solutions?

-

21:40

21:40 **Come together**
-
Open end

-

Open end

Salutation & greeting speeches



Alexander Kölpin is Head of Business Unit Media, ICT & Creative Industries at **Berlin Partner GmbH**. He is Business Developer and Networker with experience in Consulting, Software Industry and Economic Development, focussed on Media and ICT industries mainly Europe and Northern America.

Berlin Partner has set up a special **Berlin Web Week** platform, a calendar of web-related events in Berlin end of May. The BIZZin3D Meet Up is a featured event of Berlin Web Week.



Berlin Web Week

www.berlin-partner.de
www.berlinwebweek.de



Oliver Passek Graduate Master of Media Administration, studies of media planning, development and consulting at University Siegen, Germany. Oliver Passek worked several years for the German Federal Parliament, among others acting as a referee for media politics for the Green Party Bündnis 90/Die Grünen. He later acted at the European Parliament for Culture and Media as an advisor. Mr. Passek is coordinating the sectors Web 2.0 and Games at the **Medienboard Berlin-Brandenburg**.

medienboard
Berlin-Brandenburg GmbH

www.medienboard.de



Tobias Neisecke co-founder and CEO of **YOUin3D.com GmbH**, the host of the **BIZZin3D Meet Up**.

After earning a medical degree at Charité-Universitätsmedizin Berlin, he started focusing on the future driven health market and actual Web 2.0 and 3D internet health applications. Tobias is known as a specialist and regular speaker on the frontiers of medicine and internet.

After running into his business partner Jan Northoff, they founded the 3D internet solutions company YOUin3D.com, including consulting, services and hosting several platforms.

BIZZin3D Meet Up



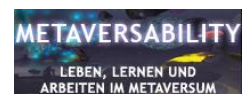
www.youin3d.com
www.bizzin3d.com

Main Moderation

-Leading us through the day-



Gaby Benkwitz is an Internet veteran with a background in psychology, specializing in education and teamwork using virtual worlds like Second Life. She worked for the acclaimed German multimedia agency Pixelpark in the early nineties, starting out in Berlin as a 3D graphics designer, initiating the Internet division in 1994. In 1996, she co-founded **mezzoconsult** in Mallorca, Spain, a company developing cutting edge online technology and to date advising corporations like Axel Springer AG and Hubert Burda Media on online strategy.



www.mezzoconsult.com
www.metaversability.com

Panel I: -The Immersive Internet – Virtual Worlds and the transformation of business



Clare Rees joined **Linden Lab** in July 2008 as European Marketing Director and is responsible for developing, communicating and promoting the **Second Life** platform across Europe. She works with businesses, educators and communities to help them work and play in the 3D immersive world. Previously, Clare was at Adobe Systems as European Education Marketing Manager and prior to that she was European Marketing Director at Macromedia responsible for launching creative, web and new media software across Europe. Clare has a BA in French and Spanish from University of Wales, Swansea.



www.lindenlab.com
www.secondlife.com



Mirko Caspar, co-founder and CMO of **Metaversum** is in charge of marketing, sales and strategic partnerships. Before co-founding Metaversum he worked as Senior Director of Business Development Universal Music and as Managing Director of Universal's direct marketing subsidiary, where he was responsible for direct and online marketing, pricing and extending the music business into complementary markets. Prior to this he had gained over five years of experience in marketing and strategy at McKinsey's media sector. Mirko received his PhD in Consumer Behaviour and Branding Strategies from the Westfälische Wilhelms-University Muenster.



www.metaversum.com
www.twinity.com



Dick Davies has led the way in innovation in the application of IT in both corporate and academic organisations for over 20 years. In his academic career he was responsible for founding the first UK government funded centre for online learning and for providing the networked services for the first online MBA programme in Europe. On moving to the corporate world he worked in internet corporate venturing and telecoms product development. Shifting a gear he developed Internet startups during the early 2000's. Dick is the co-Founder of the annual Serious Virtual Worlds conference and is the Executive Producer at **Ambient Performance** and is currently working in the corporate, government and education sectors implementing serious virtual worlds.



www.ambientperformance.com
www.forterrainc.com



Falko Liece: Studium an der Fachhochschule für Verwaltung und Rechtspflege mit Abschluss zum Diplom Verwaltungswirt; Einsatz in verschiedenen Bereichen der **Senatsverwaltung für Wirtschaft** (Grundsatzabteilung, Pressestelle, Hausleitung, Abteilung Wirtschaftsförderung mit Schwerpunkten Instrumente der Wirtschaftsförderung, Business Location Center, **3D-Stadtmodelle**, GIS-Anwendungen, u.a.). Zusatzqualifikation an der Verwaltungsakademie Berlin zum Verwaltungsbetriebswirt (VAK).



www.3d-stadtmodell-berlin.de
www.blc.berlin.de



Michael Schumann (Moderator) is the founder and CEO of Berlin based **SECOND INTEREST AG**, a company specializing in consulting, business development and technical solutions for 3D Internet projects. He also initiated "**Second Commerce**", the leading business network for the virtual worlds market in Europe. Michael has a proven track record of more than 10 years experience in brand marketing, public relations and public affairs and serves on the board of several trade and media associations.



www.secondinterest.com
www.secondcommerce.com

-Social and cultural program –

Break between the 2. and the 3. panel and a
"come together" after the event with background music



Lydia Gorstein (LydiaGorstein Pearl in Second Life) will play the piano.
(Pieces of Johann Sebastian Bach, Sergej Rachmaninow, Frederik Chopin and Maurice Ravel).

Lydia Gorstein was born 1983 in Moscow. She started playing piano at the special school of music in the Tchaikowski Conservatory at the age of 6. In 1992, she started her studies at the Hochschule für Musik "Hanns Eisler" in Berlin. She played with the Berliner Symphoniker in the Berlin Philharmonic, took master classes from Barenboim and Davidovich and won several prizes, including Steinway and Yamaha competitions. She holds several scholarships, including the "Studienstiftung des Deutschen Volkes".



www.lydiagorstein.com

BIZZin3D Meet Up Sponsors:



www.amiando.de



www.buerox.3dvisio.de/Campus/



www.dxexchange.com



www.secondinterest.com



www.schaltzeit.de



www.the-do-group.com

The BIZZin3D Meet Up will be filmed and live-streamed
(assumed that the internet connection at the location don't crash...)

- into the ComMeta Convention Center
in Second Life

<http://www.commeta.cc>

<http://slurl.com/secondlife/Berlin%20newBERLIN%203/106/152/31>

- into the Cubix Cinema in Twinity

<http://www.twinity.com/en/events>

- into the Web to website BIZZin3D.com
via ustream.tv

<http://www.BIZZin3D.com>

<http://www.ustream.tv/channel/bizzin3d-meet-up>



Panel II: -German 3D Virtual Worlds – Who takes the lead?!



Bernhard Falch After his studies of Business Administration at University of Augsburg he began his career as Marketing Manager at Karstadt Warenhaus AG daughter company WOM. From 2000 till mid of 2008 he was in charge of Online Marketing and Sales at Sony BMG Germany as Director Online. Since June 08 he is Managing Director of **Sulake Germany**, with responsibility also for Austria and Switzerland. Sulake's most famous product is **Habbo**, one of the world's leading communities and virtual worlds for teens with over 11.5 M active users.



www.sulake.com
www.habbo.de



Sebastian Funke While completing his management studies at the renowned WHU (Koblenz, Germany and universities in the USA and Spain) he was working for multinational companies such as JPMorgan, London and McKinsey & Company, Berlin. During this time he was also developing new StartUp ideas and following the development of the internet very closely. In October 2006 he co-founded **sMeet**, a browser based virtual world which focuses on social viewing and live entertainment. In 2007 sMeet was elected as one of the Red Herring Top 100 Start-Ups in Europe.



www.smeet.de



Stefan Lemper is responsible for Business Development and Finance at **Club Cooe**. Before he joined the company he worked for 7 years as partner and managing director at Aurelia Private Equity a German Venture Capital investor where he was leading the investments in the internet, media and software sector. After studying Business Administration he started his career as consultant with PriceWaterhouse Coopers.



www.clubcooe.com



Fabien Röhlinger has worked within the Internet industry for more than 10 years. He has served as managing director for jfax, a Los Angeles based company. In 2001, Fabien founded W+R Software GmbH with his partner Sven. W+R and its product "SMS-Manager" has been acquired by 1&1 in 2002. In 2004, Fabien co-founded the eleisure AG. eleisure held major stakes in companies like StageSpace AG (today **Bailamo AG**) or Onlinewelten (sold to Rogster in 2008).



www.bailamo.de



Markus Breuer (Moderator), a seasoned entrepreneur, has founded 3 companies: one of Germany's first Multimedia agencies in 1992, later a part of Elephant Seven AG (part of Pixelpark AG). He founded The Otherland Group, focused on consulting and development services in the realm of Virtual Worlds. He is back now at E7/Pixelpark as managing director of the E7 Office in Bielefeld and Chief Consultant of the Group. Markus is an experienced teamleader, strategic consultant and a renowned expert in the German eBusiness industry on topics like social networks & technology innovations. He is one of the best known german experts in the field of Virtual Worlds and a regular contributor to trade conferences.



www.otherland-group.com
www.e-7.com

Panel III: - The Supply Chain - Application Providers for Virtual Worlds



Bart Bockhoudt Bart Bockhoudt is founder CEO at **Dutch Exchange B.V.**, a Dutch 3D media company and Virtual Service Provider. Since 2007 DX Exchange has been creating and running 3D communities. DX Exchange was founded in 2006 as a currency exchange office for the Dutch community in the Second Life virtual world, and is currently expanding to the surrounding countries. The payment system makes it possible to exchange Euros for Lindendollar and vice versa, using accepted and leading local payment methods and support. (Currently 13,000 customers)



www.dxexchange.com



David Kaskel David Kaskel is managing director and CEO of LanguageLab. An experienced entrepreneur and acknowledged expert in virtual worlds, David has been deeply involved with Second Life and related platforms for many years, developing some of the top in-world projects, including Theatron, Greenies, and Nowall/Backstage. A graduate of Yale University, Mr. Kaskel is currently doing doctoral research into second language acquisition in virtual environments at Kings College, London.



www.languagelab.com



Andreas Mertens is founder and CEO of **SLTalk & Partner** and known as a Metaverse-Evangelist, Cyberneticist and Web 2.0-Expert. He grew up with the Commodore C64 and Amiga, plays the didgeridoo and calls himself a Web-Origine. Before his self-employment he studied computer sciences and worked for IBM Global Services as an E-Business-Consultant.



www.sltalk-partner.de
www.sltalk.de



Pasquale Vazzana is Owner & Lead Developer at MediaLeader S.r.l.(Italy). He is software and Web Developer, Database and System Administrator, Project Manager in a wide variety of business applications, I. T. Consultant. Pasquale is the lead developer of **Second Inventory**. This software allows you to save creations from Second Life or OpenSimulator directly to your hard drive.



www.medialeader.it
www.secondinventory.com



Clemens Fobianke (Moderator) is Founder and Owner of **VIEW-WARE-ART** and **theDOgroup**, 2 full-service agencies for production and consulting in film, video, web, and virtual worlds, offering both creative and technical support. After 25 years working in the fields of Computer Animation and Digital Post-Production, he started in Second Life in 2006 to develop and realize presentations for RL companies. Today he is a leading Machinimatographer, hosting and moderating various Machinima-related sites to share knowledge and exchange ideas with a rapidly expanding community, with the ultimate goal of producing mobile content. He uses SL and Open Sim platforms to create animation films in Real Time.



www.the-do-group.com
www.view-ware-art.de

Panel IV: -The Open Grid – Playground for geeks or ready for business solutions?



Kai Ludwig was born in 1968 in the city of Düsseldorf, Germany. He has a degree in computer science and is an expert for 3D-Internet and OpenSimulator. After working for more than 10 years in project management and software development he started in 2007 to fully focus on developing interactive 3D virtual reality solutions. His company **TalentRaspel virtual worlds Ltd.** specialized on using opensource technologies to develop modern virtual worlds.



www.talentraspel.de
www.opensimulator-club.de



Christian Scholz is active in Second Life since February 2006 under the name Tao Takashi. He is co-owner of **COM.lounge GmbH** in Aachen, Germany, specialized in Open Source Content Management Systems and Python. Moreover he is a board member of the DataPortability Project, co-creator of the pyogp library for which he received the Linden Lab Hippo-Award. Last but not least he blogs, videoblogs and podcasts on different sites.



www.comlounge.net
mrtopf.de/blog



Michael Steinmetz (probably better known as Torrid Luna) has been working as a Programmer and System Administrator since 1995. He settled to Second Life in mid-2006 and founded the **Primforge** Group, bringing several german and international brands (Sennheiser, weblin, Gamesload, Trimedia, among others) into Second Life. Together with the market researcher Rolf Amann he founded the **virtyou GmbH** in 2009. virtyou is focussing on consulting and building in Second Life and OpenSimulator, creating media interfaces and running the virtyou MetaGrid, a cluster for Opensim hosting.



virtyou.com
primforge.com



Melanie Thielker: As an experienced software architect, Melanie has recognized the potential of 3D virtual worlds and founded a number of companies to explore and develop this technology. As an **OpenSimulator** core developer, she takes a significant part in shaping virtual worlds as they are today, and the 3D internet of the future. Melanie has used her expertise in virtual world development and operation to provide **3D hosting** services to the public, thereby lowering the bar for entry into the Metaverse of tomorrow.



www.opensimulator.org
www.3dhosting.de



Jules Vos has been starting businesses around virtual worlds for 3 years. He started Crystal Islands in 2007, a medium-sized Second Life estate company. He also founded SLNN, before selling it in January '08. After a short virtual worlds break, he is now discovering and implementing the business uses of **realXtend**. 3 months ago he started **Visibuild**, a service provider for architecture and engineering firms. He is also working on a new venture to bring the power of realXtend to the 3d design industry.



www.visibuild3d.com
www.realxtend.org

Panel IV: -The Open Grid – Playground for geeks or ready for business solutions?



Jan Northhoff (Moderator) is Co-Founder and CTO of **YOUin3D.com GmbH**.

Jan studied "System Design" focusing on multi-dimensional archives. Before he created the virtual City newBERLIN, Jan was involved in managing new media arts and science.

At YOUin3D.com, he is in charge of Virtual Worlds development, products and services. He also claims to be a Second Life Specialist.

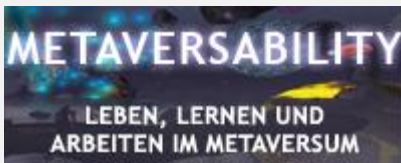


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