

SciLands

Bringing Real Life Science to Second Life

PRESS RELEASE

For Immediate Release

Second Life, Monday, 30 April 2007.

An international group of scientists and educators from universities, research laboratories, museums and scientific agencies have joined to create the SciLands.

The SciLands is a mini-continent in the 3D virtual world of Second Life®, and is devoted exclusively to science and technology.

Significant advances in virtual worlds technology have been made in the last years. Widespread access to broadband internet connections and high-speed graphics processors make high-performance virtual worlds practical. These worlds have the potential to advance scientific communications and research. Linden Lab's Second Life is one of the first general-purpose virtual worlds to be adopted on a large scale.

The members of the SciLands are working together to explore how Second Life can be used for education (formal and informal), public outreach, knowledge transfer, simulation, research, conferencing, meetings, and giving presentations. SciLands members have regular meetings in Second Life where they share ideas, help each other, and plan future projects. Members also share resources like meeting spaces on their islands. Careful planning, organization, and technical features ensure that SciLands will continue to grow.

Current organizations represented in the SciLands include the National Physical Laboratory (UK), NASA Ames Research Center, San Francisco's Exploratorium hands-on science and technology museum, Elon University, The University of Denver, and the International Spaceflight Museum.

Contact Information

For more information, maps and pictures of some of the completed areas in the SciLands, email or phone Dr. Anthony Crider, Elon University, (acrider@elon.edu), +1 336.278.6268 in the US/Canada, or Dave Taylor, National Physical Laboratory, UK (dave.taylor@npl.co.uk), +44 208 943 6106 in Europe, or visit <http://scilands.wordpress.com>.

In Second Life, visit Spaceport Alpha (International Spaceflight Museum) or NASA CoLab (Moonfront/NASA Ames).

Second Life and Linden Lab

Second Life is a 3D online world with a rapidly growing population from more than 100 countries around the globe, in which the Residents themselves create and build the world which includes homes, vehicles, nightclubs, stores, landscapes, clothing, and games. The Second Life Grid is a sophisticated development platform created by *Linden Lab*, a company founded in 1999 by Philip Rosedale, to create a revolutionary new form of shared 3D experience. The former CTO of *RealNetworks*, Rosedale pioneered the development of many of today's streaming media technologies, including *RealVideo*. In April 2003, noted software pioneer Mitch Kapor, founder of *Lotus Development Corporation*, was named Chairman. In 2006, Philip Rosedale and Linden Lab received *WIRED's* Rave Award for Innovation in Business. Based in San Francisco, *Linden Lab* employs a senior team bringing together deep expertise in physics, 3D graphics and networking. Note to editors: Second Life® and Linden Lab® are registered trademarks of *Linden Research, Inc.*