VSPORTS

The Sports Virtual World

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Agenda

- *Intro&Data on Virtual Worlds*
- *Intro&Data on Virtual Goods*
- *What is* VSports
- VSports*Web 3D Platform*
- VSports *Marketing Mix*
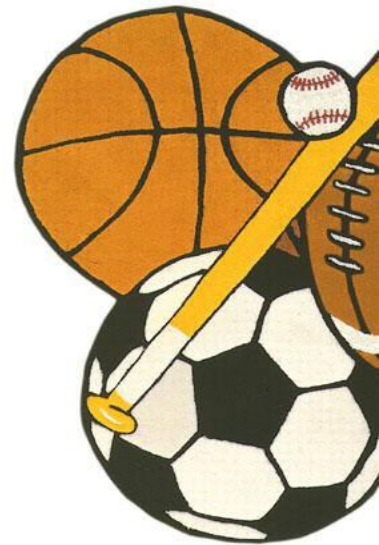- VSports *Communities*
- *3D Commerce of Sports goods*

Intro on Virtual Worlds

- *A virtual world is the simulation of a 3D interactive environment accessible to various users by means of a web interface. Users interact with the virtual world by means of their personal Avatar which represents their digital identity. There are a multitude of differing virtual worlds, however they all share six fundamental characteristics:*
  - *Cohabitation of space: many users may participate simultaneously.*
  - *Graphic interface for the user: By taking spiration from the real world, the virtual world visually represents space, more or less realistically, using animated bi-dimensional figures or a more immersive three dimensional environment.*
  - *Immediacy: The interaction between n users and the virtual world occurs in real time.*
  - *Interaction: The world allows the user not only to make use of the existing contents, but also to modify them, develop the mor create new ones.*
  - *Persistence: the existence of the virtual world persists regard less of whether or not users are connected.*
  - *Community/Socialization: The virtual world allows and encourages the formation of social groups within it; as in teams, societies clubs etc.*
- *Virtual worlds originated for many different purposes. Initially there were mainly developed for on line role playing games (MMORPG-Massive Multiplayer On line Role Playing Game), but soon they realized that there were numerous reasons for creating virtual worlds: commercial, educational, social, political and military.*

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- *Each day, thousands of transactions take place via markets such as eBay for virtual swords, currency, or clothing across a multitude of virtual world environments. For people who purchase virtual items such as swords or armor, buying these items increases the overall satisfactions here ceives from spending time in this virtual world/on line community/on line game.*

- *Probably the most powerful way that virtual objects create real value is through self expression.*

- *Last year alone, we collectively spent $ 1.5 Billion on virtual goods and the number is projected to exceed $7Billion over the next18 months.*

- *It's too soon to say ultimately whether virtual goods are "no Match for advertising "or not...but consider this:*

  - *Interruption advertising is quietly but clearly going the way of the dinosaur. Younger consumers are particularly likely to ignore traditional advertising, but quite open to branded virtual goods and other forms of "brand infiltration" on line.*

  - *By2010, young consumers will outnumber Baby Boomers and wield over $350 Billion in direct spending power (they already makeup ¼ of the US population).*

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PROJECT PLAN

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What is VSPORTS 1

- V-Sports is a Virtual World dedicated to Sports, where user can play virtually a number of different sports, by taking part in virtual teams, virtual leagues and official tournaments.

- The V-Sports communities participate in **tournaments, friendly matches, events and competitions** throughout the virtual world, and are supported with a number of **different web portals, forums, blogs, and other off line sites**

- V-Sports runs top-of-the-line gaming software to ensure unique gaming experience

- V-Sports provides a number of community dedicated areas and events for recreation, socialization, shopping, games, and information and offers from partners and sponsors, enabling gamers to have a social life in the virtual world.

- V-Sports offers a number of centrally managed tournaments and events, but also **gives the community the opportunity to run their own activities independently**, for total immersion in the v-Sports universe

- Players and teams flock from all over the virtual world to our central stadiums, to participate in daily sporting activities and events

- *A 3D virtual world around sports, with:*
  - *Stadiums*
  - *Racing Tracks*
  - *Golf Courses*
  - *Clubs and meeting spots*
  - *Teams headquarters*
  - *Shops*
  - *Virtual Homes*
- *A client account and web cockpit to manage $ and other activities in The virtual world.*
- *A virtual economy enabling users to make real money.*

VSPORTS Concept

- *The way VSPORTS works is like playing a videogame with others and have a social life in a virtual environment, but all of this with a sustain able economic system driven by a virtual currency, real companies sponsor ships, real advertising and betting.*

- *Everything in VSPORTS is modeled on real life rules, to give the users the most realistic on line experience possible, while having fun and making money.*

- *Sports to be included in VSPORTS:*
  - *Soccer*
  - *Football*
  - *Baseball*
  - *Tennis*
  - *Golf*
  - *Racing(car and bike)*

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What VSPORTS offers the user

- *3D real time on line game play.*
- *A virtual character(Avatar)and a social life*
  - *Hang outs*
  - *Virtual Events*
  - *Friends*
  - *Your Virtual Home*
  - *Shopping*
  - *Entertainment*
- *A virtual city to live in*
- *Belong to a team or a fan club.*
- *Make your own team or club.*
- *Earn real Cash on betting.*
- Attend in real time your favorite team's virtual matches on line and in a rich *full 3D experience, with3D sound and full interaction with the environment.*

- *VSPORTS is the only virtual world that allows immediate interaction though game consoles devices such as Joysticks and game pads, so players can find it extremely easy to adapt their gaming habits.*

- *All gaming engines and interfaces within the world of VSPORTS will be developed in line with the trend of main streams console games.*

- *The idea behind VSPORTS is to satisfy the following:*
  - *Fun gaming*
  - *Socializing on line*
  - *Making cash*

- *These are the 3 main drivers to bring users into the world. On a second step, once the world populates, the presence or real life teams will add up as a driver to enter the world.*

VSPORTS Web 3D Platform

- **VSPORTS will be developed on the BlueMars platform. BlueMars** is the new 3D Virtual World platform launched in 2009 by **Avatar Reality**, which offers the ability to have real time game play, within an on line 3D environment.

- VSPORTS will be deployed as one of the main cities of the BlueMars Virtual World, taking benefit from the existing community and offering new opportunities to BlueMars users.

- Some of the main features of the platform are the following:
  - **Multi player experience:** Thousands of simultaneous users
  - **Total detailed 3D environments:** full immersive and realistic visual experiences
  - **Immersive virtual universes:** the highest quality, movement freedom and interaction ever seen until today.
  - **Marketing and business:** advanced tools to manage and promote activities, events, sales
  - **Advanced security protocols:** All the contents are protected
  - **Real   Time Interaction:** process simulation, physical phenomenon

VSPORTS Login procedure

1. • Create player account and Avatar, on website.

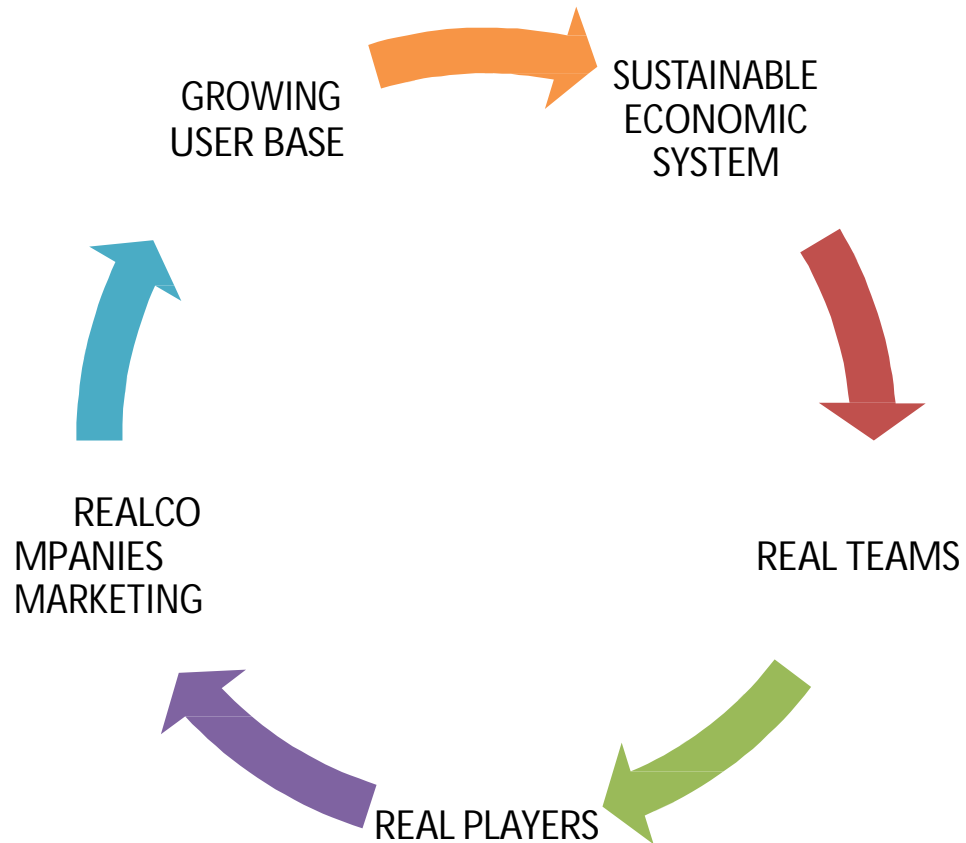2. • Download Installer, the 3D browser and virtual environments installs on computer.

3. • World Login, after account activation through e-mail.

4. • Access 3D Virtual space

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VSPORTS MKT Mix

GROWING USER BASE

SUSTAINABLE ECONOMIC SYSTEM

REAL TEAMS

REAL PLAYERS

REALCOMPANIES MARKETING

VSPORTS Communities

- *The life of the Community around virtual sports is a key element of four project.*

- *Users not only come to VSPORTS to play and win, but also to socialize and have fun.*

- *Within VSPORTS, virtual teams can be freely formed by users. So users can become active players in teams and begin their career as well as their social life as soccer players, F1 pilots and more.*

- *The community blue print of VSPORTS allows the creation of fan clubs and commercial activities around sports and favorite teams, such as the distribution of virtual goods or virtual events.*

- *National communities and Real life teams related communities are vital for the development of the VSPORTS community.*

- *iPod and iPhone connectivity allows VSPORTS users to stay in touch with the community.*

- *A light mobile VSPORTS client will be available to users to stay in touch with friends on line and events.*

- *Through the mobile interface we will develop relationships with mobile carriers and phone producers, to push adv business through the platform.*