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OMD 2008: Metaversum GmbH Presents In-world Advertising in New Online World Twinity

Metaversum GmbH, developer and operator of the 3D online world www.twinity.com, is presenting innovative in-world advertising concepts at this year's OMD in Düsseldorf.

Berlin, 16 September 2008 – Metaversum GmbH is exhibiting at this year's OMD trade fair (Online Marketing Düsseldorf) to present its virtual world Twinity, which recently entered its public beta phase. The focus will be on innovative concepts for inworld advertising in the 3D online world. The OMD is held on September 17th and 18th in Düsseldorf. OMD visitors can find Metaversum GmbH at Stand 51 in Hall 10.

Internet users can already explore virtual Berlin in Twinity. Germany's capital is the first city to be rendered in the virtual world. From the Brandenburg Gate to the Alexanderplatz and Hackescher Markt, a very high level of detail has been carefully replicated in virtual Berlin. Singapore, London, and other international metropolises are set to follow soon.

The tight integration of the real and the virtual world results in many innovative marketing opportunities, such as establishing 3D brand presences in virtual cities. Dynamic in-world advertising means that real advertising campaigns can be shown on billboards, Morris columns, and digital citylights in virtual Berlin.

The marketing of virtual goods is also a key component of v-commerce and e-commerce within the virtual world. The unique attraction of the shops in Twinity is their real shopping environment, which, unlike conventional online shopping, can be experienced together with other Twinity members. Other cooperation opportunities are possible in the fields of product placement and sponsorships.

A cooperation agreement with JOGO Media, a company specializing in in-world advertising, gives Metaversum GmbH a strong partner for realizing dynamic in-world advertising. JOGO Media will be responsible for procuring worldwide advertising partners for the 3D online world Twinity in the future.

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Information on Metaversum and Twinity:

Metaversum develops and operates the 3D online world Twinity. Twinity links the real with the virtual world based on realistic replicas of the world's most vibrant metropolises in 3D. Twinity members can experience virtual cities first hand, engage with real people in real cities, create personal avatars, design and live in 3D homes, communicate with friends, work or just have fun together. Twinity adds an extra dimension to real life and real cities, expanding and enriching it with all the possibilities of a virtual world. Twinity is currently in its public beta phase. Founded in July 2006 and financed by leading venture capital firms, Metaversum has offices in Berlin and Kiev. For more information, please see www.metaversum.com and www.twinity.com.

Information on JOGO Media:

Founded in 2006 by online advertising & technology specialists, JOGO Media is establishing itself as the premier provider of technology and marketing solutions to game publishers and brands seeking to capitalize on the rapidly growing market for in-game advertising. JOGO Media looks to further the seismic shift occurring in the market for displaying advertising away from traditional mediums to a more engaging platform, by establishing the premier technology-powered nextgeneration media agency for advertisers and publishers. JOGO Media provides a critical service by acting as the agency between game publishers and advertisers seeking to maximize the benefits offered by in-game advertising. Additional information is available online at www.jogomedia.com.

A digital press kit with logos and screenshots can be downloaded here:

http://partner.indigopearl.de/Metaversum_Press_Kit.zip

(This link is for editorial department use only)

Do you have any questions or require additional material?

Your personal contact partner will be happy to assist you:

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