

Working in the Virtual World – New for Collaboration

**Cindy Hill
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 Sun
microsystems



Sun's Grand Experiment

- **Flexible work has taken off**

- 46% of employees work outside the office regularly

- **Important environmental impact**

Play it Out

- **How far does this go?**

- When and why do people ever come to the office?

- What if only 10% of the company

What Changes

•Physical Facilities

- Higher emphasis on social interaction
- Flexibility yields variation – end of the cookie cutter office

The MPK20 Vision

•Build a new building named MPK20

–It will have a vast auditorium and more office space and conference rooms than any existing Sun building

–It will include state of the art, highly integrated networking and communications

–Employee spaces will be highly customizable in shape, size, etc to fit individual needs

–It will set a new benchmark for eco responsibility

–It will be so compelling that employees will visit it regularly from all over

The MPK20 Vision

And it will be virtual

Design Concept

- Online games have demonstrated the ability to support an incredibly rich social environment
 - The underlying technology is improving at a rapid pace, driven by major investments and a market that's been barely tapped
- Less killing, more business
 - Hold a confidential meeting, give a presentation
 - Wander down a hall, knock on someone's office door
 - Hand out a business card or document
 - Greet a visitor in the lobby

Design Concept

- Create a sense of contact
- Create a sense of person
- Create a sense of “place”
- What brings people to SL?
 - Interaction and self-expression

source: JJ Drinkwater, 2007 class

Design Concept

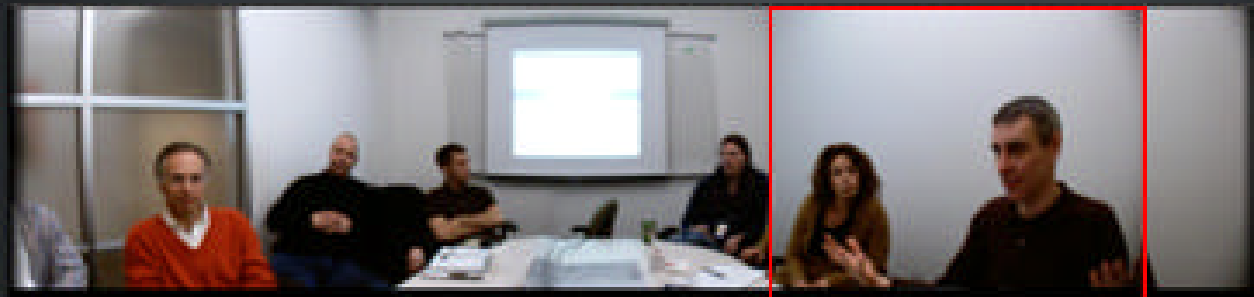
- Environmental structure for:
 - Confidentiality
 - Proprietary content
 - Development
 - Archives

How is MPK20 different from Second Life?

- Designed specifically for collaboration in business & education (but could be used for entertainment)
 - Can host your own world on the intranet
 - Enterprise-grade infrastructure
 - Immersive audio built in as a core feature
 - Live application integration (Firefox, OpenOffice, and more)
 - Platform neutral
 - Retain your RL name

Future Possibilities

- Avatar as a shadow-person
 - Pings you when your “live” presence is requested
 - “Attends” meetings and conversations, recording them for your future listening
- Multiple avatars







Sun Labs Conference Manager

- **Web-based Conference Management**
 - Set up conference calls
 - Send email invitations
 - Join conference calls
- **Web-based Facilitator**
 - Share content while speaking
 - Using hand writing, notes
 - Play, videos online
- **Mobile Client**
 - Conference management
 - Facilitator features
- **Software Phone**
- **High Fidelity Audio**

MediaQuality Service for Internet Collaboration Design Concepts

Support for
- Mobile
- Web
- Desktop
- High Fidelity Audio
- Video
- Screen Sharing

KAP JONALAN



Please Test!!



And comment



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What's In It for You?

- The virtual world is a “place” to encourage collaboration, learning, knowledge creation and sharing
- It's happening now – viewed by many as mostly entertainment
- BUT – it's emerging in the enterprise
- Opportunity for 3rd-party content and user-generated content to be combined
 - Needs to be findable, accessible, reusable

<http://research.sun.com/projects/mc/mpk20.htm>

Thank You

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