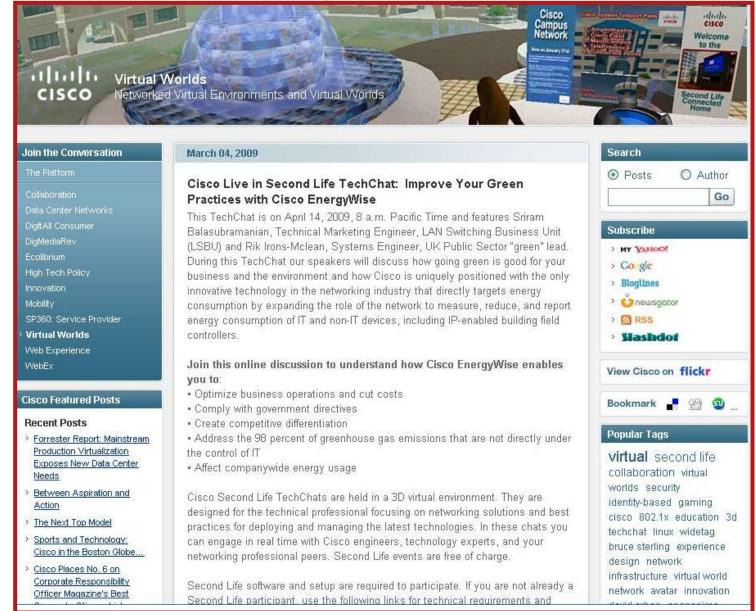


# OECD – Virtual Worlds 11th March 2009



Richard Allan Director, Global Policy and Government Affairs, Europe

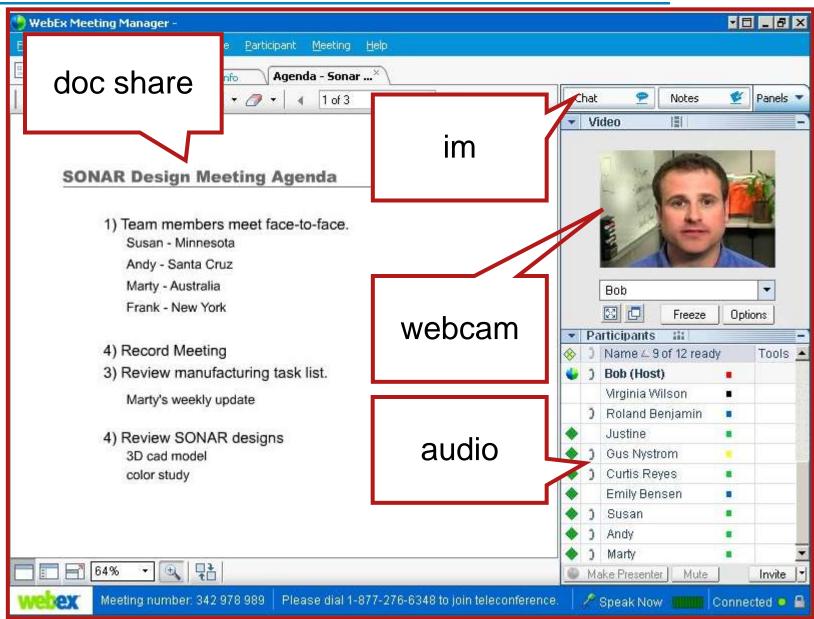
#### Cisco story - http://blogs.cisco.com/virtualworlds



## technology enabling what...

meet and share
demonstrate and sell
teach and learn
assess and decide

#### meet and share - web collaboration



### <u>demonstrate and sell – 3D, real and pseudo</u>



### teach and learn - questing for knowledge



#### <u>assess and decide – next generation video</u>



# complexity factors

setup/scheduling
client software
network readiness
device independence

### the technology challenge...

"users will choose the least complex (for them) solution that can be made to meet the service requirement."

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