

THE AVASTAR

Your World. Your Voice.

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EXCLUSIVE BRAGG INTERVIEW

MY BATTLE WITH LAB



By TRICK MERTEL

- It could have been resolved in 5 mins
- I'm back - but I might not stay for long

MARC BRAGG - aka avatar Marc Woebegone - is back in SL, and he spoke exclusively to The AvaStar.

FULL STORY: SEE PAGES 4 & 5

INSIDE OPINION

"LL let European customers walk into the trap, although they knew many people calculated their budget to the limit so they now cannot cover the costs of recent investments."

YOUR MAIL
p.9

"Incredibly, the whole legal process that saw Philip Linden personally named as a defendant, could have been sorted out within five minutes according to Bragg - but the Lab didn't bother to get in touch with him."



REGIS BRAATHENS
p.10

THE AVASTAR

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NUMBERS OF THE WEEK

1,100

... people attended the Virtual Worlds 2007 Conference and Expo in San Jose, California this week.

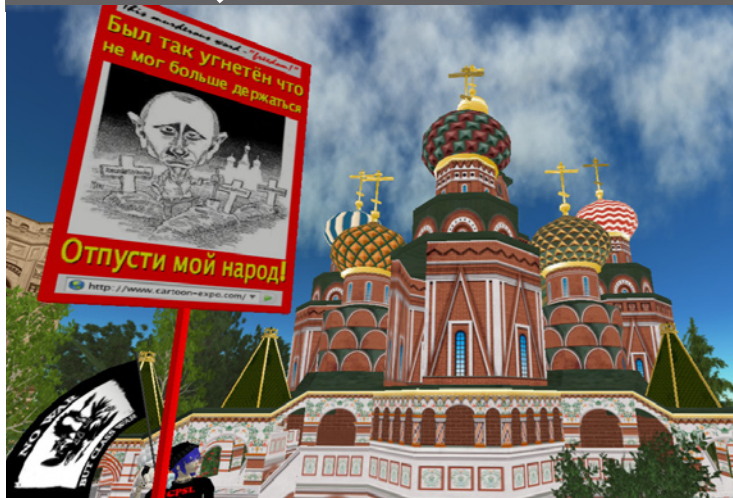
25,000

... in L\$ awaits the winner of the SL Illustrated Modelling contest. The deadline for entries is October 13.

10m

... different SL accounts have been registered. The figure was reached at 8.35pm SLT on October 11.

RED SQUARE PROTEST



SPANISH group Iquierda Activa organised a protest at Red Square to mark the first anniversary of journalist Anna Politkovskaya's murder. Pic by Dalinian Bing.

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NO LINDEN HELP OVER MISSING ITEMS

BY CARRIE SODWIND

CARRIE GRANT: Loss of work is "soul destroying"

BUSINESS OWNERS ANGERED BY MISSING INVENTORY/CHAOS

INVENTORY loss is crippling businesses in SL, with both owners and customers affected by disappearing items.

Many of the residents who reported items, or even whole inventories, vanishing into thin air are furious at the complete lack of help from the Lindens. Delilah Karas was devastated when she discovered her engagement ring had disappeared along with the rest of her jewellery folder. She said: "The Lindens haven't done anything about these kinds of losses and they have been happening for months. I know it's cool to say, 'oh it's just a game and it's just pixels,' but these things mean something to me."



DEVASTATED: Delilah Karas lost her engagement ring

ing problems. She said the loss of her work was "soul destroying", and it has prompted angry demands from customers expecting replacements when items don't show up in their inventories. This in turn has led to artists to feign inventory loss to claim freebies, but complaints to Lindens have simply been ignored: "Merchants have to sit back and take the blame for LL's performance failures time and again. People are getting angry and LL needs to stop hiding and claim responsibility for these losses."

The Sellers Guild, a group for advice on fair merchant practices in SL, has also expressed concern. Owner Random Cole, said: "If database issues persist in SL then my guess is that a more stable competitor will capitalise and steal a large portion of the user base within the next two years. Time will tell if Linden Lab is capable of moving to the next stage of reliability as a platform."

GONE FOR GOOD SAYS ARCADIA



By Carrie Sodwind

A POPULAR freebie designer who vanished into thin air has reappeared in SL - but only to confirm she is leaving for good over her fury at Linden Lab.

Arcadia Asylum became frustrated after her inventory went missing two weeks ago, and reportedly stormed out of SL. Her friends heard nothing more from her until this week, when she told The AvaStar of her anger at the Lindens: "LL treats developers in-world like s***, they haven't fixed one real issue in the year I have been here and the database system is too small and unscalable to grow. What's the point?"

Despite the fact Linden Lab recovered her inventory after pressure from her friends, the ordeal has pushed Arcadia over the edge. Friend Dru Bracken said: "I can understand Arc being fed up, but we would love to see her again, and see her happily making and doing stuff."

LEGAL TIMELINE

THE saga of Marc Woebegone finally came to an end last week after nearly 18 months of legal wrangling. Here is how the lawsuit unfolded:

May 1, 2006 RL lawyer Marc Bragg files a lawsuit against Linden Lab after his SL account was suspended the same day as he acquired land below market value.

Oct 4, 2006 Bragg's lawyer files another action against the Lab.

Jan 16, 2007 A move to dismiss Rosedale as individual defendant is denied, and the case is moved to the jurisdiction of a Pennsylvania court.

May 30, 2007 The court finds LL's Terms of Service unenforceable.

June 28, 2007 The Lab responds to the complaint, and makes counter claims of computer fraud and breach of contract.

Oct 4, 2007 An agreement is reached to settle the lawsuit, which is officially recorded as a result of misunderstanding and miscommunication. Bragg's account, privileges and responsibilities are reinstated.

Oct 8, 2007 Marc Woebegone returns to Second Life, and heads straight to AvaStar Island.

"I JUST WANTED MY STUFF BACK"

AFTER nearly 18 months of legal wrangling, avatar Marc Woebegone made a triumphant return to SL this week - and headed straight for AvaStar Island to give SL's favourite newspaper an exclusive interview.

Woebegone, Marc Bragg in RL, sued Linden Lab in 2006 after they banned him from SL

EXCLUSIVE INTERVIEW

THE AVASTAR: Welcome back, Marc! How does it feel to be in SL again?

MARK WOEBEGONE: It's fun to get back in - but honestly, it seems a bit boring. I've been flying around checking out what's popular, or new, and haven't seen much innovation yet. It seems the money tree islands and such are the most popular, which surprised me. I've read about some nice developments, but haven't been able to find them... yet. And I'm looking for some land to buy of course!

TA: Is it strange seeing your avatar again?

MW: You know, when I first joined I had such an affinity with my avatar, like it was really an extension of me. Now, I just don't feel that way yet. This all is so cartoonish right now. I know there are many that take their SL very seriously, as I did, but it's not real, even though

and confiscated his considerable in-world assets for using an 'exploit' in the system to buy cheap land from a Lab auction. After months of wrangling, the two sides reached an agreement last week which saw him return to SL - but according to Woebegone it could all have been sorted out in five minutes!

our legal rights are implicated because the company takes our money in exchange for certain

"I figured enough was enough"

promises.

TA: Wasn't it cartoonish before?

MW: It was cartoonish. Real relationships appear to have developed, but the foundation on which relationships in SL are based, is actually based on a connection in real life. SL has no real longevity in the real world, not yet.

TA: How did it feel to finally end the case after such a long time?

MW: Great! It took way too long, I still can't believe it didn't end when it first started. All I wanted was my stuff back, and my money. I can't even begin to guess why that didn't happen immediately. I've fought back with Verizon, and

Comcast, and Direct TV etc. I figured, enough was enough. It could all have been avoided with a simple five minute phone call at the outset. But I wasn't worth it - that is, as a customer, my 'injury' wasn't worth the price of a phone call for them.

TA: Being a lawyer in RL, weren't you tempted to push to get a ruling out of it - a 'Bragg's law'?

MW: I really wanted this to end up with a final decision by the court that would have resolved the 'who owns it' question, but it had been a year already, and the time and distraction of a lawsuit have to have some justifiable purpose. I began to think my time would be better spent elsewhere. I was very happy that the court's first opinion on the ToS [Terms of Service] was as it was; that was a good feather in the consumer's cap and it opened the way for anyone hurt to find a forum for redress. That achieved a good purpose for me. Unfortunately, I can't talk about the financial terms of the settlement, but the lawsuit was amicably resolved.

TA: Some people say you deserved to be kicked out, as you

'cheated' the land system. Do you see yourself as having done anything wrong?

MW: No, not at all. In my mind, what I did was consistent with the formal unwritten policy of the game; any time I 'mismarked' land, or anyone else did, and it was purchased at a value different than the seller wanted, the company ignored it. I had no indication that the rules applied differently to the company. Did I want to get an advantage on what I was paying for the land? Of course, that was the point of buying and selling the land.

TA: So were your actions morally wrong?

MW: No, they weren't morally wrong. Stealing, murder, lying - that's morally wrong. What I did wasn't in those categories.

TA: So what do you plan to do now?

MW: I like the arbitration 'business' idea, probably do it in game for free. And maybe lending on the land. I'll have to wait and see if I remain interested in SL as time goes on, it was kind of addictive last time around.

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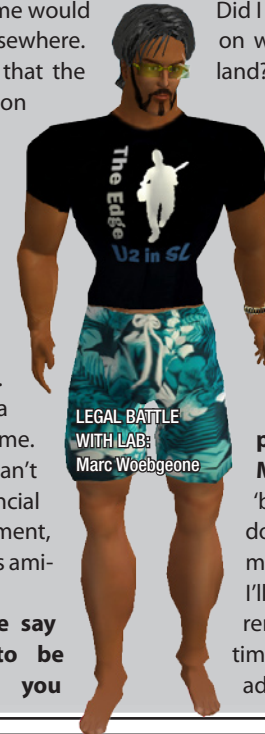


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MANY observers are not pleased with the Bragg lawsuit result, as a clear precedent for similar disputes has not been set. I would have preferred a public court ruling, too, because business involving virtual worlds will become more and more important and we need some laws governing the deals in this realm.

RIGHTS

On the other hand, it has given a clear indication that a customer of LL has certain rights, even when those rights are denied him in the ToS. It became obvious during the process that a virtual world provider cannot strip its customers of their rights, and cannot design a ToS document heavily in the company's favour.

This is good for all of us doing business with and within virtual worlds. We still have to wait for a clear precedent, but the Lab has already changed parts of the TOS as a result of the Bragg case.

That is not to say that Bragg was completely 'innocent', but it was not OK for LL to simply confiscate his assets without any compensation.

NEWS BITES!

ONREZ VIEWER

THE Electric Sheep Company has announced the debut of their new OnRez viewer, the first to be commercially licensed by Linden Lab.

LEGENDARY RPG

WARNER Brothers will unveil a multiplayer first-person RPG on October 12 in support of a film release - 'I Am Legend'.

SL PRESS OASIS

PRESS Dispensary, a UK-based press services company, has established a permanent office in SL. They have a number of RL clients wanting promotion in-world including rock band Oasis.

VISIT JAPAN IN SL

POTENTIAL visitors to Japan can learn about the country in-world before visiting thanks to the JTB Corporation. The Japanese travel agency will provide information on Japanese-style hotels and gardens.

LOSE WEIGHT NOW

A TV ad in the US uses SL to encourage people to lose weight. Smallstep.gov implies a busy second life will allow less time in RL to eat too much food.

'HYPOCRITICAL' LAB

EUROPEANS CHARGED VAT - BUT NOT ALLOWED TO GAMBLE IN SL
CONFUSED and angry residents are lashing out at what they say is Linden Lab's hypocrisy over VAT charges for European residents.

The Lab recently announced that to comply with the law they had to start charging European residents value added tax, or VAT, on RL transactions such as premium membership and tier payments. Affected residents have seen their costs rise between 15 and 25 per cent almost overnight.

FRUSTRATION

The apparent double standards from LL in the wake of the rule changes have caused resentment amongst those hit by the gambling ban in the summer. One former casino owner from the UK, who asked not to be named due to his present gambling activities, expressed his frustration: "No one objects to VAT in principle - it is a fact of life over here. But I don't understand why Linden

Lab can now claim they must treat us as Europeans while banning us from casinos under American law. It is a double standard and it stinks.

"As a service provider they treat their customers with contempt."

Games Aabye of the All Time Lucky Bank offers no profit gaming at Mainz City. She was equally damning of the Lindens' behaviour and believes they must stand up for themselves and residents:

"I know they want to obey local European laws and they have prohibited casinos to obey US laws, next they will have to obey some Chinese laws - maybe public beheading instead of closing accounts. If Linden Lab can't fight for an independent state they will go under."



DAMNING:
Games Aabye



By CARRIE SODWIND

A WHIRLWIND ROMANCE

SL COUPLE [FOUNDED] PHAT CAT'S JAZZY LOUNGE, FELL IN LOVE AND GOT ENGAGED IN RL

A VIRTUAL love story which blossomed into RL and spawned one of SL's best-known clubs is set for a new chapter - perhaps to be called 'happily ever after'.

It all started in an in-world rock club last year when sparks flew between shy newbie Charity Colville and handsome Dilbert Dillweg. The couple quickly hit it off, and were soon setting up the romantic Phat Cat's Jazzy Blues lounge.

Now living together in South Carolina and planning their RL wedding, the couple are stepping down from running the club to concentrate on each

other, although they remain great believers in virtual romance.

Charity said: "SL enabled us to have a closeness and honesty, through initial anonymity, that will carry us through our lives."

CONNECTION

Before meeting Dilbert, Charity had not been interested in a virtual relationship, but that changed when she first laid eyes on her future husband: "I was drawn towards him and I had no idea why. When we began chatting I instantly felt a connection."

The pair's first date was a disaster, though. They couldn't find

the right ambience anywhere in SL. Their solution was to create themselves the perfect spot - Phat Cat's.

"People watched our love grow and were inspired by it," Charity added. The pair recently sold Phat Cat's to a friend in order to spend more time with each other. Dilbert said: "When it was time for me to move to be with Charity in RL we decided we had to have someone else maintain the sim. We needed time together. Saying goodbye to the sim was painful."

They will be hoping that Phat Cat's can be the start for many more virtual love affairs.

DRESS PHIL UP!

SEND US YOUR SUGGESTIONS TO REGIS@THE-AVASTAR.COM

NEKKED PHIL: That's not a very big leaf!

POOR old Phil Linden has lost all his clothes, - it seems the scourge of inventory loss spares no avatar! He has lost all his clothes, and has to rely on a strategically-placed leaf to preserve his dignity.

TAXING TIME FOR NAKED PHIL

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- CEO will have to pass an interview with a representative of ISE.
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VAT FIASCO IS INCOMPREHENSIBLE

Hey Regis,
THE VAT fiasco is the biggest shock to hit SL - its consequences for the community and the economy are untold.

But worst of all is the way in which LL have acted, which is evident in the latest blog entry (from October 4) from Zee Linden. There, LL admit to having paid VAT out of their own profits without informing anyone, but say they couldn't continue doing so due to the mass of new European

users. Strange. With the growing population from Europe, the rising VAT costs are surely equalled out by the rising profit.

SHAMEFUL

This explanation is therefore completely incomprehensible. But it's their communication that is shameful. If LL have been paying for so long (and therefore knew that they

had to pay VAT) then they should at the very least said a few months ago: "Look, we need to introduce VAT, we will continue to pay it out of our profit for the next few months, but at some point soon we will need to change it. Therefore please be aware that the total price for your transactions will be greater in a few months time."

But no, LL let European customers walk into the trap, although they knew many people calculated their budget to the limit so they now cannot cover the costs of recent investments. The result has been some people facing high losses. If SL is to have a future, it can't go on like this. I'm selling my sim, and I won't be renewing my premium membership. For US\$300 a month I shouldn't have to be treated as a doormat.

By Daniel Regenbogen

L\$500
E-MAILS
YOURMAIL@THE-AVASTAR.COM

LL P***ED ME OFF A LACK OF INFO

Hey Regis,
WOW. Simply Wow. After reading your issue last week, I got to thinking, what the hell is Linden Lab talking about? RL laws for VAT? Hellooooo, the servers are located in the UNITED STATES. Not Europe. Now, if LL wants to claim that residents are only subject to RL laws of the country they live in, then say HELLO to European

owned casinos again! God LL is p***ing me off. Your radical politically-incorrect writer,
Alex1 Richardson



Dear Regis,
I AGREE that Linden Lab seems to be lacking in the field of keeping its residents informed of what is going on until AFTER the fact.
As a former military person in RL, and a customer service person, I have discovered that people will put up with almost anything if they are just told why they are being asked to put up with it, and are advised as far ahead of

time as possible. I seem to get the impression that LL has a rather take-it-or-leave-it attitude about its residents. They should keep in mind, we (the residents) are profit, they are overhead.

By Jackson Trimble

Dear Regis,
HOW stupid is Linden Lab? I am so angry with them over this VAT business, I might quit SL.
By U.T.

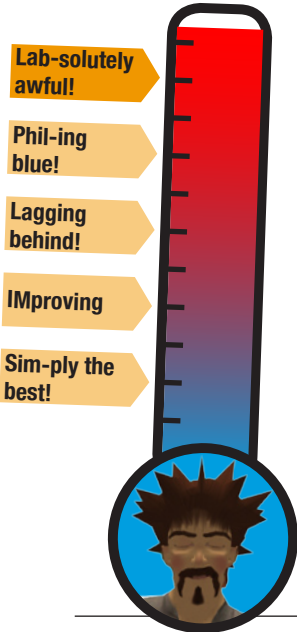


REGIS BRAATHENS

FUTURE VIEWER

THE SL techies over at ElectricSheepCompany have been busy working on the first commercial viewer for SL - and it is set to be an exciting development. It will be launched on October 24 in conjunction with the CSI: NY Virtual Experience. It's a step in the much-needed direction of making virtual worlds easier to use and opening them up to a mass market. With a much improved interface it also offers a 'back' button in SL! Can't wait.

LIND-O-METER



RESIDENTS ARE FED UP – BUT WHAT CAN THEY DO?

EFFORTS TO FORCE LAB TO LISTEN HAVE SO FAR BEEN UNSUCCESSFUL

STEPPING back into SL for the first time in eighteen months, Marc Wobegone was not impressed with what he saw.

He headed straight to AvaStar Island just ten minutes after his return to the world, to tell of his disappointment at the way SL has developed - and the Lab's general disregard for its residents.

And he is not alone in his general feeling of disillusionment. Incredibly, the whole legal process that saw Philip Linden personally named as a defendant could have been sorted out within five minutes according to Bragg- but the Lab didn't bother to get in touch with him.

Do the Lindens really not care? They certainly don't seem to. They carry on chasing their own goals without any real regard for the implications of their actions.

As a company they clearly have not got their priorities right when it comes to customer service. You don't spring VAT charges on businessmen or ban gambling without any warning, unless you are only following your own agenda.

COMPLAINTS

It is deeply worrying that the Lab is not heeding residents' complaints and is taking too little action over many technical issues such as inventory loss.



The big question is - what can be done to make them listen? The open letter started by respected SL veteran

Cristiano Midnight and signed by over five thousand residents including many premium membership payers didn't bring about any changes.

STALEMATE

Bragg, who looked set to win a legal battle against the Lab, was forced to call it a stalemate as proceedings dragged on for over a year. Other sporadic demonstrations on the grid have shown little for their efforts.

As German resident Daniel Regenbogen wrote to me in an email this week, one of the only ways to make them listen is to vote with your feet and sell up. But if everyone did that, there wouldn't be much left in SL. Perhaps that's something Linden Lab seriously needs to think about.

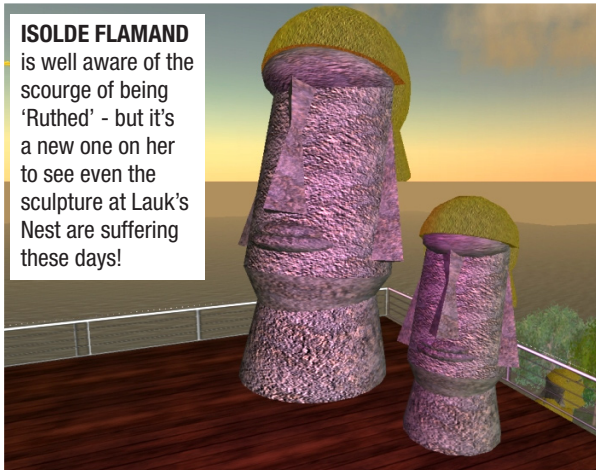
PLEASE SEND ME YOUR COMMENTS:
regis@the-avastar.com

L\$500

PICS OF THE WEEK

yourphotos@the-avastar.com

ISOLDE FLAMAND is well aware of the scourge of being 'Ruthed' - but it's a new one on her to see even the sculpture at Lauk's Nest are suffering these days!



"You go Granny!" This old dear was spotted strutting her stuff recently at Animal. Pic by I.F.



Ouch! Exercising caution at this border on the Diefenbaker sim seems like good advice! Pic by SHASTABERT MCMAHON.



Win this amazing exclusive camera with The AvaStar! We are giving away the limited edition AvaStar SLAB Gridcam Pro package worth L\$1,990 over the next four weeks courtesy of !*SLAB Designs to the star picture of the week. All you have to do to enter is send us in your pics - and don't forget, we pay L\$500 for each one we use!

META NEWS!

THE AVASTAR KEEPS YOU UP-TO-DATE WITH THE LATEST NEWS FROM THE METAVERSE

CREATE YOUR OWN VIRTUAL WORLD

By COYNE NAGY

INTERNET search engine Google is set to offer its users the chance to create their own interactive 3D environment.

The company has joined forces with virtual world platform developer Multiverse Network for the project, where builders will have access to Google's directory of 3D models, its 3D warehouse and Google Earth. Multiverse's technology will make it possible to import the terrain of a large city from Google Earth and fill it with digital versions of

RL buildings hosted in the 3D warehouse. The scheme should make it easier to create replicas of places like London, Berlin or Paris.

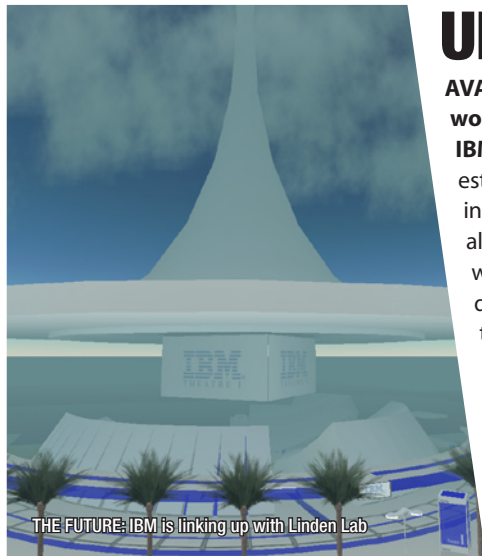
Although the technology is believed to be limited, Multiverse can already handle thousands of users per server so the potential exists for millions of avatars to be online in a newly created world. Google is also rumoured to be developing its own virtual world, a test version of which could already be under way at Arizona State University.



BERLIN: Set for more realistic replicas?

UNIVERSAL AVATARS

AVATARS could soon be able to enter any virtual world on the internet thanks to a link-up between IBM and Linden Lab. The companies will try to establish 3D internet standards with the aim of increasing the interaction between virtual worlds, and will also work with other partners. It is hoped the project will counter the closed nature of virtual worlds by developing universal avatars which could maintain the same name, appearance and asset inventory as they move between platforms. Interlinking economies and further involvement with the web are also high on the agenda. IBM vice president Colin Parris said: "IBM and Linden Lab working together can help accelerate the use and further development of common standards and tools that will contribute to this new environment."



THE FUTURE: IBM is linking up with Linden Lab

BIZ BITES!

TÜV'S SL PREVIEW

GERMAN technical service provider TÜV held a preview opening of their presence in SL this week. Members of the company's board were present to discuss the future for construction. The official public opening is on November 9.

US WON'T TAX SL

A SENIOR American government economist has played down fears SL will be taxed. Dan Miller said: "In my opinion the less government regulation you have on virtual worlds, the more they'll thrive and develop."

NO PRICE HIKES

LINDEN Lab has denied there will be price increases in SL before the end of the year. A Robin Linden blog post made the position clear but also said price changes would come under review.

PANGAEA PLANS

UNIVERSAL Music Germany will launch 'Pangaea Island', a sim which aims to bring together people from fields such as art and machinima to encourage creative digital content.



COPYING TAKING THE BACK SEAT

RL FURNITURE FIRM TACKLES SL COUNTERFEITS WITH GIVEAWAY

A MAJOR RL office furniture company will give away virtual replicas of its products for free to counteract counterfeit versions already available in SL.

Herman Miller are bringing their fight against fake goods into SL, and will sell in-world versions of chairs, tables and other products. But residents who have already bought unofficial fakes from other sources can get their hands on the 'real thing' absolutely free. All they have to do is agree to delete the copies from their inventories.

Counterfeiting is a growing industry in SL, with virtual versions of famous RL brands available across the grid, and the entry of Herman Miller may prove a turning point in the fight against unauthorised copies. Mark Schurman, director of external communications at US-based Herman Miller, said he thought residents would take to the firm's scheme: "It's the resi-

dents' option, but we think they'll find the designs superior to those that have existed previously, we've made it very easy, and they'll have the digital tag identifying them as the real thing."

INTELLECTUAL PROPERTY

The company will use the honour system when giving away goods which have already been copied in SL, and Schurman added that he felt a world like SL had enough possibilities for residents without having to steal other people's ideas: "Given all that's creatively possible in SL, and almost nothing is impossible, the reasonable question is to ask why someone in that environment should instead try and profit from the original work of others?"

"This issue of intellectual property isn't why we became engaged [in SL], but it's important - and it does make for some interesting conversation."

a-stars



A-STARS gossip with Dylan Miles and Babu Writer

SWAPPING WINGS FOR WHIPS!

BY LEIDER STEPANOV

CELEB content creator Aimee Weber caused a stir when she turned up at Dark Eden's monthly party on Saturday.

Renowned for her look which includes butterfly wings, Aimee was soon having a great time at the bondage-themed bash to the amazement of on-lookers.

The event at the Indigo sim is always good fun, with partygoers choosing the Dark Eden Girl of the Month and vendors giving out free gifts. It takes place on the first Saturday of every month, but beware - it is definitely not for the squeamish. That's it Aimee - we always knew you had it in you!



TAKING AIM: Aimee struts her stuff

PICS BY: VEYRON SUPERCHARGE



NOTE: Aimee gets her groove on with fellow partygoers

HEADRUSH



PARTY TIME: DJ Deveen, left, and Atom Hykova and Megumi Watanabe, above

BY ISABEL BROCCO AND KITTY OTOOLE

A FULL house packed the SANDS House Club on Sunday for the Hed Kandi 'Slippery When Wet' raft party.

Everyone had a great time with the Hawaii Hula theme despite the lag, with tunes coming courtesy of DJs Deveen Voom and Dame Indigo.

HAPPY B'DAY KADEWE

SHOP TILL YOU DROP: The KaDeWe party

BY BABA COEN

GERMAN luxury department store KaDeWe celebrated its 100 year anniversary with a spectacular RL bash - but they didn't forget to crack the SL champagne open either.

In an excellent replica of their RL Berlin store built by virtual world agency YourSL, prominent fashionistas such as Nonna Hedges and Nicki Ree celebrated and listened to the live streaming of the RL event including an interview with a member of the board of directors. Nonna's fashion is also on display and available to buy in the SL department store.



SMELLS GREAT

FRENCH perfume giant Yves Saint Laurent held a party SL to help launch their new fragrance for women.

'Elle Yves Saint Laurent' was launched at the YSL sim to coincide with the RL launch this month.

CHAMPAGNE: The YSL launch



Glitz and Glamour

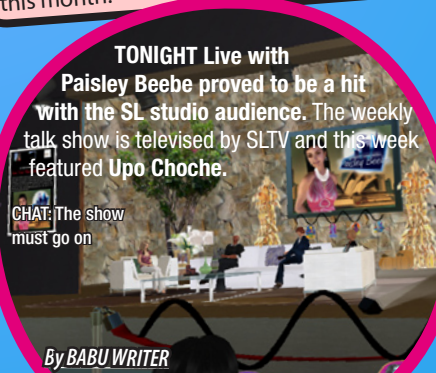


STYLISH: Eria Ziemia, left, and Candie Design, above

TONIGHT Live with

Paisley Beebe proved to be a hit with the SL studio audience. The weekly talk show is televised by SLTV and this week featured Upo Choche.

CHAT: The show must go on



By BABU WRITER

TONIGHT LIVE IN SL

BY ISABEL BROCCO

TOP designers were on display at the Glitz and Glamour show as part of the Diegoland California Festival.

The show, presented by the Atlantis Modelling Agency, took place at the Diegoland sim and featured Alaska Metropolitan, Mathfew Alonzo and Austie Peglar.





CLASSIC ELEGANCE

By PAOLO BADE

SEXY, CLASSY AND ELEGANT EVENING WEAR

WHEN the invitation says dress to impress, too many women immediately pull out their tiny black push-up number they've worn at the last five parties. So for those short of ideas on how to dress up for a smart occasion, we've selected three gorgeous looks to help you turn heads as you walk into the room.

Paris Skin (Singles Backstage Skins) by Naughty, (Naughty 80, 168, 24) L\$1400;
GD"She" Dress from Hakuna Matata (Oriental Express 65, 47, 27) L\$700;



Paris Skin (Athletic Light Singles Backstage Skins) by Naughty L\$1400; Gold Cat eyes by Naughty L\$100; Impassion hair from Influence Hair by Naughty L\$235; Diamond Swirl necklace and earrings by Alyssa Bijoux L\$210; Moon River gown by *DG* Innovations L\$850; Leather Vixen shoes by TESLA L\$349

Miss May skin by Skin Flicks, (Boonootoo 98, 63, 57) L\$ 4000, Miss Feb eyes by Skin Flicks L\$75; OC hair from Influence hair by Naughty L\$235; Diamond Falling Star necklace and earrings by Alyssa Bijoux, (Kirkstone 62, 232, 37) L\$415; Nostalgia gown from *DG* Innovations, (Innovations 95, 128, 32) L\$1000; Leather Vixen shoes by TESLA (Dreamworld South 230, 221, 22) L\$ 349; Wearable Umbrella with pose from Hakuna Matata L\$120

Purple Rose
JEWELRY & FASHION

Miss October
Bonny Bunyip

Purple Rose
Model of the Month Competition
For Info Contact: Aliyeh Yifu
or Visit Purple Rose Jewelry

callie cLine's
STYLE HOTLINE



IT'S HALLOWEEN ALREADY!

IN SL IT'S NEVER TOO EARLY TO GET DRESSED UP FOR HALLOWEEN

HALLOWEEN is one of the most fun times of the year for many.

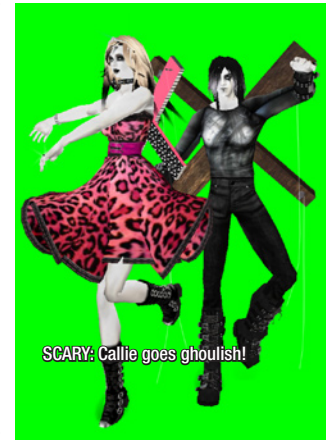
But we all know in RL, if you dressed up before the actual day, you'd get a few weird looks! That's the beauty of SL, we can celebrate holidays a bit longer than in RL, so why not start to add a bit of Halloween fun now? I have and have been loving every moment. From flying around on a free witch's broom (one is available at my shop) to this great new attachment called 'stitches' I got from Grimm Babies, our

choices are endless. This marionette attachments are lots of fun. It's like the puppet fell off the the mean puppet master nailed it to your back. I have paired it up with a matching pink dress

and a spooky skin. The men's version is in regular wood, and the strings flow as you walk, which makes for a GREAT effect.

Start to celebrate a bit early this year, then as the day or party gets closer, add more to your look, until that party when you put on your full costume!

I'd love to see photos of your best efforts - send photos to newsdesk@the-avastar.com of what YOU will be for Halloween, and I'll give five AvaStar readers a 'trick or treat'.



WHAT'S HOT!

LIFE AND SOLE

BY CARRIE SODWIND

SL'S shoe soles are the latest sites for spotting some wildlife. Trapped inside the platforms of a stunning pair of high-heels by She's so Unusual are a pair of goldfish. The mini aquarium is not only wonderfully detailed, but has that thrilling surprise factor. Even in SL you don't expect to see sealife in a heel. Another favourite is this pair of ballet slippers by Ribbons and Roses which emit dragonflies when you walk.



HIT OR MISS Successes and flops from this week's new fashion releases.
By CARRIE SODWIND



Awkward Pose (Southern Paradise 124, 14, 21) has 12 poses, each (L\$500) characteristic of the Japanese art.



MISS: Purple pants are like over-ripe blueberries falling from a bush - just a bit too fruity to be tasty. There's a silk pair by Second Wave Apparel, (Plush Gamma 99, 210, 21) for L\$150. Audacious (Oleander 130, 118, 29), also released a pair as part of their new daring freebie outfit this week.



HIT: Millie appeared from Elegance Hats Ivalde (47, 125, 35) this week, a feminine silk top hat, for Vintage lovers. Worn on a slant, the hat (L\$190) is covered in delicate mesh and topped with a flower clip. Designer Morrigan Hyun will custom the colour on request.

biancaF
designstyleart



NEW main store ENVY (79, 42, 22)

INVENTORY SNEAK PEEK BY ISOLDE FLAMANDE

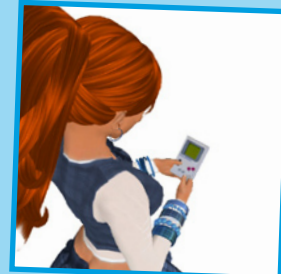
GWENDOLYN CASSINI OF CASSINI CREATIONS

CHECK OUT MY...

"...80s outfit called Rese-cured made by Raskella Canadeo of Bloobery. The bright magic marker colours make it sexy but not trashy. This is an outfit that I would wear in RL. It's just fabulous."

I'M NEVER WITHOUT MY...

"...Gameboy typing AO. I combined the great looking Gameboy prim made by Tyreak Takashi, and the fun animation by Stella Trenchmouth, which gives me the look I want. I love the old-fashioned Gameboys!"



I LOVE MY...

"...girlish, innocent looking skin from Celestial Studios created by Starley Thereian. I haven't seen another skin like it - I just looove the freckles! This skin and my green eyes from Nytemyst Grace called Perfect Peepers really represent me as I want to look in SL. These eyes have great light details, emotes, scripts and scanning options which come in handy on treasure hunts."

NO SHIPWRECKS



By **TINA (PETGIRL) BERGMAN**



Lighthouse

In red and white or black and white. By Juro Kothari *Indigo (235, 60, 31)*

L\$1

Lighthouse Tower
By Loniki Loudon
Cote d Ivoire (74, 49, 25)

L\$500



L\$650

Teleporter Lighthouse

By Rachel Speedwell
Where: Lucilin (32, 106, 24)



L\$999

***HomeDecor* Lighthouse**
Copyable and in red and white or white only. By ScaryMary Spitz
Humuli (71, 9, 25)



L\$6,999

Race Rock Tower
By RJ Kikuchiyo
Thalio (232, 224, 31)



MY TRAVEL TIPS

BY TRICK MERTEL

DESIGNER Cube Inada creates and runs 3D virtual worlds:

THE AVASTAR: Which sims have you explored recently?

CUBE INADA: I like to check out the science fiction-related

places, they can be very visually creative. The new large

aircraft carrier in Wilder West is a nice mix of fantasy and reality. I've also been dropping by Greenies Home Rezzable and Toxic Garden Rezzable.

TA: Where do you hang out and relax?

CI: I hang out at my own c3 sky cinema in Barsoom a lot - it's the type of place

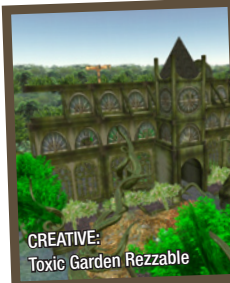
I'd go to in RL if it existed. For a drive I'll head to Motorati or Balance, the vehicle sims. I fly around to relax as well, and just see what's out there.

TA: What sims do you find the most creative?

CI: I like places like Architecture Island and arospace. I find some of the new architecture, which I really think should be considered more 'interface' than 'architecture', fascinating.

TA: What are your top tips for exploring SL?

CI: Browse the blogs and websites covering SL for what interests you. But for real fun, just get a small aircraft and fly.



ADVERT

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PERFECT DESIGNED SHOPS AND BUILDING COMPLEX

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GRAND OPENING AT 14.OCT.2007

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NEW SIMS

THIS WEEK: A SCOUSE HOME, ICE-COLD VODKA, VODAFONE'S NEW PROJECT AND A FITNESS CLUB.



BY TRICK MERTEL

A CAREFUL recreation of Mathew Street in Liverpool has appeared in SL as part of a campaign for the RL British destination to be named European City of Culture 2008.

The original, famous Cavern Club, venue of early Beatles concerts, is featured along with other famous landmarks. The sim is already proving to be as popular as its RL counterpart.

land with ice-skating on a pond topped up by two giant bottles of flowing vodka. A nearby ice palace offers couches and a bar for a drink or two, with cocktail recipes lining the walls.

ENTERTAINMENT

The new Vodafone InsideOut sim couples the RL telecom company's initial island, now one year old, almost exactly.



Famous vodka brand Smirnoff launched its sim this week, featuring a snow-covered is-



The land turns up the entertainment value, with an ice-skating rink, a rocket launch pad and a music playground on offer. The sim's main purpose is to deliver

the company's new in-world product, a HUD which allows residents to call and message people both in and out of world, in an interesting approach to in-world revenue raising.

A result of a competition for new virtual world initiatives, the Fitness Club on Chase



Island is the first interactive gym in SL. Video workouts lasting 15 to 20 minutes are available for residents to take part in at home, and fitness advisers can be contacted to offer personal fitness coaching advice.



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

DEAR

HE USED TO OWN A GAY CLUB BUT I WANT HIM!



MY NEW BEAU SAYS HE ISN'T GAY ALTHOUGH HE USED TO HAVE A BOYFRIEND

Dear Randi: I HAVEN'T been long in SL, but I have already fallen head over heels for a great-looking guy who is a co-worker at a restaurant where I work. Another girl at the club has now told me that my new beau used to run a gay club in SL and had a flamboyant boyfriend while he was there. I didn't believe her, but when I confronted him with

what she had said, he admitted that it was true. He said he likes women and isn't even bisexual, but wanted to see what the "gay lifestyle" was about so he could understand his RL brother, who is gay, better. Should I believe him, or dump him? — J.B.

Randi says: He sounds like a decent guy who really cares about his brother. As long as he

never lied to you about what he got up to in his past here, there seems to be no reason why you shouldn't go out with him. SL is the perfect place for all sorts of experimentation with orientation, gender, race or even species since we can make what we want of our avatars. If he says he wants to be with you, then be with him.

DEEPLY RELIGIOUS BUT I'VE HAD 50 ESCORTS

Dear Randi: I AM a deeply religious person in RL and make a point of being 'pure', and I came into SL to talk with people here about my beliefs. My main avatar remains a virgin, but I have created an alt no one knows about. As the alt, I have been with 50 escorts and enjoyed every one. Lately I have spent a lot more time in-world as the sinful alt than as 'myself'. I feel guilty and ashamed, but I don't feel I can stop. Should I confess to someone, or keep my mouth shut? — R.F.

Randi says: Keep it shut, unless you feel you are no longer capable of fulfilling your religious duties. You have already told me about it, and talking about your transgression with others may well destroy your reputation, so if no one else can find out then leave it alone. And really, you don't have anything to be ashamed of. Many SL residents have 'alts' for different purposes, and you have just joined the club.

WILL BOYFRIEND MIND THE FACT I'M A VIRGIN?

Dear Randi: I'M a virgin in RL, and have told my new SL boyfriend about it. Although I have made a pledge to stay pure until I marry in RL, I have no qualms about going to bed with him in SL, which I haven't told him yet. My problem is that I don't know what to do, and I'm a little bit scared. I'm worried that I might disappoint him and that he will go and find another girlfriend. Also, if I have sex in SL does that ruin the fact I'm a RL virgin? — M.C.

Randi says: Of course not! Your RL pledge is very admirable, since you are waiting until everything is right, and reducing the risk of anyone getting hurt in the process. But Second Life is called that for a reason - you can experience things here you wouldn't think of doing in RL. Now, as far as your SL boyfriend goes, ask him to lead and be gentle. It should be a wonderful time for you both.

RANDI

The Virtual World's
No 1 Agony Aunt

GUILTY ROMP WITH ROOM-MATE

Dear Randi: MY girlfriend and I have been dating for three months, and while we have a lot in common there isn't much sexual chemistry between us. Last weekend she was away from SL, and her room-mate asked if I would take her dancing. She is one of the sexiest avatars I have seen,

and I couldn't help myself asking her for a kiss. Things went from there, and we ended up making love for three hours. She doesn't have a boyfriend. Should I see her again? — W.K.

Randi says: It sounds as if you and your 'girlfriend' are more friends than lovers. You need to do the decent thing and break

up with her, so she can find that spark with someone else. And there's no reason for her to have to know you cheated. Tell her room-mate the break-up is imminent. But then give your 'ex' some proper respect. Don't announce your relationship with the new girl for a full month after the split.

RANDI'S PHOTO CASEBOOK

A MARRIAGE STRIPPED OF HONESTY, WEEK TWO:

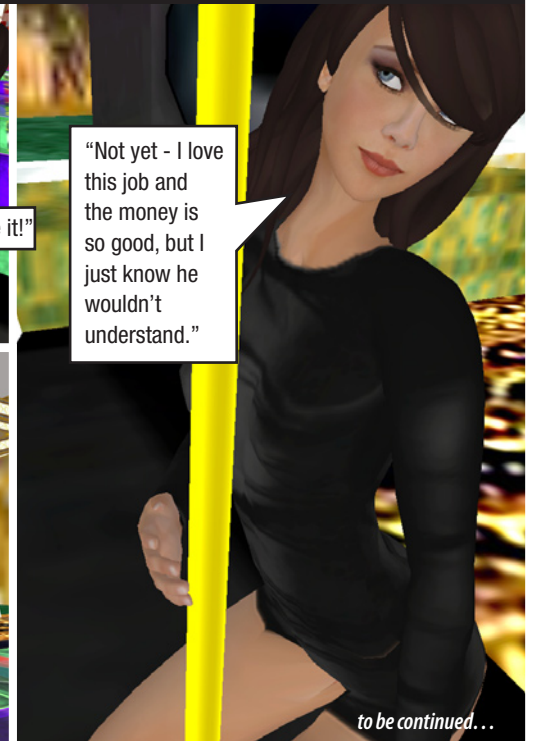


"So, how is married life?"

"Amazing. I love it!"



"Have you told him about the job?"



"Not yet - I love this job and the money is so good, but I just know he wouldn't understand."

to be continued...



How to...

Everything a newbie needs to know!

STOP YOURSELF DISAPPEARING

EVER see part of yourself disappear or items vanish when viewed from certain angles?

That is because of the texture, or colour, of an object near you, which has 'invisiprims'. Sometimes, using a different texture will fix the problem, and the invisiprims might go away entirely if the wall or carpet can be textured with another design altogether.

If you are familiar with an art program, the invisiprims come from the alpha channel. The alpha channel enables parts of a texture or pattern to be invisible when brought in-world. For

example, wings are usually made from rectangles. If you ever click on wings, you can see the rectangular outline. Because of the use of alpha channels in



INVISIPRIMS: Wings and their rectangles

the art program where the design was first made, the picture of wings can be brought into SL and instead of rectangles, the wings are shaped to look like wings with the background being invisible in the right places.

REALISM

If you have a bothersome carpet that makes items disappear, you may want to get rid of the effect by changing the texture of the carpet. You may have to give up a bit of realism in the detailed edging, but you could have something to walk on that did not have the invisiprim problem.

ADVERT

Private sims, romance, dancing and beautiful tropical sunsets

Click to teleport

Aroha Taha

a private lovers retreat



Freebies

SL's best FREE stuff!

THIS WEEK: FRAME WIZARD

BY PETRONILLA PAPERDOLL

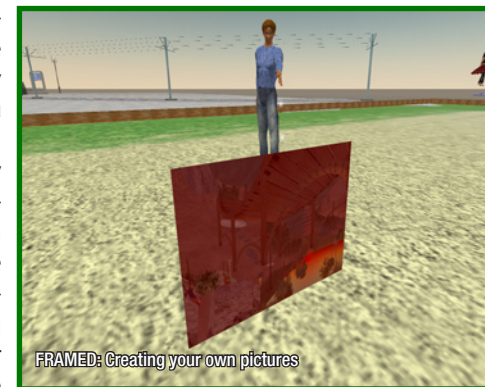
IF you want to create the perfect picture frame, all you need are basic building skills and a great freebie.

The Frame Wizard by Anthony Hocken is available, for free of course, at Crystal Gadgets (Babeli 112, 104, 129), and enables you to make your very own customisable frames for those special snapshots. Simply create an empty prim and add your texture, then drag the Frame Wizard script

main image that was originally on the prim before it got reshaped.

ELEGANT

If you like the result, click 'Apply' and the object becomes a true picture, thin and elegant. Now select 'Commit' to remove the FrameWizard script from the prim. A very useful option, 'Commit All', removes all the scripts at the same time from many different objects, if you have decided to install your own photo gallery.



FRAMED: Creating your own pictures

DO +

DOS AND DON'TS OF FLIRTING

By CARRIE SODWIND

DON'T

- + Make sure your avatar looks good and reflects who you are. First impressions are not only important in RL.
- + Comment on people's appearance, when you see something you like.
- + Use funny tools to break the ice.
- + Check profile relationships status first to avoid disappointment.
- + Use IM chat if you are interested in someone to avoid embarrassment if you get turned down.

- = Use chat-up lines that are not considered acceptable in RL.
- = Ask personal questions about their real life.
- = Pull out a kissing animation until you are sure they feel the same.
- = Stand rigidly still or facing away from the other avatar. Body language can be very effective.
- = Be impatient. Flirting in SL is fun - draw it out, be creative and try to make it different with each person.

My First Day in Second Life

DESIGNER JULIA HATHOR:

By Trick Mertel

THE AVASTAR: How was your first day in SL?

JULIA HATHOR: I had never been in an online game, so communicating was awkward. I ended up with the usual box on my head. I also had a demo skin that I didn't know how to get rid of.

TA: What was your most embarrassing moment?

JH: I was at a club when another club IM'd me and my sister. I ended up asking her to go to the new club but I used the group IM accidentally. I didn't realise the IM would go to all members. The first club was going to ban us they were so mad.

TA: What was your funniest moment?

JH: Probably getting naked on the first day accidentally. I didn't realise clothes came off so easily and then I could not find something fast to put back on. I was in a mall and it must have looked funny.



CLUB TOGETHER: Julia Hathor

fab in 2 color
all year long



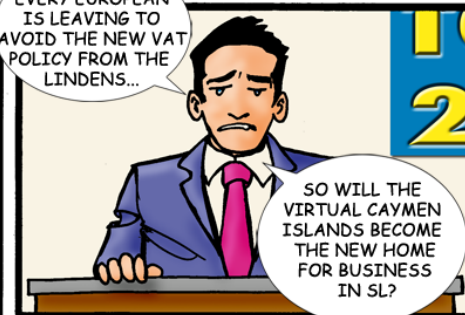
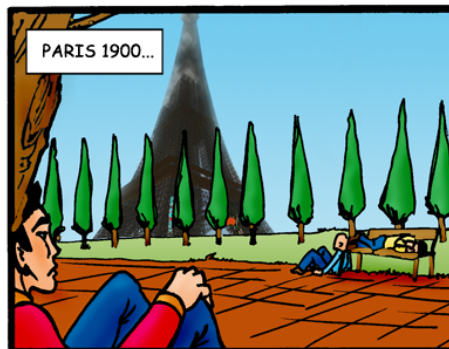
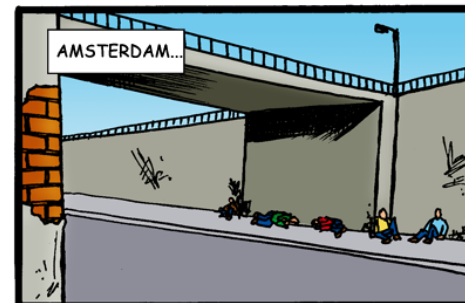
callie cline

callifornia • saphire • gollywood • nevermore

Slaggin'

ARTWORK:
Ermanno Spitteler

"VAT or Homeless?"



Brand new Mall!
Hurry, space still available to rent! ^ _ ^

AW Design

Absolutely|Fabulous Galleria

fickie Fe

Absolutely|Fabulous Galleria

Shopping made easy and enjoyable!

(Lag Free, 13,64,21)

THE GUIDE

TOP EVENTS AND ENTERTAINMENT

THIS WEEK: RL REPLICAS

GRIDTROTTING!

By TRICKMERTEL



COAT HANGER:
Sydney Harbour Bridge

SL IS AWASH WITH REPLICAS OF FAMOUS RL ATTRACTIONS

BE a tourist at some of the RL world's most famous attractions with a journey across the grid.

A good place to start the replica tour is the global cultural hotspot of the moment, **Berlin**, at the Berlin newBERLIN (28, 146, 0) sim, and well worthy of a visit. The famous landmarks of Alexanderplatz, including the station and the enormous radio tower are there to walk among. Soak up the post-communist, flat line economy cultural revolution with a virtual beer in hand.

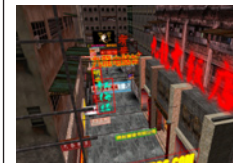
Sports fans can check out the legendary 'House that Ruth Built', otherwise known as **Yankee Stadium** at Baseball (201, 126, 27). The stands, field, pitcher's mound

and bases will have you craving hot dogs and peanuts during the seventh innings stretch.

No global tour is complete without a climb to the top of the iconic Australian landmark, the **Sydney Harbour Bridge**, at Ponderosa (44, 51, 32). The replica is an easier climb than its RL counterpart, but the views are just as rewarding. The Middle East is taken in on the tour, with a visit to the **Dubai Tower**, at Apfeland Strand (129, 236, 46). Here you get a good chance to see how the other half live in this desert playground for the rich and beautiful.

For spiritual relief, check out the **Christ the Redeemer** statue at Gourdneck (136, 180, 121), which towers over Rio de Janeiro in RL.

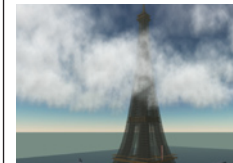
A TASTE OF THE ORIENT KOWLOON



Breathe in the humidity and the street smells of this part of Hong Kong, with SL's best noodles.

Where: Kowloon
(147, 10, 23)

LA VUE EST BELLE EIFFEL TOWER



Don your beret and enjoy one of the world's most famous tourist attractions.

Where: Tour Eiffel
(128, 128, 0)

GOthic GLORY COLOGNE CATHEDRAL



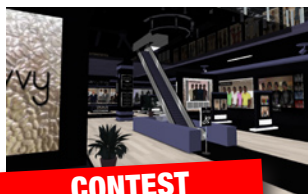
Enjoy the huge hall with intricate stained glass and ornate columns.

Where: Virtuelles Koeln
(250, 128, 35)

10.12. - 10.18.

DON'T MISS! —

All times are given in SL Time



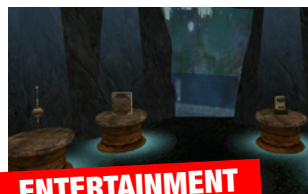
CONTEST

SAAVY MALE MODEL

The final of the male model contest in the fight to be the face of menswear store Savvy Avvy, with the top ten battling it out on the catwalk.

When: Oct. 13, 12:00

Where: Hake (65, 64, 21)



ENTERTAINMENT

MEDIEVAL FESTIVAL

Dust off your silver sword and oil your chain mail armour for a weekend of archery competition, fortune telling and gypsy dancing.

When: Oct. 12-14, 13:00-15:00

Where: Raglan Shire (187, 63, 21)



FUN AND GAMES

QUIZ

Trivia experts will fancy their chances in this contest with questions in a wide variety of categories.

When: Oct. 14, 05:00

Where: Little Britain (55, 49, 40)



ART & CULTURE

NEW ARTISTS

The Realm of Everwind showcases the best undiscovered talent from the art world in SL.

When: Oct. 13, 13:00

Where: Everwind (136, 62, 645)



LIVE MUSIC

ROSEDROP RUST

Rock out with the talented musician at The Peg Leg Saloon.

When: Oct. 16, 21:00

Where: Transylvania (39, 215, 31)



EVENT OF THE WEEK!

RUTHED

Most people in SL have been 'Ruthed' - so check out this photography exhibition featuring pictures of wacky, comical digital ailments.

When: Oct. 14, 13:00-15:00

Where: Turvile (227, 176, 45)

EVENTS OF THE WEEK

All times are given in SL Time



FASHION WEEK

EFA FASHION WEEK

The Ewing Fashion Agency host the event which includes interviews, charity auctions and a closing party at their designer lounge.

When: Oct. 15-21

Where: Saint Helene (44, 35, 23)



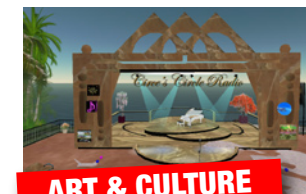
OPENING

KMADD ENTERPRISE

The sim's official launch includes a red carpet arrival of VIPs, live music and a photography exhibition by Jade Collins.

When: Oct. 13, 17:00

Where: Kmaddd Enterprise (185, 117, 23)



ART & CULTURE

SERENE BECHIR

The literary performer presents improvised poetry to the audience, with the aid of voice streaming. Audience participation is encouraged.

When: Oct. 13, 13:30

Where: Laurel (211, 85, 36)



EVENT OF THE WEEK!

WIN A DATE

The Association for International Cancer Research charity hosts a 'Win a one hour date' auction to help fund their work.

When: Oct. 15, 12:00

Where: Loch Lomond Scotland (130, 215, 22)



CONTEST

PHAT ALICAT

The jazz club hosts its first ever beauty pageant. Join in the fun and find out who will be Mr and Mrs Alicat.

When: Oct. 13, 20:00-23:00

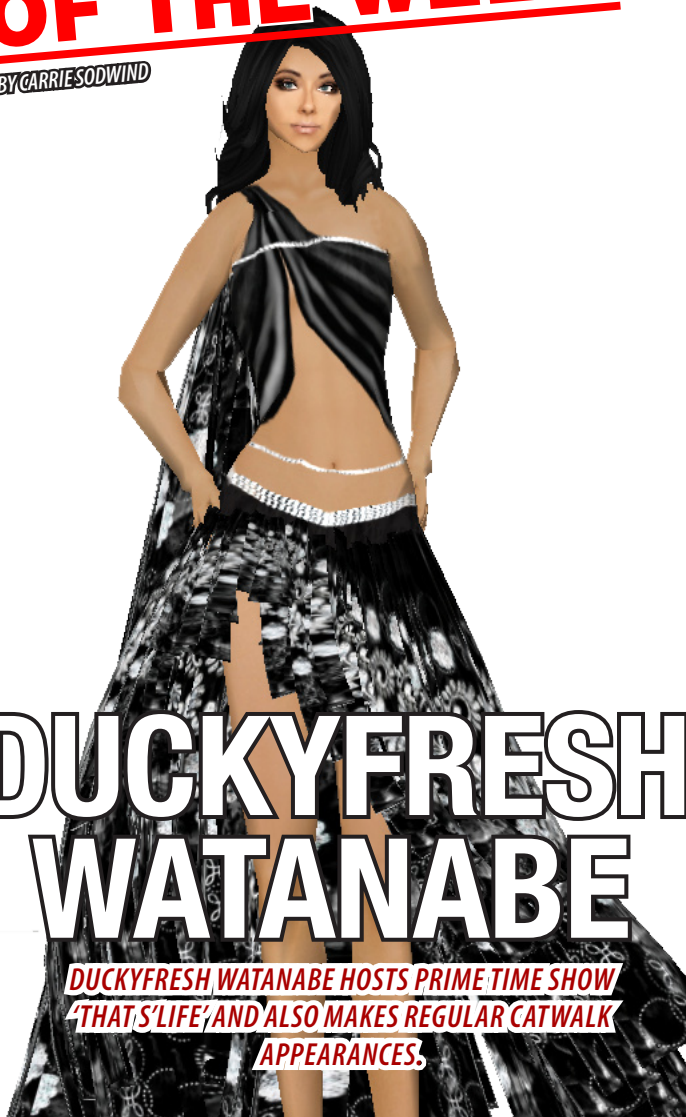
Where: PhatLand (175, 61, 26)

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 news-desk@the-avastar.com.

THE AVASTAR OF THE WEEK

BY CARRIE SODWIND



AVA - ID CARD

NAME: DUCKYFRESH WATANABE PROFESSION: TV presenter, model, DJ
BIRTH DATE: 3/30/2007 ATTITUDE: Work hard, but remember to have fun

INTERVIEW

The AvaStar: What is your best feature?

Duckyfresh Watanabe:

My quick wit, naturally, and my snappy dressing style too.

TA: How do you spend your time in SL?

DW: Twice a week I film 'That S'Life' on SLCN.TV. I also work with the MODA Modelling School doing runway shows, as well as teaching print media and fashion photography. I model, and DJ at Club Pulse on Saturdays.

TA: What would you change in SL?

DW: I'd run the grid on dilithium crystals so it would never ever crash. Honestly, lag and the way avatar feet look are my only real issues with SL.

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

DW: I couldn't live without my face light, because I'm terribly, terribly vain and can't stand shadows.

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

DW: I think Crap Mariner because, being a cross-dresser, he can appeal to both genders. Ribbons Whitfield could be his vice-president. She would be needed to keep him grounded because Crap is kind of insane.