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ALTERNATIVE REALITIES

Tuesday 13th November, 2007

NEWS RELEASE

31ST OCTOBER 2007  
FOR IMMEDIATE RELEASE

## How will the virtual world impact business?

The blurring lines between reality and the virtual world is hot on the agenda and businesses can no longer ignore the link between its consumers real and online lives.

The Net Generation: Alternative Realities, hosted by Gilbert + Tobin, brings together a range of speakers to examine how the virtual world experience is changing the way society interacts with each other – and the impact virtual worlds will have on business drivers.

Dr Andrew Campbell, Lecturer in Psychology at the University of Sydney, has recently completed his PHD on the topic: 'An Investigation into the Theory of Escapist Behaviour and the relationship between the Internet and Depression, Anxiety and Social Phobia,' and will present his perspective on the impact of the immersive internet on human behaviour.

"The opportunities for business to capitalise on the gaming and virtual worlds is almost endless," said Dr Campbell. "With these mediums appealing to demographics of all ages, according to numerous studies, the likelihood of people wanting to engage in these activities online is higher now than ever before. Virtual worlds, in particular, have already proven to be extraordinary environments for entrepreneurship and will continue to grow exponentially for business opportunities."

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*Dr Andrew Campbell, Lecturer - Psychology, University of Sydney*

David Holloway will also be speaking at The Net Generation: Alternative Realities. Mr Holloway, AKA Lowell Cremorne, is the Editor in Chief of SLOz – Australia's only dedicated Second Life news and community portal.

"Many organisations use Second Life as a stepping stone to learn about how virtual worlds operate," said Mr Holloway. "Whether they are relative newcomers like REA Group or Second Life veterans like Telstra and the ABC, virtual worlds are now a tool that businesses need to take into account when it comes to targeting their audience."

Speakers at 'The Net Generation: Alternative Realities' include: Simon Henry, Group Product Manager, REA Group; Jason Romney, General Manager - Innovation, Telstra BigPond; Lisa Romano, Project Manager, Strategic Development - ABC Innovation, Australian Broadcasting Corporation; Mark Toh, PhD Candidate, The University of Sydney; David Holloway, AKA Lowell Cremorne - Editor in Chief, sloZ and Dr Andrew Campbell - Lecturer in Psychology at The University of Sydney.

'The Net Generation: Alternative Realities will take place on Tuesday the 13th November at Gilbert + Tobin Lawyers. Tickets are \$100; \$50 for Slattery's Watch subscribers. For more information, call 02 9423 8850.

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For more information, or to obtain a media pass, please contact  
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