



FOR IMMEDIATE RELEASE

## **TWINITY AND TWOFOUR TO DEVELOP VIRTUAL LONDON - In Talks With Brands To Create Real Virtual Commerce -**

LONDON October 3<sup>rd</sup>, 2008 -- Twofour, one of the fastest growing broadcast television, business communications and media technology companies in the UK, is working with the highly anticipated 3D virtual world, **Twinity**, the brainchild of Germany's Metaversum, to build to scale replicas of the world's most vibrant cities. **Twinity** offers companies innovative new ways to showcase brands to real people in real virtual cities and will be showcased at this year's Virtual Worlds Forum in London from 6-7th October 2008.

**Twinity** enables users to explore real virtual cities with their personal avatar, creating their own 3D home anywhere in the world, chatting with friends, working, or simply having fun, making it an ideal place for creative marketing ideas. For example, retailers will be able to open replica to scale 3D stores in **Twinity** creating a real shopping environment, which unlike conventional e-commerce, users can experience together.

**Twinity** will also have its own virtual real estate market just like in the real world where **Twinity** members can rent, buy, and sell property. Real life estate agents and travel agents will be able to take house hunters or holiday makers on virtual tours of destinations anywhere in the world.

Twofour, **Twinity**'s UK development partner, is currently in talks with brands interested in real v-commerce opportunities in virtual London, which is due to launch online soon. Virtual Berlin successfully debuted in public beta earlier this year and has attracted numerous local and national partners which have recognised the marketing potential of having a presence in virtual Berlin. Partners include one of Germany's largest media organisations, Tagesspiegel Group, Germany's largest cinema group, Cinestar and many of Berlin's shops, restaurants, bars and galleries as well as the city's official website [www.berlin.de](http://www.berlin.de).

Olivia Yabsley, Manager, Convergent Media, Twofour, said: "**Twinity** isn't about escapism, it's about connecting with real friends, buying real products and creating a hub where consumers can work, rest and play in one place. **Twinity** enables brands to connect with their customers in a completely new way. For brands, it's about raising awareness, building communities and providing other avenues for increased revenue in the real world. It's taking social networking to the next level – in **Twinity** anything is possible."

"Virtual Berlin was the first step towards realising our vision of building real cities within a virtual world. We now plan to roll out many more of the world's most exciting cities as quickly as possible. London was the obvious

choice to follow Berlin," commented Mirko Caspar, Chief Marketing Officer of Metaversum. He continued, "We are now inviting local partners to join us in time for the launch of virtual London, and I look forward to some stimulating discussions during the forum."

– ENDS –

**About Twofour:**

Twofour is an international media group with offices in Plymouth, London and Philadelphia, creating and delivering media across broadcast TV, corporate communications and digital media technology markets. Twofour is unique, combining the skills, expertise and experience of five award-winning media and technology companies specialising in broadcast TV, corporate communications, experiential marketing and digital delivery.

With 300+ fulltime staff including, designers, developers and producers, Twofour frequently works on complex, high-profile multiple stakeholder government and public sector contracts including designing and delivering the European Parliament WebTV channel and winning work with some of the world's leading brands including the BBC, BT, Philips, Shell and Volkswagen.

**About Metaversum:**

Metaversum develops and operates the **3D online world Twinity**. Twinity's vision is to link the real with the virtual world by building realistic replicas of the world's most vibrant cities in 3D. Twinity members can create a personal avatar, explore virtual cities, move into a 3D home, chat with friends, work, get creative, or just have fun together.

Twinity also offers businesses new ways of engaging with real people in real cities. Through virtual shops and branded presences, in-world ad campaigns, product placements, and sponsored events, Twinity lets you enter into a direct, emotional, digital dialog with your target group. Twinity is currently in public Beta. Founded in July 2006 and financed by leading venture capital firms, Metaversum has offices in Berlin, Kiev, and Singapore. More info at [www.metaversum.com](http://www.metaversum.com) and [www.twinity.com](http://www.twinity.com).

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

[http://partner.indigopearl.de/Metaversum\\_Press\\_Kit.zip](http://partner.indigopearl.de/Metaversum_Press_Kit.zip) (This link is for editorial department use only)

**Press Contact Metaversum:**

**PR Agency Indigo Pearl**  
**Nils Kedeinis**  
**Richardstraße 45**  
**22081 Hamburg**  
**Germany**  
**Tel: +49 (0)40 25 33 02 70**  
**Fax: +49 (0)40 25 33 02 61**  
**Email: [nk@indigopearl.de](mailto:nk@indigopearl.de)**

**Press Contact Twofour:**

Debra Johnson or Mary Jones at  
Taylor Herring PR  
0208 206 5151  
[debra.johnson@taylorherring.com](mailto:debra.johnson@taylorherring.com)  
/ [mary.jones@taylorherring.com](mailto:mary.jones@taylorherring.com)