



IBM Academy of Technology Conference on Virtual Worlds

Held Oct 21-23, 2008

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The IBM Academy of Technology



- The IBM Academy of Technology focuses on the technical underpinnings of IBM's future. Its membership consists of the top technical leaders from around the world who are working in research, hardware and software development, manufacturing, applications, and services.
- Members are elected to the Academy by their peers in recognition of their technical excellence and leadership. Membership is an honor, but also carries the responsibility to engage in Academy-sponsored activities and to promote technical growth IBM-wide -- in addition to one's regular job.
- The Academy develops a rich technical agenda each year which consists of studies, conferences and consultancies.

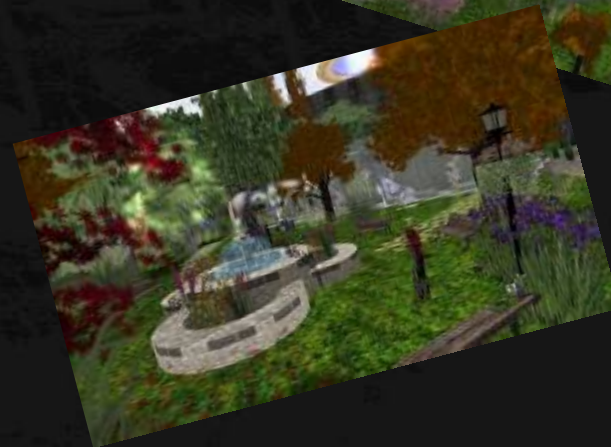




Academy of Technology virtual event



- 150+ participants
 - Three days
 - Nineteen countries
 - Thirty-seven sessions
 - Integrated Voice over IP (VoIP)
 - Meetings with distinguished engineers
 - Jet skis
 - Hang gliders
 - Dancing
- all without ever leaving your office.





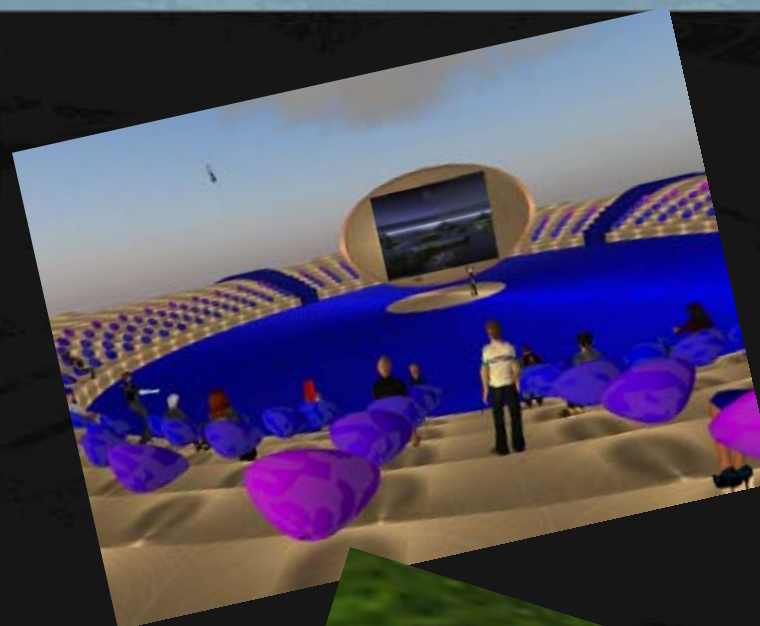
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Participants came from around the world -- some arriving as business people, some as robots; some bald, some bearded; some with brown hair and some with blue hair.

We saw clothes ranging from fancy dresses to jeans and even a tiny motorcycle (along with sound effects).

“It is always interesting to see how people present themselves when they aren’t limited to a particular shape”, observed one person, ah, er, bat-like creature





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The stunning design of both the meeting areas and the social space created an immersive, engaging and functionally rich environment

“It is so completely different than anything I have ever experienced, I am still trying to understand it all”

“You can build space in a virtual world to meet the needs of your meeting and your content- that is not possible in the real world”



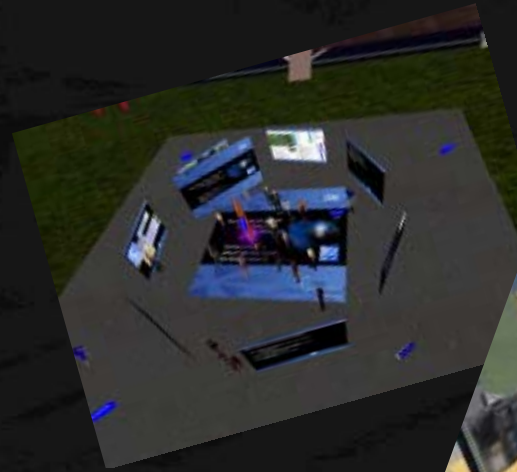


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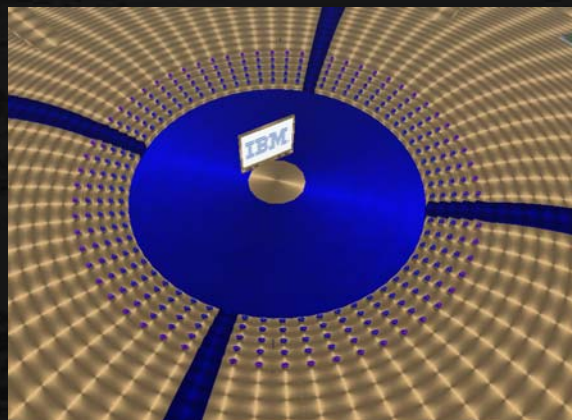
37 sessions, including

- “Walk around” presentations and poster sessions
- An interactive training module, using 3-D models
- Discussions with researchers about use of virtual worlds to simulate business and sales processes, to assist in training of employees
- A "Virtual CRM" approach for turning virtual world visitors into leads
- A demonstration of how an enterprise's architecture could be visualized in 3-D
- Do's and the don'ts of virtual world design and lessons learned from creating interactive 3-D demonstrations
- Immersive career planning tools
- A virtual green data center and 3-D data center connected to live equipment





Academy of Technology (AoT) “Virtual Worlds for Business”: Components



Keynotes (AoT Main Theater)

Second Life behind the IBM firewall including text chat and VoIP

Keynotes in main AoT Theater

Two concurrent tracks of breakout sessions across AoT Islands

Interactive demos, presentations and ‘in world’ tours

Networking sessions with IBM Distinguished Engineers

Main information hub: wiki



Breakout sessions (AoT and public islands)



Interactive demos and tours (AoT / public islands)



Distinguished Engineer networking sessions (AoT)



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"This was a GREAT experience...I really got transported to the sessions... the experience of arriving on time, searching the schedule, avoiding bump into each other, choosing a seat, and listening to the presentation was amazing. Thanks for making this happen."



"It was great at the end to meet at the sculpture garden and hear several DEs reflect openly on the conference and where we could take the technology in the future. The ability to see the others there, and the sharing of an interesting space together, did contribute to a feeling of attending a event in a different way than simply dialing into a large conference call."

