

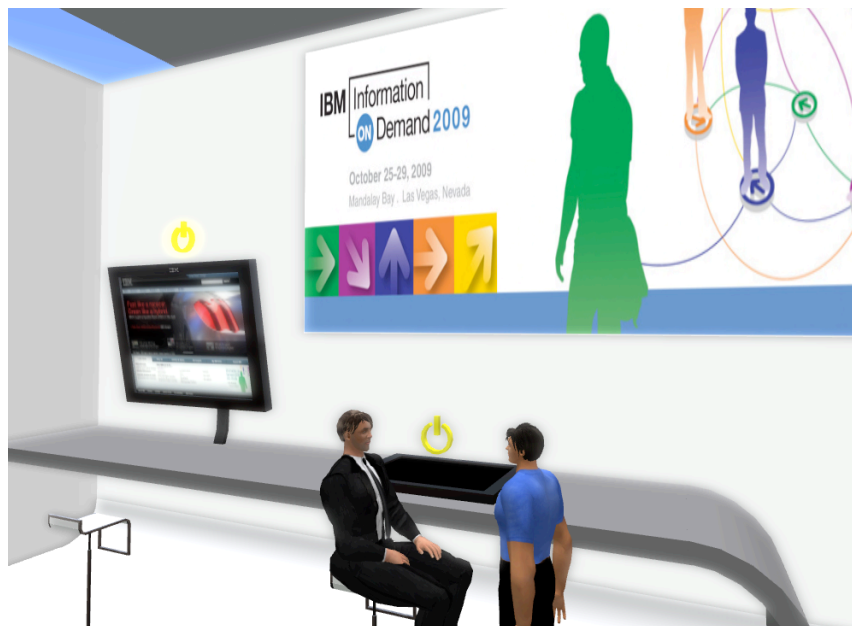


New for 2009

**IBM's Information On Demand Global Conference presents
Virtual Spaces!**

IBM's Information On Demand Global Conference is offering a new level of Virtual Services for its 2009 event....

IOD Virtual Spaces



IOD and the ibm.com 3D Internet team have joined forces to bring a new event offering, IOD Virtual Spaces, to the Information On Demand 2009 Global Conference using the capabilities of the 3D Internet. Using Linden Labs' Second Life® virtual environment to power its EXPO floor experience, IOD Virtual Spaces will extend the real-world IOD event into a truly dynamic, collaborative experience. And there's more! The IOD event can prosper long after the show in Las Vegas has expired, because extending the event virtually allows exhibitors to stay connected with their audience and to continue to drive market opportunities!

To make your experience even easier, IOD 2009 has included the Virtual Spaces experience in the sponsorship package that you purchase. Based on your sponsorship level, a booth will be provided to match the space of the Las Vegas show floor, and we will manage the content you provide us through a Web-based interface.





The following list shows what exhibitors and attendees will have available in the IOD Virtual Spaces:

Virtual Spaces Components

Multi-user Interaction – IOD Virtual spaces allows a truly collaborative experience. Now you can attend the event at scheduled times, and customers and prospects can join the virtual event through the Internet. This means that now both you and your prospects can interact together to discuss business real-time in 3D!

Access Control – Virtual Spaces administrators grant access to individuals or groups. Only paid attendees will have access to Virtual Spaces for the duration of the IOD show.

Custom Avatars – Second Life® allows you to create your avatar (i.e. a 3D virtual representation of yourself) in any form you wish. Using Second Life®'s appearance editor, creating a look and feel that's comfortable to you has never been easier! This tool will allow your company's sales representative to be made to be easily identifiable while they are staffing your booth.

For more info on avatar creation – Visit:

<https://support.secondlife.com/ics/support/default.asp?deptID=4417&task=knowledge&folderID=208>

VOIP Communications – Now you can actually speak to your attendees from anywhere on the globe! As virtual attendees approach your booth, you can invite them in or set up a meeting! Second Life®'s in-world spatial voice services are part of the standard client software installation – no additional software is needed. Just slip on your headset with microphone, and you're ready to go.

Interactive Pedestals – Almost everything you can see and hear within IOD Virtual Spaces is interactive! You will be able to launch a web page, run a presentation, watch a video, or start a demo all by clicking on the appropriate object. You can even have objects that activate on just being approached, so your attendees only have to go near your booth for it to come to life for them!

Highly-Detailed 3D Booths and Displays – Each exhibitor package includes a set of pedestals that you can choose from. Each 3D pedestal or display offers interactive content delivery tools that can help drive your company's business. Your company's logos and graphics can even be applied to the presentation objects in your booth so that your brand is easily visible to the attendees.

Video Streaming – Video can be streamed directly into IOD Virtual Spaces. Videos can auto-play as someone passes by, or they can be started on demand.

Metrics – Because IOD Virtual Spaces is in a virtual world, we can easily capture metrics on how Virtual Spaces are visited and used. We will be capturing as much data as we can, including metrics like how many people used the virtual spaces and how they rate the overall experience. Data will be accumulated and reported every month while the show is active.



IBM Information
ON Demand 2009

October 25–29, 2009
Mandalay Bay, Las Vegas, Nevada



Sponsorship Levels

Your sponsorship level will determine how many of the 3D tools and functions you will have access to. The table below describes the functions and access levels.

ITEM	Diamond	Platinum	Gold	Exhibitor	Turnkey Pedestal
3D booths Layout	30 x 30	20 x 20	10 x 20	10 x 10	Pedestal
Total Interactive Peds	16	11	7	6	1
URL Launcher <i>Launch web URLs</i>	6	3	2	2	Choice *
Presentation Viewers <i>Play Presentation Charts</i>	4	2	2	1	Choice *
Video Screens <i>Streaming Video</i>	2	2	1	1	Choice *
Booth Graphics	4	4	2	2	1
Voice over IP	Included	Included	Included	Included	Included
Pre-Show Access	Included	Included	Included	Included	Included
Upload Access	Included	Included	Included	Included	Included

* - Choice of URL Launcher or Presentation Viewer

FAQs

Content Management – The exhibitor guide instructions explain how to upload your content for IOD Virtual Spaces. In the event that you choose not to upload any content, all pedestals will default to your company's URL web page that was provided in your booth registration of the real world event.

Content Deadline – To ensure correct handling of your content, we have instituted an upload deadline of 16th October 2009.

Attendee Access – Only event staff, exhibitors, and paid conference attendees will have the ability to enter IOD Virtual Spaces during the real-world event.

Vendor Access – All participating exhibitors will have early access to the Virtual Spaces EXPO floor several days before the Las Vegas show, to help ensure that quality levels are reached and exhibitors' expectations are met.

Material Format – Second Life® supports a wide variety of formats for graphics. The preferred formats are .JPEG or .PNG for images, .PPT for Microsoft PowerPoint, .PDF for Adobe, and .MOV (QuickTime) for movies. Additional guidelines for acceptable content formats will accompany the content management package.





Second Life® – Second Life® is freely available to anyone that wishes to participate. You can register and download Second Life® at <http://www.secondlife.com/>.

Machine Specifications – Second Life® runs on a variety of platforms (Windows, Mac OS X and Linux). Specifications for systems capable of running Second Life® can be found at:

<https://support.secondlife.com/ics/support/default.asp?deptID=4417&task=knowledge&folderID=208>

Click the following picture to experience a brief video demonstration of IOD 2009 Virtual Spaces.



DEMO

If you are experiencing trouble launching the video, it can be accessed at:
http://www.ibm.com/common/sl/IOD_Virtual_Spaces.wmv

For more information on IOD's Virtual Spaces, please send an email to

tdonald@us.ibm.com
or (847) 608 – 6874

Or for more information visit:
<http://www-01.ibm.com/software/data/conf>

We look forward to seeing you, both in Las Vegas and in our Virtual Spaces!

Second Life® is a registered trademark of Linden Labs, Inc.



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