



OECD – Virtual Worlds

11th March 2009



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Director, Global Policy and Government Affairs, Europe

Cisco story - <http://blogs.cisco.com/virtualworlds>

Virtual Worlds
Networked Virtual Environments and Virtual Worlds

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March 04, 2009

Cisco Live in Second Life TechChat: Improve Your Green Practices with Cisco EnergyWise

This TechChat is on April 14, 2009, 8 a.m. Pacific Time and features Sriram Balasubramanian, Technical Marketing Engineer, LAN Switching Business Unit (LSBU) and Rik Irons-Mclean, Systems Engineer, UK Public Sector "green" lead. During this TechChat our speakers will discuss how going green is good for your business and the environment and how Cisco is uniquely positioned with the only innovative technology in the networking industry that directly targets energy consumption by expanding the role of the network to measure, reduce, and report energy consumption of IT and non-IT devices, including IP-enabled building field controllers.

Join this online discussion to understand how Cisco EnergyWise enables you to:

- Optimize business operations and cut costs
- Comply with government directives
- Create competitive differentiation
- Address the 98 percent of greenhouse gas emissions that are not directly under the control of IT
- Affect companywide energy usage

Cisco Second Life TechChats are held in a 3D virtual environment. They are designed for the technical professional focusing on networking solutions and best practices for deploying and managing the latest technologies. In these chats you can engage in real time with Cisco engineers, technology experts, and your networking professional peers. Second Life events are free of charge.

Second Life software and setup are required to participate. If you are not already a Second Life participant, use the following links for technical requirements and

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technology enabling what...

meet and share

demonstrate and sell

teach and learn

assess and decide

meet and share – web collaboration

The screenshot shows the WebEx Meeting Manager interface. A document titled "SONAR Design Meeting Agenda" is displayed in the center. The agenda items are:

- 1) Team members meet face-to-face.
 - Susan - Minnesota
 - Andy - Santa Cruz
 - Marty - Australia
 - Frank - New York
- 4) Record Meeting
- 3) Review manufacturing task list.
 - Marty's weekly update
- 4) Review SONAR designs
 - 3D cad model
 - color study

Callouts in red boxes point to various features: "doc share" points to the agenda document; "im" points to the Chat window; "webcam" points to the video feed of a participant named Bob; and "audio" points to the Participants list.

Name	Status	Tools
Bob (Host)	Ready	
Virginia Wilson	Ready	
Roland Benjamin	Ready	
Justine	Ready	
Gus Nystrom	Ready	
Curtis Reyes	Ready	
Emily Bensen	Ready	
Susan	Ready	
Andy	Ready	
Marty	Ready	

Meeting number: 342 978 989 | Please dial 1-877-276-6348 to join teleconference. | Speak Now | Connected

demonstrate and sell – 3D, real and pseudo

Second Life
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Virtual Experience Platform

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teach and learn – questing for knowledge

Valley of Kings

19

Volunteers

player name password login | OpenID | Forgot Password? | Sign up

the nethernet BETA

Players ▾ Explore ▾ Missions ▾ Guide ▾

Hi and welcome to the Nethernet!

The Nethernet is a free multiplayer game you can play on any website.

Leave traps or rewards where your friends browse.

Quest through websites, fight with players, and unlock badges just by surfing the web.

And if you don't have time to play, you're still earning points!

So browse the Nethernet and you'll be playing the game of the internet!

Play The Nethernet

Create your Character
Join the Game.

Player Name *

Must be between 2 and 20 characters.

Email *

Password *

Must be between 6 and 10 characters.

Retype Password *

Date of birth *

Day Month Year

Welcome
If you have
right-hand
with a Ga
Joined Cl
Joined Cl

The Nethernet requires a Mozilla browser.

Presentation_ID

assess and decide – next generation video



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.”

ricallan@cisco.com

