

NEWS

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Opinion is split on the merits of the Lab's Support Portal

COMMENT p.10

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Our analyst looks at how RL brands have fared in SL

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RL JUDGE SLAMS "UNFAIR" LAB Phil Linden suffers double legal blow See page 6



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FBI INVESTIGATES LANDBOT 'FRA

- **BOT VICTIM FILES FBI COMPLAINT**
- ANTIBOT ALLIANCE BACKS ACTION

EXCLUSIVE By MANTA MESSMER

THE FBI could descend onto Second Life as landbots strike once again.

Full story - Page Three

INSIDE **OPINION**

"The most important fact for RL firms to remember is to respect and work with residents in Second Life - a 'top down' and disengaged approach will almost certainly fail."

BILBO WINKLER p.13

"It's your world, your imagination, your property - but not if you break the rules of the ToS. Could that be all set to change? Philip is in a mess here - especially since he failed to get out of the judicial firing line."



REGIS BRAATHENS p.10

WRITE FOR THE AVASTAR

HAVE a story? Want to work for The AvaStar and earn big L\$? Send an email to newsdesk@



1,425

AWASTAR

26,481

... is how much a pair of virtual Adidas a 3 Microride shoes cost **50**

THE DAWN OF A NUDE-AY



THE bare cheek – a griefing attack of naked bodies at the C Rutabaga concert on May 28. Photographer Dylan Miles said everyone took it with good humour.

BUSINESS MANAGER

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strike once again.

Jun. 01, 2007

victim of the latest in- ple," he said. cident, who claims he Landbaron Merlin.

JohnPaul Perway took swooped action after becoming when he frustrated with Linden mistaken-Lab's refusal to get ly set the involved in land disprice of his putes. He has urged other landbot victims to take a similar stance against Merlin.

scend onto Second business of providing value. His pleas for **Life as landbots** governance and law enforcement. Howev-A complaint has er on the other hand, of silence. been filed with the they shouldn't prorenowned American vide a means by which Antibot Alliance mem-Federal Bureau of crooks can come in Investigation by the and abuse other peo-

WALL OF SILENCE

lost US\$1.000 to noto- Perway claims one of rious landbot owner Merlin's programmed solutely no concern

UNDER INVESTIGATION:

Landbaron Merlin

landbots or action by LL, I think legal action is perfectly acceptwhen able someone is losing thousands of US\$

to someone knowingly

the return of the land

were met with a wall

BEGGING

ber Sarah Nerd agrees

with Perway's deci-

sion. "After months of

begging and plead-

ing with LL, and ab-

this is what it takes for LL to take notice," she said.

Merlin and his alt Paper Olivier refused to comment this week, but not all residents believe he is in the wrong. Elex Dusk said he is legitimately taking advantage of other people's mistakes: "If we attempt to apply a fraud argument, there's no swindle, as the land baron didn't manipulate [the victim] to make a mistake while pricing/designating their land. And [they] did agree to the taking advan- Terms of Service."

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NEWS BITES:

CONTROVERSY OVER SL ULURU

AN in-world depiction of Australian landmark Uluru. or Avers Rock, on the Big Pond sim has recently become the subject of controversy. All images of the rock should be submitted to the native landowners for approval.

LAW AND ORDER: FROM SL TO RL

THE Vancouver Police Force held an employment seminar in SL this week to attract web-savvv RL recruits to help enforce law and order in the Canadian city.

LAB NEEDS HELP **SAYS WAGNER**

PHILIP Linden was interviewed by Information Week's Mitch Wagner this week. Wagner concluded that Linden Lab will need professional outside help if they are to succeed.

ICOMMONS IS COMING TO SL

THE iCommons 2007 Summit in Dubrovnik. Croatia, is to make a parallel appearance in SL. The three-day conference will look at the future of the free user-generated internet.



AVASTAR

PROTESTERS DEMAND ACTION ON EVE OF G8 SUMMIT IN RL

DETERMINED dem- bers of NETZ gave live phy' protest organised world poverty.

in Germany. Despite in the future." the fear of violent RL demos, the SL protest. The trend of demorganised by Ger- os in SL is likely man development aid to agency NETZ as part according to orof the RL VENRO 'Your voice against poverty' movement, remained field, peaceful.

TOUGH

Around fifty ardent demonstrators waved banners and shouted their support as mem-

SL DEMOS continue, ganiser Whiteman Whitwith Thursday's event com-NETZ MANAGER: Ingo Ritz ing a week

the

after

'No to child

pornogra-

onstrators hoped to speeches calling for by KidsSchutz e.V. He give RL world leaders German Chancellor said: "With SL you can a wake up call yes- Merkel to get tough on reach young people terday with a mass world poverty. NETZ who would not norprotest condemning manager Ingo Ritz is mally demonstrate in confident that the mes- RL. This event has gen-A large crowd gath- sage was put across: erated publicity for the ered on the streets of "We made it clear that cause and shows that Frankfurt City to voice everyone can do some- you don't always have their support for the thing against poverty. to use the classical lobcampaign against pov- New people have tak- bying channels in order erty, just days before en this on board, and to inform people about the crucial G8 meeting will hopefully do more conditions in the third world." Resident Nerica

> Maddaloni was glad to be a part of the grass-roots campaign. She said: "I think it's a great way to use our envi-

ronment. On like topics world povwhat erty, better use of SL's technology."

IS SL SUPPORTIVE?

BY BILBO WINKLER LINDEN LAB'S REPLACEMENT FOR LIVE HELP, DUBBED THE 'SUPPORTAL', WAS IN-TRODUCED LAST WEEK, THE LINDENS HAVE DESCRIBED IT AS A KNOWLEDGE BASE OF COMMON PROBLEMS WITH AN INSTANT CHAT FEATURE FOR PREMIUM AND CONCIERGE MEMBERS. BUT WHAT HAVE ORDINARY RESIDENTS MADE OF IT? THE AVASTAR WENT TO FIND WHAT YOUR OPINION OF THE 'SUPPORTAL' IS:



Jun. 01, 2007

are understanding that good support is a priority - and that what doesn't work is getting higher in their priorities.

"I like that the Lindens

tom tattoo business

SM Tibaud runs a cus- "I tried it and I even got

"Support in SL has been excellent. I currently have one issue under advisement by the Lindens which was actually resolved with the latest release. As for basic account holders, they do Tory Micheline is a not contribute to the self-professed 'low company - so it has no prim girl obligation to them."





MagoTek Industries

"There's no feeling they have a million other things to do - I think it's a great idea. It allows premium customers to get the support we deserve for our money. I used the support system extensively before, and it WarKirby Magojiro owns was very poor... this is 1,000 per cent better."

"Frankly the new system is confusing - when we need to tell LL when a sim is down, it's not easy to find at a moment's notice, and it's not always given they will reply ASAP. To be frank, I hate Usagi Musashi builds to see non-paying mem- and beta tests in SL bers being treated so bad."





"I'm not really happy about the changes. They fail to take into account the many of us who may not be a premium member but who are contrib-

Sue Saintlouis owns the uting to the SL econ-Atlantic Waves Club omy. I am spending

US\$60 per month to maintain this place... basic members were able to get live help in the past - and they have lost any support."

"I've had problems with the portal and with SL, and now it's even harder to get help. Before, you could get live help either via the website or phone. Now it seems only phone works - IF you can get through."



Rich Gaudio is a waiter and dancer at the Mojo Club

ΑΨΔSTAR

TERMS OF SERVICE RUBBISHED AS PHILIP LINDEN IS FORCED TO REMAIN A DEFENDANT

By LEIDER STEPANOV LINDEN Lab's Terms of Servand then gain entrance to SL's virtual world, or ice has been slammed as "one-sided" and refuse assent and be denied access. not legally binding by a RL judge.

in SL as Marc Woebegone, could proceed with his case against the Lab for unfairly terminating his account. In a massive double blow for LL. Judge Robreno also refused to remove the land, with many pointing out the contradicname of chief executive Philip Linden's RL persona – Philip Rosedale – from the suit.

Bragg, an American lawyer, had discovered a way to buy land in-world for far less than the market value, and he filed suit in Philadelphia in 2006 claiming that LL had thrown him out of SL, causing the loss of his virtual business.

The Lab had filed motions to dismiss the suit and compel Bragg to arbitrate his claim out of court as stated in the ToS, as well as to remove Rosedale's name. But dismissing the motions, Judge Robreno said: "Linden [Lab] presents the ToS on a take-it-or-leave-it basis. A potential participant can

either click 'assent' to the ToS,

"In effect, the ToS provide Linden with a vari-Eduardo Robreno ruled that Marc Bragg, known ety of one-sided remedies to resolve disputes, while forcing its customers to arbitrate any disputes with them."

> Controversy has arisen over the rights to virtual tion between LL marketing which claims residents own everything they create, and the

ToS, which states anyone can be thrown out of SL at the Lab's discretion with no compensation. Judge Robreno added: "Neither in its briefing nor at oral argument did Linden [Lab] even attempt to offer evidence that 'business realities' justify the one-sidedness of the dispute resolution scheme that the ToS constructs in Linden [Lab's] favour." UNDER FIRE: CEO Philip Linden

The court case is set to continue.



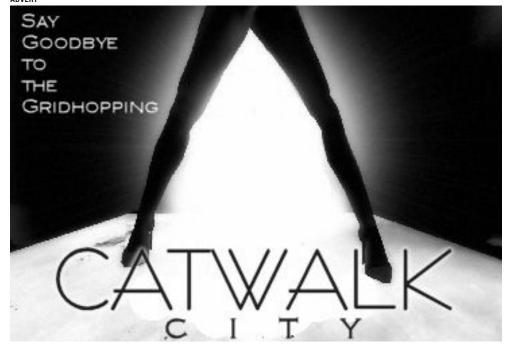
NEWS 09

Jun. 01, 2007



A₩ASTAR

ADVERT



vour ma

AGE VERIFICATION IS GOOD FOR SL

Hey Regis,

Llewelvn's article on SL veri- - eight cents? fication, I've now read eve- What should be worrying adults Lindens are contacted about proposed.

party, that is a very good thing as no one at LL has direct access to any of our information -only whether we're validated. The FUD that is being implied about race, religion, age, et al, is just invalid and paranoiac

at best. As for the cost, c'mon - their friends. IN response to Gwyneth it's \$L10. What's that in real life Eventually, that discussion

rything that I can find about is whether the av they're cur- a case of pandering and child **the proposed process and** rently talking to is truly also an even did some checking into adult. It's typical behaviour for name attached to it. **Integrity and can find no po-** a 15-year-old to fake their way tential 'bad' in what is being into the adult world, drop into fication method, you'll stand a a sexually themed sim, chat and As for Linden Lab using a third possibly have SL sex with some to a real adult than with the curone there and then go to school

tomorrow and tell YOURMAIL@THE-AVASTAR.COM

gets back to an adult and the pornography with your av's

With this proposed simple verimuch better chance of relating rent trust-based method. And, even if that 15-year-old comes up with a way to beat the sys-

tem, the verification process should provide a solution for LL and SL users.

By Augie Dinzeo

Hey Regis,

PHILIP Linden talks a was not age but height! sona in SL. good line about free- If you are four foot tall I can now bear wit**dom of expression**, you MUST be a child but when it comes no debate allowed! to 'unpleasant' ideas I have had the opporfolds

hypocrisy! For example, exactly what IS the 'simulated age' of an avatar?

When this whole Age Play fuss started I discussed this with a 50year-old woman who is four foot tall in real life. She pointed out that

like small avatars he tunity to witness this discrimination The word for that is hand. At her sugges-

Freedom of expression

the real discrimination tion I adopted her per-

ness to the pain she faces every day! Dumb things like having her 25-year-old daughfirst ter told to "make your child behave"!

> It is easy to hunt down a scapegoat and blame that symbol for a problem. It's much harder to actually find out who is abusing children and stop it. It is nowhere near as glamorous, either.

Bv Karen Palen

'CLIMATE OF FEAR' IS WRONG

Dear Regis,

I WAS interested to read about the two artists who claim SL has developed a 'climate of fear' (issue 23).

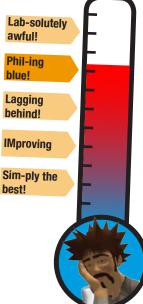
Personally, I think they went over the top on this. Sure, I don't agree with a lot of the things Linden Lab has done in the past few weeks after all the child porn stuff, but really, I don't think for one second that I am being censored all the time while I am in-world.

By J.M.

BRAATHENS

LIND-O-METER

THE Lab seemed to have ridden the wave of outrage over the 'special headset offer' scam when - BAM! Philip is under the cosh as the Briggs vs. Lab case goes into the next round. Here's your say:



property - but not if ironically Linden Lab's **you break the rules of** position as well. With a the ToS. Could all that judicial ruling as to the be set to change? No doubt Philip is in a virtual property, virtual

mess here - especially business could get a since he failed to get boost as well. out of the judicial firing It's certainly a slap in line. His famous 'Blame the face for the Lab, it all on me!' quote in his and unfortunately one profile seems to have coming from someone backfired on him. Yes, who appears to have the case could prove solely been trying to costly for the Lab and we might see a string his own profit. The of other ejected resiquestion that remains dents following suit. is, were Linden Lab And it's clear that the within their rights to ToS is going to need a take Bragg's property dramatic overhaul.

So what are the con-bought? Based on the sequences? Should ruling on Wednesday, Bragg win, it may even strengthen residents'

PHILIP LINDEN COMES UNDER THE COSH AS HE DEFENDS THE TOS

rights of ownership of

exploit the system for

that he had legitimately

it doesn't look good for

the Lab on this one.

ther with SL at all.

IT'S your world, your rights to their prop-PLEASE SEND ME **imagination**, **your** erty in Second Life, and YOUR COMMENTS:

regis@the-avastar.com

Jun. 01, 2007

AGE PLAY BAN!

IF there was the slightest doubt left in any resident's mind - Age Play has now been OF-FICIALLY banned.

The clarification, banning real life 'avatar portrayals' of sexual acts involving children, is very welcome.

Despite coming a great deal later than it should have, Linden Lab have now sent out a clear message to those thinking they may still get away with it, that there is a zero tolerance policy on all Age Play.

YOUR VERDICT:

Phil-ing Blue!

"What a debacle. Did they think we haven't heard of Google?!" wrote D.M., (special offer scam).

"Philip is in all kinds of trouble now - Braggs got him by the balls. I feel for him" wrote B.C.

STOP WIND-GING

THE criticism in some corners of the grid of the new WindLight software is unjustified. Whingers in blogs slammed it's gharish colours and unrealistic default settings, and claimed that the new lighting might upset the way

everything looks now. It's incredible such narrow-minded people bo-

When it's tested and modified, it will definitely enrich our virtual experience. SL needs realism and emotion, and this is a welcome step in that direction.





L\$500 OF THE WEEK vourphotos@the-avastar.com



XARA EPIN has been banned from driving any vehicle on the land she shares with her roommate, who took this pic, after their near death experience with her newly-acquired scooter!



A GOOD massage can breathe new life into anyone - including, apparentlv. this skeleton! OLE ETZEL took this snapshot of masseuse LILLY LANE at the Oasis Sauna and Tiki Bar.



the SL Festival Stage last Friday.



POLYESTER PARTRIDGE was proudly hugging this eggplant at a night screening in the Sundance sim on Tuesday May 29.

VIRTUALLY BRANDED

SOME OF THE BIGGEST RL CORPORATE NAMES HAVE MADE AN APPEARANCE IN SL - BILBO WINKLER **EXAMINES A SELECTION OF THE MOST NOTABLE:**

FASHION: ADIDAS DESCRIPTION: The sports and



fashion giant gained a lot of attention when it opened its shop in-world.

ARRIVAL: September 2006 **CONTENT CREATOR:** Rivers Run Red **METHOD:** Avatars can buy the a3 Microride shoe and test the product in

dedicated training areas. **TOTAL TRAFFIC: 1,157**

our audience."

DESCRIPTION: The General Motors Car Company launched the Motarati sim earlier in the year, with plenty of cars for test driving.

ARRIVAL: February 2007

CONTENT CREATOR: Millions Of Us

METHOD: Free land giveaways to residents who create their own

builds, and encouraging people to get **VAUTO: PONTIAC**

THEY SAID: Atomic Bombast from advisors Campfire Media said: "Our goal was to create a community, and perhaps in doing so create positive feelings toward Pontiac as a whole."

TOTAL TRAFFIC: 7.069





DESCRIPTION: The Starwood Hotels offshoot is set to open in RL in 2008. but the chance of up-close customer feedback brought it to SL well in advance.

ARRIVAL: September 2006 **CONTENT CREATOR:** Electric Sheep

Company

METHOD: Visitors could check out the RL proposal and make suggestions. THEY SAID: Cider Starbrook of Electric Artists said: "SL was a perfect place to launch the brand and gain consumer feedback before construc-

THEY SAID: Kirsten Keck is a

corporate spokeswoman for Adidas.

She said: "Our partnership with SL is

testament to the ever blurring lines

between digital and real world expe-

riences, and the importance of both to

tion in the real world."

TOTAL TRAFFIC: 2.126

DESCRIPTION: The world's biggest mobile phone company has an amusement park-style sim.

ARRIVAL: February 2007

CONTENT CREATOR: Rivers Run Red **METHOD:** The park-style environment

has lots of activities, with low-key

branding.

Ben Taylor said: "The fundamental reason is that our customers are there, so we want to be there. It also allows us to cross different boundaries that we wouldn't be able to anywhere

TOTAL TRAFFIC: 275





DESCRIPTION: The Dutch banking giant was present last year purely for research and development purposes. before making headlines with the Virtual Holland sim.

ARRIVAL: April 2006

CONTENT CREATOR: Rivers Run Red **METHOD:** ING teamed up with other

firms in the creation of Virtual Holland. promoting its own brand through being the prime sponsor.

THEY SAID: Virtual Holland's Nanne Bos said: "We wanted something bigger and more successful than what is often just a building."

TOTAL TRAFFIC: 1.960

CRACKING THE VIRTUAL MARKET

DO RL COMPANIES BENEFIT FROM HAVING A PRESENCE IN SL?

BV BILBO WINKLER

Analysis

THE rush of RL brands Now, however, the **into SL shows no signs** novelty has worn thin. of slowing down, with "It's too late to be one in-world marketing of the first companies funny video - or the risk still creating a buzz in SL," said Piro Laval of of attacks and negative in business circles. Nexum AG, advisor to BILBO WINKLER in- companies interested vestigates what the in the move. Brands The most important benefits to firms are.

In 2006, Business Week press take interest, but named having a pres- the attention soon dies ence in SL as the best down. The crucial thing idea of the year - but for corporations now this week altered their is to get firms used to stance, claiming several major companies same way as the web in were on the verge of the 1990s. SL is a new leaving. Despite that, channel for marketing, firms are still flooding and brands need to be the future and avoiding into SL, including Sky News and Renault Italia spend their time. last week.

REWARDS

Mandy Salomon, author of 'Business in SL: An Introduction', says media coverage is often given as the reason for this. She said:

"Bia Business has reaped the promo-

tional rewards of po-tional material - as the sitioning themselves makers of blockbuster within SL."

VISIBLE BRANDS

Hollywood

publicity.

'300' found to their

cost when avatars ran

amok in promotional

centurion outfits for a

FUTURE

member is to respect

and work with residents

- a 'top down' and dis-

engaged approach will

Whether they are mak-

ing any money back

now is not the point

- the key is learning for

being left behind.

almost certainly fail.

movie

have a launch and the fact for RL firms to re-3D platforms in the visible where people

There are dangers such as losing control



BITA BITEST **GRAND OPENING FOR KISS FM**

KISS FM, the British pirate radio station turned international urban music icon. will throw a party next week to mark its entrance into Second Life.

FIRM TO LAUNCH LS CREDIT CARD

A CREDIT card which deals in Linden dollars is set to be launched to happy shoppers in SL, with First Meta offering fullbanking services towards the end of the year.

RIVAL'S GROWTH

MINDARK, the company behind rival world Entropia, has confirmed a deal with CRD which could allow seven million concurrent users in 2008.

BUSINESS DOCO

'DOING Business In Second Life' is the name of a new documentary film made in SL by marketing company Inside This World.

SPARE PARTS

HONEYWELL, the global RL makers of aerospace, automotive and other mechanical parts, have officially announced they will create an in-world presence.

Team sponsors ING heights of being a F1 have linked up with celebrity by attending

Rivers Run Red to a press conference.

Jun. 01, 2007



GETTIN' DOWN: A partygoer

MOTOWN'S FESTIVAL

By MANTA MESSMER REVEL-LERS at the first Detroit Life Electronic Music Festival (DLEMF) were spoilt for choice, with a selection of 15 DJ s from across the globe spinning their stuff.

DLEMF2007 was beamed into the new Detroit Life sim from RL along with streamed music.





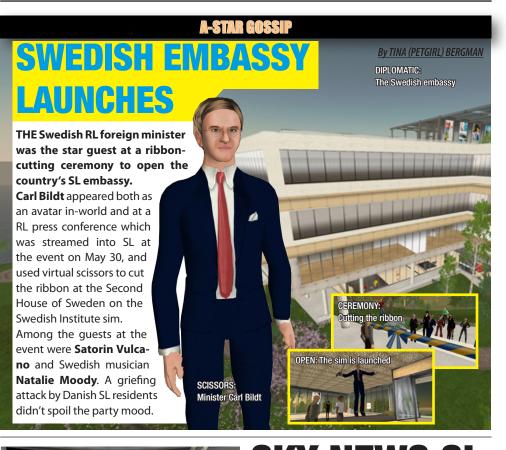
SUMAR MORGEN. SL resident since 2004 and a shelter co-ordinator, was spotted at the Mel Cheeky concert at HIPS on May 28. Pic by **Dylan Mi-**

HIPPY/DAYS/AT-WOODSTOCK

CLASSIC SIXTIES CONCERT RECREATED

Bv SUZANNE GRAVES Woodstock Fes-**FAR out, man!** tival which took Peace and love place at Le Nuage were the order de L'Addiction on of the day at the May 26.







SKY NEWS SL

FIRM'S NEWSCAST IS A RUNAWAY SUCCESS

up in their droves in age of the annual Hay the hope of being in literature festival. The the audience for the recreation of the RL set

SL.

up outside SL's tual cameras.

first TV newsroom to **RESIDENTS** turned witness Sky's cover**first Sky News** allows visitors to sit in **broadcast** in the presenters' chairs, read autocues and re-According cycle their waste.

> to the British Free televisions were broadcaster, given away, more than 700 some frisky residents avatars queued stripped off for the vir-

WHAT'S HOT

FLEXI-SCULPTI HAIR

SWEET DREAMS

FILL YOUR DREAMS WITH THE CUTEST BEDTIME LOOKS. CUDDLE UP IN A SOFT SHEER NIGHTIE OR SOME SILK PYJAMAS - NOT FORGETTING THE IRRESISTIBLE FLUFFY SLIPPERS



callie cline's

STYLE HOTLINE

GO CASUAL FOR SUMMER

BARE FEET AND SHORTS ARE THE WAY TO GO FOR THE HOT WEATHER of ieans into their own

SUMMER is coming I'm in the mood is - for those of us in my princess' tiara. the Northern hemi- Here I've paired sphere, at least!

That means bare feet, striped shirt and shorts, walks on the shorts, and a pair beach, running in the of sneakers. Withhills and all that other out the tiara, the fun stuff. I love going outfit looks OK. casual in SL, mixing but adding it and matching cut-off gives a bit shorts, jeans and little of zing. t-shirts. Going casual, Some peodoesn't need to be ple use tatboring or blah - some- toos, pierctimes, less is more and occasionally little bits of your own style added to an otherwise boring pair of jeans and shirt can make all the cessories to difference.

One of my favourite and plain things to add when old

it with a simple

inas, lots of jewellery, glasses, or fatheir vourite acturn a shirt pair

look, so when vou're out this weekend, try going casual, be cool and add some notso-predictable things to what you're wearing... vou never know what you come



Bv CARRIE SODWIND NAUGHTY hair just got

'badder'. Lost Therein has sculpted and styled. and come up with 'Nicole' - the first hair to combine sculpti and flexi, so that the long locks flow gloriously around the shoulders. It is available now in three colours at Naughtv Island (Naughty 78, 107, 23) for L\$350. It will be worth every penny when vou are the first one wearing the future hair of SL. and all vour friends will marvel when your hair doesn't poke into your

ARMIN WIEFEL

Can't do without my... motorbike! Loving my... sunglasses!

"I chose this motorbike as I already "I always wear these sungdrive it in RL. The creator is Raver lasses, don't like to be seen Bellow. The design is the best of the without them. They are from bikes I've found here, and easy to PrimOptic. They were one of ride. It's not a chopper - there are the first objects I bought

less comfit well and I can mon." change colours."

Callie in t-shirt

and cut offs

of choppers in here in SL. I like them, SL, racers the design is very sophisticated, they

Digging my... Eros suit!

By CARRIE SODWIND

"The suit is from Eros Designs. it's well made compared to other suits I've seen here. I like the lace. It looks a bit like being a master vampire. I'm no Goth, but in 'Dracula' the main vamp wore this kind of suit - with blue glasses."

ART GALLERY IN THE VIRTUAL SKY

By LIONILA LIGHTFOOT

A FAIRYTALE new art gallery in the sky will house 3D versions of work by Raspirit Heron.

The Art Sanctuary opens later this month, and will consist of two castles connected by a tree alley, which Heron formerly painted in 2D. Her work is spread across six floors, and the gallery is the first part of her vision to turn her art into an interactive experience.



HELPING OUT RL ARCHITECTS

A LEADING in-world architect is enlightening his RL equivalents about the benefits of using SL as a building tool.

Keystone Bouchard, founder of the 'RL architects in SL' group, said: "Clients

feel that the finished RL house tends to look and feel almost exactly like it looks and feels in SL, it is a I m o s t spooky."





METRO CITY

WELCOME TO METRO CITY, YOUR FUTURE HOME IN SECOND LIFE

VISIT NIAGARA FALLS AND RODEO DRIVE AND TAKE A BARREL RIDE OVER THE FALLS!

FOR DARKER SOULS OUT THERE NIAGARA TUNNEL AWAITS.

WHY PAY EXPENSIVE TIER?

JATIVESS YJHTIVOM SEEIT ON

RESIDENTIAL HOMES IN THE
WHITSUNDAYS
NOOSA HEADS
SUNSHINE COAST

OVERLOOKING
THE GREAT BARRIER REEF

Välkommen, Sverige!



The National Dress

The official Swedish National Dress. Female and male versions. Made in cooperation with the lovely Pandora Jensen (PanJen at Absence 182, 91, 24).



The Garden Furniture

Typical Swedish garden furniture, made in different styles and colours, for instance pure white and a realistic used look



The Lucia

On December 13, 2006, I arranged the first virtual Swedish Lucia party ever, in SL of course. The event was produced in cooperation with Phreak Radio. Over 350 residents attended the party, listened to the Lucia songs and learned about travelling to Sweden

(Welcome Sweden!)

Since the earliest days of SL, I have introduced a lot of what's special with Sweden. Except for the mosquitos:-) I have also actively run a group with a strong focus on everything that's Swedish. Today, the group - Swedish People in SL - is one of the largest, oldest and most

It started out when I saw all other nationalities expressing themselves in SL. Whereas Sweden - my country! - seemed to be nowhere. From the very beginning, my goal has been to bring out the Swedish in the international melting pot that is Second Life.

The pictures in this ad show some of the things that I have done - together with a lot of different friends. The objects are all a gift from me to the residents of SL: just ask me and I will



Everybody who joins my group will receive, at no cost, a box filled with a selection of the Swedish stuff made: with friends in SL - the National Dress. the Midsummer Pole, the Flag, etc.

Now, things are about to change. The official Sweden is finally making its debut in SL, with the Swedish Institute building, among other things, a Swedish Embassy and the spectacular Dalhalla outdoor concert arena.

I'd like to welcome Olle Wästberg (Olle Ivory), head of the Swedish Institute, and the rest of official Sweden to Second Life. I'd also like to offer my experience and my Swedish stuff. Finally, I'd like to express my hope that they, too, will share and build upon the open spirit of Sweden that I've always tried to maintain.

Heia Sverige!

mvh/Tina (PetGirl) Bergman



Visit my EXAKT stores at Verloren, Otherland, and Second Sweden -All things in the stores are made from fresh biodegradable prims.

BTW: Lovely Dana Bergson, Otherland CEO, and Johan Hedberg at Second Sweden



The Flag

Swedish flag, with colours and measures according to official Swedish flag regulations. Slightly shaded for a more realistic look, wafting in the Second Life virtual breeze.



The Midsummer Pole

Traditional Swedish Midsummer Pole, with birch leaves (texture by OspreyTherain) and traditional Swedish flowers. Can be seen at my store in Verloren, Otherland, as well as in the Second Sweden archipelago.



The Information

In all of my SL projects I have arranged for the visitors to learn more about Sweden, both our culture and IRL travelling. And I always try to communicate everything related to Sweden, to everybody

Verloren (216, 30, 33) Second Sweden (72, 112, 24)

DESIGNERS IN THE SPOTLIGHT

Briar Bellambi and Roberta Beauchamp

SL Birth Dates:

5/27/06 and 10/12/06

Famous for:

The new hotties in SL fashion design

By LIONILA LIGHTFOOT

THE AVASTAR: How did you meet each other?

ROBERTA CHAMP: Briar and I used to roleplay. We liked each other's outfits and it was a fashion relationship made in heaven.

BRIAR BELLAMBI: Opening a store in SL has been our dream for a long time. We are planning to make a collection together this fall.

TA: How can people find the TA: Should women have their right style for their avatar?

connection with their avatar, and they know what their avatar likes and dislikes.

RB: Roleplay helped a lot. them our favourite I made this persona and stuck to it. When you can RB: It is like our hobby. love your avatar, you can We have helped out love her closet.

TA: How do you per- style overhauls. ceive style in SL?

BB: The one thing personal wardrobe. fashion is centred on sexual appeal. asking me about Our clothes and ac- Dazzle all the time.

empowered women. **RB:** My sexy stuff is a backless dress or a deep V neck, I don't have many 'hoochie' outfits.

personal fashion assistant?

BB: I think people develop a BB: I think that everyone should have their own personalised fashion. We used to take newbies all over SL, showing

a lot of residents with

TA: Tell us about your

about SL fashion RB: I like having a that saddens me is wardrobe that shows ROBERTA BEAUCHAM how most women's how long I have been around. I get people cessories are for strong, BB: A lot of the stuff in my inventory you cannot get any more. I have two outfits from pre-flexi prims. They are totally SI retro.





Nautilus Bike Bv Peel Bearcat Ikebukuro (211, 86, 21)

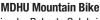
L\$200

The LOLO Seven different colours -

ride them with a friend. Optional helmets available.

By LOLO

The LOLO (17, 108, 21)



Scripting by Roberto Salubris Medhue Simoni Tanglewood City (145, 91, 26)



AN ENTRY FROM A FAMOUS FLOWER SHOW AND A MAJOR RL CAR FIRM ARE THIS WEEK'S NEW SIMS.

AWASTAR



THE Chelsea Flower Show and the Renault Twingo sprung into SL this week.

Britain's most prestigious annual flower show may be over, and its sparkling array of horticultural treats gone, but one plot has been replanted in-world and is blooming in the grid's virtual soil. The British Daily Telegraph newspaper has recreated a scaled model of its German-inspired sunken garden in the Chelsea sim.

Those who prefer fast-paced thrills to stopping

and smelling the roses may be interested in the new sim on Renault Italia's island. SL builder Bruno Echegaray has created a site which gives visitors an interactive RL car dealership experience to promote the new Renault Twingo. Residents can customise their Twingo car and then road test it on the racing track, where experts are on hand to answer any questions.

Jun. 01, 2007



ADVERT



MY TRAVEL TIE

By BILBO WINKLER

Jun. 01, 2007

the Trash Palace electronic Also the Bayside Beach Club - a music club.

THE AVASTAR: Which sims TA: Where do you party? have you explored lately? **DAVE ATTENBOROUGH:**

democratic experimental sim lift your second soul. that looks like good old Rome, TA: What sims do you find the are cool.

TA: Where do you hang out DA: The Wastelands, and Toxand relax?

a beautiful and romantic place. wanted to be a cyperpunk.

DAVE Attenborough owns Hove cheesy things sometimes nice beach, in a well done sim.

Cornish mine building which, Midian city, a realistic urban by pure coincidence, sits on role play area in an apocalyptic bedrock featuring a deep and style. Also Toxian City, a dark rich seam of tunes, accomparoleplay area where it's always nying the beautiful sunsets on night, and Colonia Nova, a the beach here perfectly. It will

most creative?

ian City which feels like the **DA:** The Lost Gardens of Apollo. 'Blade Runner' movie - I always

It's sometimes a bit cheesy, but TA: What are your top tips for exploring SL?

DA: Look at the profile of people that you like - mostly they have good tips in the 'picks **DA:** Back To Mine, a converted tab'. Or do random teleports.







SLURGIS

LIL Sturgis 1 (43, 93, 34)

The ornate temples perched on rolling green hillsides may entice tourists looking for an idyllic getaway, but the deafening roar of Harlevs cruising the looping mountain roads into SL's ultimate biker town would soon send them packing.



SILVER MOTORSPORTS COMPLEX

Silver Island (152, 136, 22)

A grand day out at the motor races is proving as popular as ever and there are few better places on the grid for the SL speed freak than this venue. Either join the crowds for the NAS-CAR and drag racing or buy some wheels and burn rubber yourself.



CALLETA'S HOBO INFOHUB

Calleta (98, 214, 27)

If the SL property market is proving too pricey then why not join the economising hobos in Calleta, where vou can make vourself a modest but cosy dwelling in amongst the boxes and burning oil drums of this abandoned shipping and railway yard.

For advice write to Randi Barracuda at: dearrandi@the-avastar.com



GETTING TOGETHER WITH MATE'S EX CAUSES STRIFE

IS IT WORTH RISKING MY RELATIONSHIP WITH BEST FRIEND FOR HER FORMER HUSBAND?

Dear Randi: WHEN I met my first friend in SL, she was married to this great guy, but then ended up dumping him a couple of months later. Although I thought she had done him wrong, I agreed to be a bridesmaid at her second wedding which took place not too long afterwards. I remained

What should I do? — W.S.

this always strike me as odd, but better off for it.

friends separately with both her it isn't all that uncommon. She and her ex, and after one thing sent her ex to the trash heap led to another, he and I recently and then objected when somebegan dating. Now I feel I may one else tried to claim him. have found the true love of my What he does now is none of life! The problem I have is that her business, particularly since she objects to the relationship, she was the one who ended the even though I can't see why. relationship. Proceed with your new guy, and if she ends your Randi says: Situations like friendship then you might be

GIRLFRIEND REFUSES TO OLD FLAME WANTS ME **SAVE FOR DREAM HOME**

Dear Randi: MY girlfriend and I became engaged several months ago, and decided we would have a dream wedding and buy a nice home when we had saved up enough money. We agreed we would each contribute 50 per cent of the costs incurred for those things, and as of last week I had already saved my share. But when I asked her about hers, she said she had only managed to set aisde L\$200. She has been hitting a casino almost every night, and keeps losing all her money in there. Should I take some drastic action to stop this? — C.D.

Randi says: That depends on how much you love her. It's possible she has a gambling addiction, and you must decide whether or not it is a deal-breaker for you. Tell her your feelings and give her a deadline to save a set amount of money. If she can't do it, you may have to walk away from all the trouble.

BACK BUT I'M TAKEN

Dear Randi: I RECENTLY broke up with my girlfriend, whom I met on both of ours' first day in Second Life. The break-up was actually quite friendly, even though it was her idea. I am now involved with another girl, with whom I have discussed getting married. But now my old girlfriend has started IMing me about getting back together with her. I don't want her feelings to get hurt again, but I have a new love now. How can I let her down without causing her too much pain? — Р.М.

Randi says: This sounds like an extremely awkward situation for everyone involved. You may not be able to make your former girlfriend happy about it, but I think that you have to tell her the whole truth as clearly and gently as possible, that there is a new lady in your life and you aren't coming back to her.

If she throws a fit, mute her.

The Virtual World's **No 1 Agony Aunt**

MY BOYFRIEND IS A STRIPPER!

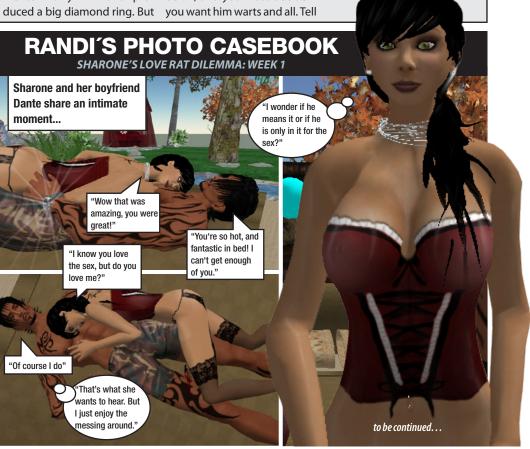
Dear Randí:

man who is as intelligent and charming as he is handsome. to guit after he marries. Should is all about. If you can handle it, Since we live across an ocean in I say yes? — F.M. RL, we haven't spent as much time together in-world as I would like. He recently asked He has apparently made a de-

Randi says:

me to marry him and pro- cision, and you must decide if

then he confided in me that he him you would like to see him I MET an amazing guy in SL, a is wealthy because he is a strip- at work at the club. If he says per, and said he does not plan yes, then go see what the fuss become his fiancée. But if he won't let you watch him work, make a clean break.



a new exhibition at the heldscalla foundation

Buttermere 50,166,35

THE GUIDE TOP EVENTS AND ENTERTAINMENT

THIS WEEK: LIBRARIES



EXPAND your literary horizons will invariably end up at the Ivory

the island. Professionals will want dream SE Islands (222, 76, 21). to visit Cybrary City (131, 162, 24) to look at a host of interesting Center, which is a beautiful neoto settle in for some reading. Grab a cup of java at the coffee bar up the winding staircase, and snugyour choice.

SL residents learning how to build knowledge.

with a tour of SL's best libraries. Tower Library of Prims in Natoma There's no better place to start (209, 164, 27). It is undoubtedly than the Second Life Library on the most comprehensive and Info Island (89, 126, 34). There is user-friendly source of building a whole group of libraries on the information in SL. If scripting is same sim, and you can jump in a your passion, visit the LSL Exhibicar to take an orientation tour of tion Library and Bookstore in Day-

The Librarium in Abitibi (190, 25, 38) is a hub for all book lovers. references at the Library Science Take a tome from one of several chests of books or click the sign to classical building and a great place connect to a calendar of libraryrelated events in SL.

Chilbo's Town Hall and Library (117, 240, 121) offers a Build Your gle up in one of the comfy sofas Own Library Package that conwith the reference material of tains everything you need to set up your own in-world beacon of

ROOMY READING CALEDON



While away those lazy days with a good book at this purpose-built reading room, which has all the home comforts you could want.

Where: Caledon (67, 66, 23)

HOLOGRAPHIC HOST BLACKLIBRARY



Don't be scared by the interactive hologram host! Where: Hyperborea (93, 48, 25)

READ, YOU MUST SL LIBRARY



There's no better place to start, and vou'll be greeted by a familiar face. Where: Info Island (89, 126, 34)

6.1. - 6.7.

DON'T MISS!



HAVENS PARADISE

Solo acoustic rock musician Mankind Tracer will be live in concert at the grand opening of Havens Paradise.

When: June 7, 13:00 Where: Havens Paradise

(66, 159, 32)



TALKING THE TALK

Take part in a US presidential discussion boasting an impressive roster of activists, actors, pundits and bloggers.

When: June 4, 07:00 Where: InWorld Studios

(199,174,27)



SPORTS

A surf class will be held for all

those wanting to learn how to

Where: Crab Island (135, 144)

ride those virtual waves.

When: June 2, 15:00

SURF CLASS

RELAY FOR LIFE

A 12-hour charity concert featuring Mel Cheeky and many more. When: June 2, 12:00 Where: Eros Promenade (233, 219)



HI FI'S OF THE 90S

The band release their 'Hard On' EP, paired with artwork.

When: June 3, 09:00

Where: Howelsen (70, 229)

EVENTS OF THE WEEK



GAMELAN TUNAS MEKAR

The community orchestra will perform the indigenous music of Bali at the Multi Media Arts Center, including traditional temple music and more modern pieces.

When: June 3, 14:00

Where: Somerset (230, 200, 66)



MY MULTIPLE HYBRIDSPACES

Artist lance Kanno will speak via live video stream about his show at DEsign Island, which explores the relationship between the web and space.

When: June 6, 13:00-14:00 Where: Culturegion (198, 36)



VIRTUATER OPENING

Budding actors and culture vultures should head to the opening of the Virtuater for the debut of the 'Live Action Online Virtual Theatre'.

When: June 6. 01:00-02.30 Where: Atai (213, 14)



When: June 3. 19:30 Where: Shamrock (122, 193)

WANT TO SEE YOUR EVENT HERE?

DO you have an event which you would like to see published in The AvaStar's Events section? If so, email us details at newsdesk@the-avastar.com.



BONFIRE 2007

The Colorado Technical University is to officially open its classrooms with the Bonfire 2007 24 Hour Music Festival at the House of Flames.

When: June 2, 12:00

Where: House of Flames (130, 68, 34)



EVENT OF THE WEEK! MONEY PROGRAMME

An episode of BBC show The Money Programme entitled 'Virtual World, Real Millions' will be simulcast into SL at the same time as in RL.

When: June 1, 12:00 and 13:00 Where: RiversRunRed (200, 123, 45)

My First Day in **Second Life**

FRIEND HELPED

ME GET STARTED



How to...

RUN SL MORE SMOOTHLY ON LESS POWERFUL COMPUTERS

the latest graphics card and such as 64. computer.

One of the signs of a computer To do this, click on Edit, Preferhesitant movements. The first



IT can be difficult to run SL step to take is to set your draw smoothly if you do not have distance to a lower number,

JERKY

being pushed too hard is when ences, then Graphics. Look for your avatar walks in jerky and Draw Distance and type in 64, as long as it is lower than the number there already. This will ther away, saving the power the jerky walking. and memory needed to do so. mapping and Shiny as well as watch out for the lag!

Everything a newbie



Enable Rippled Water, and set avatar rendering to Normal, Lighting Detail to Sun and mean your computer does not Moon only and Terrain Detail to display objects which are fur- low. This should greatly reduce

Alternatively, if you're curious, Another way to lower the prim set all the options mentioned load is to go to Edit, Preferences above to On and take a look and then Graphics Detail. Make around the beautiful world vou sure to uncheck Enable Bump- never knew existed before - just

ADVERT

Rendezvous couple animator

featured at Muse Isle 89, 175, 28



...changing the way you live your Second Life http://www.godigitalprinting.com

Rendezvous

Jun. 01, 2007

BV PETRONILLA PAPERDOLL

want to show your SL friends what you got up to? Or do you have an old black and white movie you want to watch while all cosy with your virtual partner?



If so, this week's freebie is a must have. FreeView is a free to copy open source viewer by CrystalShard Foo (Mew, 124, 132, 751). Its features include full parcel media controls for video streams, a web-based movie listing, a picture viewer mode with an image browser and loop function.

Simply rez it, click on it and fol-

low the instructions. You can eas-**HAVE you been on holiday and** ily change the screen size using the standard editing tools.

FAVOURITES

Normally, FreeView will open the dialogue menus for its owner, but if you wish to allow other people to change it and control the script, you can set it for a group, with specific instructions on SLGuide.com, which is linked from the menu. The site also contains a database to store media URLs for use with the FreeView player, and you can submit your favourites.

As for those holiday snaps - remember not to bore your friends with dozens of pics of the same thing!



My friend also helped me to get rid of the 'newbielook' and even got me a new hairstyle. In the evening we ended the tour at a live concert at Bliss Gardens concert stage. which really won me over. I had so much fun that I can hardly wait to log in again and discover other cool places and people in-world.



DOS AND DON'TS - SHAPE By GAETANA FAUST

+ Right-click your avatar and select Appearance to modify your shape.

- + Play around with your proportions by moving the slider controls.
- + Wear a mesh (non-prim) skirt when adjusting shape settings if you're female as it could make your bottom appear large.
- + Adjust your shape if you've just acquired a new skin.
- + Consider changing your shape if your prim hair doesn't fit properly.

- Automatically move the sliders all the way up or down.
- Alter your settings without saving your regular shape or noting where the sliders started.
- Lock in your changes without viewing your av from all angles.
- Forget to keep everything in proportion, if you are trying to look real and natural.
- Feel you have to buy a shape. Adjusting it is quite simple.

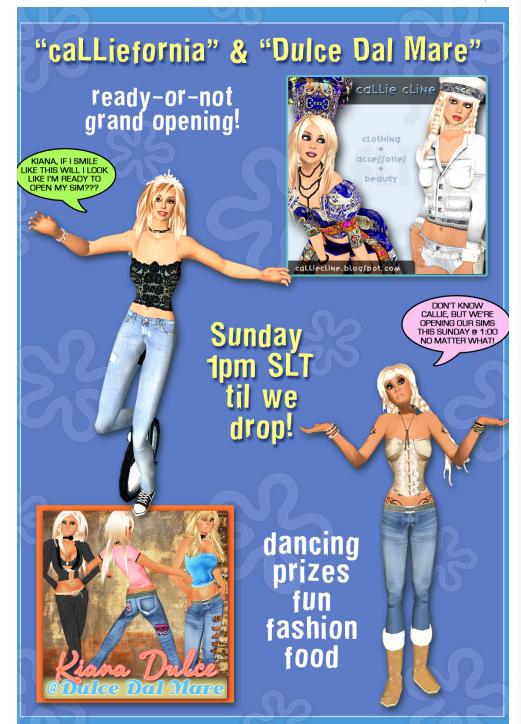
needs to know!

FREE PE

RESIDENT Beverly Broome only launched her second life in May, but has taken to SL like a duck to water.

How was your first dav?

It was a piece of cake thanks to a good friend of mine who told me about SL in the first place. He welcomed me when I landed on the mainland and gave me a tour of his favourite places: a beach, the Botanical Gardens and a swimming pool at Shelter.





AVASTAR

12/06/2006

Record label owner

Euphoric and electronic

THE AVASTAR: What place in SL?

JACKS: Trash Palace ing when not everyin anyMOTION is an electronic music club or listen to the music. with excellent live DJs, TA: How do you and is by far the best spend your time indesign in SL - all in als, beautiful art and 3D art made by really

you can play chess. clothes!

TA: What would you change in SL?

is vour favourite like the maximum limit of people in a MOTEEVOLVER2 sim. It's really annovone can enter a club

world?

concrete, great visu- MJ: Dancing, meeting Alpha Box. It was the people, making music first party in SL with discoveries and then Luke Slater, the intercreative people. Also sharing them, and national RL techno DJ

band Dave in his ac-Tetris or wash your tivities. I'm also working on my own secret plans that I can't reveal now, but which MJ: Technical issues you'll discover soon enough if you love electronic music...

TA: Which personal achievements are you most proud of?

MJ: The organisation of the first birthday party of my RL record label Mote Evolver at

Evolver.

TA: What is the most precious item in your inventory?

MJ: My dances, which I subconsciously tend to reproduce in RL! How weird is that?

TA: If Second Life had a president, who would you vote for?

MJ: A president has no real power and is iust there to represent his country abroad. I think each resident already does the job,