FREE EVERY FRIDAY



**Agents hired to snare love-rats** 

"SLers are unfaithful" - victim

**DETECTIVE** agencies are struggling to keep track of the rising number of love-rats in SL. **FULL STORY: SEE PAGES 3** 

#### AVASTAR

Dec. 28, 2007

Dec. 28, 2007

#### INSIDE **OPINION**

"I have always known where to draw the line between SL and RL but this comina New Year has left me in a pickle. I think I would prefer to spend it with my SL mates than in RL."

YOUR MAIL p.7

"As the dust settles and the anti-Linden Lab catcalls die down. the future for SL is looking pretty rosy the foundations have been built for steady growth and there are interesting synergies with other worlds on the horizon."



#### **THE AVASTAR**

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us an email with your views and published.

WE want to hear YOUR opinion. comments to: yourmail@the-avas-Is there an issue which angers or tar.com. The best emails will be moves you? Do you have a point printed in the newspaper, and you vou want to make? If so, then send will earn L\$500 for each one that is

# **IS THIS YOU?**



THE AvaStar was sent a photo of a couple getting to know each other better at our 1st birthday bash. If you are one of the pair, let us know - and win L\$1.000!

#### THE AVASTAR STAFF CEO

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AVASTAR

**DETECTIVE** agencies have their work cut out to keep track of the increasing number of residents cheating on their partners.

SL has become a haven for love-rats, said one private investigator (PI), who is hired to find out whether or not a partner is being faithful. With sex cheap and readily available in SL, many men are tempted to find pleasure outside of their partnership.

#### BUSTED

Pixieblonde Swindlehurst. owner of Pixieblonde Detective Agency, employs a staff of ten Pls. She was recently asked to determine if a quy was cheating on his girl: "He said he was going Christmas shopping for her.

"He went straight to a strip club and propositioned a dancer in open chat. Busted."

And many love-rats often play out their seedy fantasies in the no holds barred virtual world. Enkidu Recreant, owner of NYC Investigations, said: "A guy came to see me to check if his slave was being true to him. She was not seeing any other guys or girls, but was regularly visiting a bestiality room and seeing a Great Dane."

#### FLING

And SL has now become a haven for RL partners to have

a virtual fling. "I had a girl visit me to ask to track and record another girl and her SL boyfriend," said Recreant. "It turned out she was a he, and was in fact the RL husband of the woman."

But tracking down love-rats is not easy. "PI work is a tricky and risky business," Recreant, added. "The biggest risk is that you are constantly flirting on the edges of the Terms of Service."

NEWS 03

#### **EFFECTIVE**

That hasn't stopped Jenna Ling, owner of Hot Chicas, from taking on, and cracking, plenty of big cases. She said: "The most effective thing is a good agent, not a good tool."



#### **04 NEWS**

#### AVASTAR

Dec. 28, 2007

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#### AVASTAR

# By CARRIE SODWIND

#### IT'S BEEN AN EVENTFUL 2007 FOR SL - HOW WILL 2008 TURN OUT?

HOW will SL fare in 2008? and wrinkles.

thing sure to be popular with a cancer research. vast majority of residents.

You can see what prominent see SL machinima up for RL The word from the Lindens residents think will happen awards, was over the moon seems to be that next year next year below, but did the when HBO bought the rights will be about growing old celebrity predictions for 2007 to Molotov Alva's film 'My Secgracefully - without cracks in The AvaStar last year come ond Life', and put it up for an true? Here is a quick recap:

According to a recent speech • Rik Riel's wish for an in-world • Hip hop-loving Torley Linden by Joe Linden, the Lab has pri- charity event to raise over has had a great year as well, oritised a stable grid on their US\$100,000 came true as Relay with RL record labels and rap list of aims for 2008, some- for Life made US\$118,000 for star 50 Cent in-world in 2007

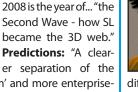
• Moo Money, who wanted to name-dropped in a top track.

er separation of the 'game' and the 'platform' and more enterpriseled solutions with more companies using SL for global collaboration and as a business tool."



Stroker Serpentine, owner of Eros Ltd: 2008 is the year of ... "cross platform compatibility and chaotic growth. Sim level aggregation based upon content, relevance and

nationality." Predictions: "20 million residents by summer, expansion into Asian markets, alternative currency/payment options, and Linden Lab will partner with Google and/or Microsoft."



Fizik Baskerville, CEO

of Rivers Run Red:

Oscar.

Naturelle Santos, top model:

- although SL has yet to be

2008 is the year of ... "human rights. SL gives the amazing opportunity for communication between

different races and ethnic groups." Predictions: "Free broadband for everybody, the defeat of lag, and quality over quantity."

> Master Quatro, ACS Dreamland community manager:

2008 is the year of ... "education. There will be an explosion of new educational

facilities making use of SL for teaching." Predictions: "The world will recognise the 'green value' of virtual worlds thus reducing the use of non-renewable energy sources, and SL will expand to provide cross-platform opportunities into other virtual worlds."

# **ByCARRIESODWIND**

PORN stars trained inworld by adult entertainment legend Jenna Jameson will be out to titillate the grid from January. The AvaStar has obtained exclusive pictures of the American porn actress and Club Jenna, her leading RL adult entertainment venue which she will open in SL across seven sims at CJ City on New Year's Eve.

CJ City will be one of the largest and most professional porn playgrounds on the grid, with themed role-play areas among the attractions. Jenna Jameson herself, who starred in porn classics like 'Private Parts', will be inworld to help find the right kind of avatar to work at the sim. She said: "I go through a very careful screening process and audition each girl followed by extensive hours of training."

HOT: Jenna relaxing in-world



#### AVASTAR

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**AVASTAR** 

#### NEWS 07

YOURMAIL@THE-AVASTAR.COM

Dear Reais.

PHIL MUST TELL

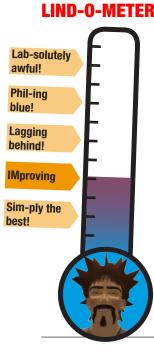
**US CORY STORY** 

PHILIP Linden must

#### **SOMETING FISHY**

I RECEIVED an email a resident last from week entitled - 'There is something fishy going on here'.

In it, the prominent SLer told me how he feared the Lab were winding up for a big policy change, as they had been keeping a low profile recently. "I bet they've got a special New Year's present lined up, like sorry, SL is now complete-Iv PG!" I fired off a few IMs to Lindens to see if I could get them to squeak, but to no avail. We'll just have to wait and see!



# **ROLL ON 2008! APPREHENSION SURROUNDING SL'S FUTURE IS MISPLACED**

= Con S BRAATHENS

**2007 was the vear of** the Lab has (hopefully) incredible growth - learnt from its mistakes look, content and userwill 2008 be the year and growing pains. of lag and depres-DEDICATED sion?

If the RL media head- tive change? Well, it will lines of the last few months were to be Pontiac and AOL are believed, then yes. But going AWOL, IBM are I never believe what I shifting resources to read in newspapers. their own virtual world and Electric Sheep are

MISLED Last year did see an slashing their staff, The So to be the very first incredible and unexpected media hype that swept the globe you the best news and and that was bound to die out at some point, Life as it was in 2007. along with the misled We are in fact stepping on behalf of whole The dreams, aimless ambiup our efforts even furtions and miscalculated marketing schemes a PDF-based newspa- start in the New Year of RL companies and

#### residents. ROSY

But as the dust settles, volved – and enable us the anti-Linden Lab to offer you the best SL catcalls die down, and stories every single day, SLers are left to get on as they happen. as usual, the future for IMPRESSED SL is actually looking We are set to com-

pretty rosy. The founpletely relaunch www. dations have been the-avastar.com, which built for steady growth, until now has just been interesting synergies a place to download with other worlds are the paper, and I'm sure on the horizon, and that you will be im-

pressed with the new friendliness of the site. Of course, you will still

So will 2008 bring posi- be able to access The AvaStar through your for The AvaStar. While usual vendors in SL as well as logging on directly. We will be announcing the website launch to our group, 'The AvaStar Readers'. AvaStar will be just as to find out when the dedicated to bringing site goes live, join the group in-world.

stories from Second I look forward to another great year and AvaStar team, I wish all ther, by switching from of our readers a great per to an online site, and a very prosper-This will help us get ous, happy and healthy even more readers in- 2008!



egis@the-avastar.com



VOURMa

ing it every week. But I wanted to share a to see in the bells with more general dilemma with you all regarding

knowing where to draw the line between SL and RL but this coming New Year has left me in a pickle.

my online mates in SL. However I do not know sad loser!

WRITE TO:

YOURMAIL@THE-AVASTAR.COM

and associates to hit wanting to spend the AvaStar - I love read- the town and party but big night in front of I think I would prefer my computer and not in some overcrowded, rip-off bar. Am I alone in valuing the company of the forthcoming holi- how I could broach my SL friends enough day season. I have al- this subject with them to want to start the ways prided myself on without looking like a year with them? Or is

it just that I am, in fact, a bit of a saddo who should aet out more? You decide... Bv L.P.

Ø

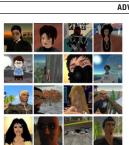
clarify why he sacked Cory Linden. Residents were in the dark for months about the future of SL, and then discover there wasn't just one vision of leadership but two! Now the captain seems to have crushed the mutiny amongst his officers he must tell his loyal crew, the residents, what course we are taking.





New! Search for SL Friends in FB!!!

.more to come!



Bv E.T.

Want to enhance your Social network in Second Life? Add Second Life<sup>®</sup>Link to your Facebook profile, and you will be able to manage your SL contacts better, see their online status, send messages, and utilize Facebooks' social networking functionality!

To find us, just do a google or facebook search for "Second Life Link"

or teleport to English Village



### TRADERS SLAM **NEW SL SEARCH BV GINGER CAZALET** FUNCTION IS UNFAIR, SAY STORE OWNERS - BUT SHOPPERS LOVE IT

with shoppers.

The system was introduced in November and is still currently an optional part of the SL viewer for residents. But business owners have denied that the function has been improved in its latest version, and some claim sales have gone down drastically as a direct result. That has happened, they say, because of the inability of new search to show classified ads properly, preventing customers from teleporting directly in. **KEYWORDS** 

It is also difficult to keep a listing on the first five pages of search, according to in-world store owner Dany Rhode, who said: "The new search

CONTRACTOR CANON PERSONNE DAR	SAME PROVIDE DE	sares courses	RESERVED
Cartely Converte Search	-	- Ara Caregona	-
W/ ISTOND.	TOP CLASSIFICDS qualit edu		
			8565
Search UETA Results may change as we develop the product. <u>Gend on Feetback</u> .	<b>1</b>	AT MO DELIVING THE DAY THE BEST	SLASH!
The ALL table searches Second Life for people, places, groups, pricents for sale. Type something into the box above and click the "Search" bottom			
Desuits are sorted by relevance. Things that are most related to your search will be at the top.		L 87048 - 84048, 85. 8007 N/86, 400.14000	
CONTROVERSIAL:			
The new search function			

not only considers the classified fee, but also other factors like name and description of the parcel or object, which act as keywords to facilitate, supposedly, the sale of the products."

**IN-WORLD** shop owners have In order to boost their sales, some slammed SL's new search func- entrepreneurs flood search with the tion as unfair and over-compli- name and description of a parcel cated - but it has become popular and rez numerous bogus and empty prims set for sale.

AVASTAR

#### THUMBS UP

Keywords are also spammed with



the object's details. Merchants who rely on vending systems such as JEVN are suffering, since keywords from products sold in them are undetectable by the new function. But shoppers have given a thumbs why a change was neeup to the system, which uses technology adapted from internet search engine giant Google. Vheronica Shepherd said: "It is faster in terms of showing the results and is more functional since shoppers can see the price of the merchandise being

sold prior to teleporting." She added that the interface was much more user-friendly than the previous version.

BUSINESS 9

#### **IBM TO LEAVE?** By Coyne Nagy

IBM has dealt SL a huge blow by creating its own virtual world for internal use amid security fears. The IT giant had been one of SL's biggest and most enthusiastic supporters. But while bosses have insisted they will maintain their widespread virtual property, currently spanning 35 sims, they will no longer use SL to host meetings, sparking fears of a total pull out.

Meetings will instead be held in their new 'Metaverse' world, open only to IBM employees. Although 'Metaverse' is not as complex as SL and has only a dozen commands - avs can dress, fly and teleport - the focus is on communication rather than aesthetics.

#### POSITIVE

Michael Ackerbacker, an innovation manager at IBM, remained positive about SL but explained ded: "We did learn a lot in SL, but wanted to do a world here internally where we could talk about IBM things securely." IBM's Chief information officer Mark Hennessev said: "If you want to make the most of these meetings they have to be confidential."

**10 ADVERT** 



Dec. 28, 2007

Dec 28 2007

A-STARS gossip with Isabel Brocco, Babu Writer and Kitty Otoole

**AVASTAR** 

By ISABEL BROCCO, BABU WRITER, KITTY OTOOLE & BABA COEN COUNTLESS RL superstars have graced the pages of a-

stars in 2007. We have brought you EXCLU-SIVE pics of the likes of US rapper 50 Cent and film legend Bruce Willis, as well as sports heroes such as F1's Timo Glock and Barcelona's Lionel Messi. We've also brought you Hollywood actress Mia Farrow and top singer Suzanne Vega, as well as all the pics from the best bashes and the top celebs from Second Life. And to top off a fantastic year, we are happy to reveal to you exclusive pics of adult entertainment legend Jenna Jameson, and some great shots of Shaggy's avatar. The top US rapper wil be hosting a live Q&A to mark the release of his new single, 'Bonafide Girl'. a-stars will also be giving away five entrance passes to the exclusive event, so stay tuned for details coming soon on www. the-avastar.com.

NEW ARRIVAL: Shaggy

DIE HARD: Bruce Willis

RAP STAR: 50 Cent



For advice write to

Randi Barracuda at:

dearrandi@the-avastar.com

#### AVASTAR

Dec. 28, 2007

. 28, 2007

STAR LETTER

L\$500

#### AVASTAR

**DEAR RANDI 15** 

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

# **PAL CREATED A LOVER FOR ME**

lem, though, has been that - J.A.

Dear Randú: MY best friend together. We even made love one, and she obviously knew and I hit it off from the day we twice and it was very satisfy- you well enough to know excame into SL together. We are ing. Then yesterday, she told actly what kind of man you partners in a successful busi- me my dream guy was her would like. That is a sign that ness that is now doing so well, alt. She said 'he' likes me and she really cares about you as it has allowed me to guit my wants to see me again. Should a friend. Whether or not you RL job altogether. My prob- I be angry, or go along with it? go along with her offer to play

haven't been able to find one, should be angry with your thing wrong at all with you if and I confided that fact to my business partner. She was a you decide to do so. SL is the business partner. A few weeks good enough friend to cre-perfect place to live out fantaago I met an amazing guy, ate a lover just for you when sies, and this one seems to be and we started to go on dates you told her you didn't have guite harmless.

again is up to you, however, I want an SL boyfriend and Randi says: I don't think you and I don't think there is any-



**NEWSDESK@THE-AVASTAR.COM OR IM LEIDER STEPANOV** 

WILL A MAKEOVER AND A MATCHMAKER HELP ME FIND MY VIRTUAL MR RIGHT? Dear Randú: WHEN SL up with anybody. I have had many feelings better than that seemed to be all over the news several first dates, but as yet no of feeling beautiful. Matchmakabout a year ago, I decided to second ones. One of my friends ing services are a bit like rolling take the plunge and sign up. suggested I should pay for a dice, but if you join one at least A lot of people seemed to be makeover and perhaps join a you can be fairly certain that interested in making money, matchmaking service. What do the men there are serious about but I came just for the social you think? - B.T.

I CAN'T GET A GUY IN SL

**PLEASE HELP, RANDI** 

boyfriend and possibly take either or both. If you do the show interest in a guy without the relationship to RL, but I makeover, do it for yourself. showing too much interest, and seem to have trouble hooking Except for love, there aren't that comes with experience.

wanting a relationship. Perhaps aspect. I really want to find a Randi says: You could do you just need to learn how to

#### MY RL FRIENDS THINK THREESOME WAS GREAT I'M ADDICTED TO SL SEX **BUT IT UPSET MY GIRL**

Dear Randí: I'VE been a resident of SL for some time now, and I think I might be addicted to it. The best part for me has been the sex, and I find I sometimes spend as much as L\$10,000 a week on various escorts. Some of my off-line friends say they're worried about me, because as soon as I leave my RL job I can't wait to get home and sign on. I can afford the escorts and can't see how I'm hurting anyone. Does it sound to you like I have a problem? — D.I.

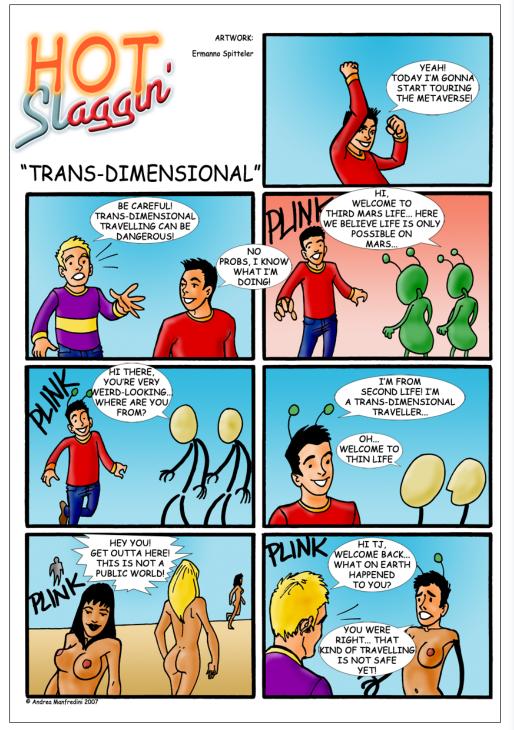
Randí says: Not unless you're running out of money or neglecting your RL job. And of course I do hope you're not married with children and neglecting your family. But as far as the escorts are concerned, it's much better to play with them online than in RL. There is no possibility of catching a nasty disease, no possibility of an unwanted pregnancy, and no possibility of getting arrested.

Dear Randí: I HAVE been in SL for six months. and have been dating the same girl for four of those. We have even talked about marriage, but aren't officially engaged yet. A few weeks ago she indulged a fantasy of mine when we invited another woman into our bedroom. I really enjoyed it, but the fact I did seemed to upset my girlfriend. I'm trying to talk her into doing it again, but she said she's absolutely not interested. I think she's just acting jealous. What should I do? — H.J.

Randí says: You should drop the subject, because the chance that she'll change her mind is close to zero. She did you a favour once, and doesn't want to do it again. Women tend to be more emotional about their sex lives than most men. So if you want to keep her, you have to be with her and her alone. If you must have other women, then do her a favour and end the relationship quickly.

#### AVASTAR

Dec. 28, 2007



#### AVASTAR

SL's best

**FREE stuff!** 

**BV PETRONILLA PAPERDOLL** 

# Freebies

#### THIS WEEK: SLURLBLOGGER

Dec. 28, 2007

of paper combination.

ging up your inventory with yet another notecard. But a freebie detailed noteby Ordinal Malaprop will make card explains your SL easier. It is a HUD called the 'SLURLBLOGGER v0.4', and you more difficult can find it at Caledon (96, 32, 0). NOTES

By putting your mail address into The blogger the special notecard and then is perfect as a typing the proper code before gift and it will words you say in chat, it is pos- be

JOTTING down notes in SL can notes directly to your in-box. The remember to give friends a copy be a pain - you have to open notes arrives together with the your word processor or use SLurl of the place you are, but it is the traditional pen and piece possible to disable this function if

Otherwise, you will end up cloq- The tool also sends posts directly word of your blog inside.

to your blog - a slightly configura tion process.

vou don't need it.

with empty configuration cards. If you send them the copy you are using, it will still have your e-mail address and/or the pass-





SLX Buyer Review: this is a lot of fun, buy it! Atsuko Otsuka on 2007-10-18

"I have a lot of fun creating immersive interactive experiences for avatars. Some have been based on real world fun, and others I could never do in the real world. This is one from the real world." Good2 Go

Ponderama 25,145,38 (PG)

Dec. 28, 2007

Dec. 28, 2007

GUIDE 19





We still have shops available for rent, with reasonable rates, tenant-friendly policy and service package.

Others just write about service. We offer it.



Visit the heart of "Ileina Cove" Sim and enjoy finest shopping at three modern and spacious designed floors.

We offer the perfect place to enjoy your time in Second Life.



We also host live music and other events at our club lounge.

#### Meet People, dance, have fun!

#### Visit us at Ileina Cove, 127, 115, 32

**TOP EVENTS AND ENTERTAINMENT** EEKT RACING ON THE GRID

AVASTAR

Silver Motorsports@omple eset box BEFORE pulling into the prims. It will not start properly 5 in either staging area when resel

#### **ByGAETANAFAUST**

#### ROAR YOUR WAY AROUND SESTOP OFF-ROAD TRACKS, RACE CIRCUITS AND SPEEDWAY

circuit, that dream Stop by the DirtField can become reality Raceway next door in the world of SL in Motor (104, 88, 42) racing. The **Drive In** sim, skills can handle the along with its neigh- bumps and ditches bours

to see if your driving

HANGOUT

IF you've always race along the many your dreams in one races for a while, stroll **dreamed** of win- wide streets, take your of the many car dealning the Indy 500 or monster truck around ers there. Take a pit wares run the gamut working the Nascar an off-road course, stop at Malt Shop in from monster trucks Ride or stop by the automotive advice for women, by women. **Motorati**, of the dirt track. If you **Complex** spans the F1 or motorcycle fan, Ride, Velocity, and don't have a car, you sim of Silver Island and pick up your racothers has an amaz- will surely find the (129, 121, 21) with its ing gear at the Finish ing array of motoring Mustang, Rolls Royce, expansive race track. Line in Selby (208, options. You can drag or Formula I racer of After watching the 121, 55).

F1 FANS

MOOZ

by the vendors whose to souped-up vintage lounge at **AskPatty.** cars to (believe it or **com** next door to get not) a tank that comes with a built-in dance floor. Check out **Mooz** Silver Motorsports (225, 39, 32) if you're a

#### **ROUGH & READY**

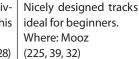


A tough course for use by all kinds of vehicles. Where: Magrathea (247, 55, 702)



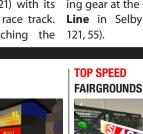
Take a break from driving to socialise at this drivers hangout. Where: Ride (160, 208, 28)







Hit top speed at this fast track. Where: Garage (67, 148, 42)



Dec. 28, 2007

AVASTAR

#### **EVENTS OF THE WEEK** 12.28. - 1.3. All times are given in SL Time



#### **CLUB JENNA**

Dec. 28, 2007

Porn star Jenna Jameson will hold a wild VIP members party on New Years Eve at her impressive seven-island wide porn sim. When: Dec. 31, 13:00 and 21:00 Where: Club Jenna Island (128, 128)





GUIDE 21

#### **NEW RESIDENT 0&A**

Anyone who has followed up a New Year's resolution to join SL can find all the help they need at this session. When: Jan. 1. 15:00 Where: Slate (66, 104, 31)



#### THE INVISIBLE BAND

The Invisible Band play a special festive gig at Pony Island, which has been converted into a fantasy ice world for the show. When: Dec. 29, 14:00 Where: Pony Island (127, 130, 34)

#### 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.



stav out of the way. When: Jan. 2. 18:00 Where: Bunyip (104, 167, 67)



#### **NEW YEAR AROUND THE WORLD**

Buckaroo Mu plays a 25-hour DJ set as he attempts to welcome in the New Year in every time zone across the world. When: Dec. 31, 06:30 Where: Wildmutt (243, 189, 50)



#### Join the debate about whether natural disasters are a message from nature telling mankind to





Low prim, high quality at fair prices.

Livingroom, bedroom, kitchen,

accessories, ...and so much more.

She has designed and built for the most popular shopping attractions in Second Life. And now

she has opened her own store to bring amazing

Outstanding quality and new resident-friendly. Low prim design for the prim-frugal designer.

Visit Zodiac House in the Land of Hope SIM.

'sex rug', throne, wall art, shapes with skin, jewelry,

new designs and builds to the masses

A highly detailed perfectionist attitude

directly from the source.

shows clearly in every piece.

New-resident friendly

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**AVASTAR** 

Dec. 28, 2007



#### Dec. 28, 2007

AVASTAR OF THE WEEK

# **JAZZ CALHERN** JAZZ CAN USUALLY BE FOUND EITHER OBSERVING LIFE IN SL

## FROM BEHIND A CAMERA OR IN HER STUDIO,

**PROFESSION: Artist** 

ATTITUDE: Shy

#### AVA - ID CARD

NAME: JAZZ CALHERN BIRTH DATE: 12/16/2006 **INTERVIEW** 

THE AVASTAR: What is your role here in SL? JAZZ CALHERN: My role is to help promote art in SL and develop my own artistic style.

TA: What is your best feature?

JC: I'm very proud of my gallery, Jazzworks.

TA: What is the main inspiration behind your work?

JC: To me, being a photographic artist isn't a hobby or a part-time job - it's a way of life. I never stop seeing beauty in everyday things such as trees, people, cities, animals, and even emotions. So I quess being alive is my main inspiration.

TA: What would you change about SL?

JC: I'd arrange it so there's not so much lag. TA: What are your hopes for 2008?

JC: I don't want to predict the future - I just want to see where SL leads me. I'll continue to create photoart and to appreciate the beauty that other artists create here.

#### TA: What is your worst SL memory?

JC: Being betrayed by somebody I considered a good friend. Sometimes. people forget that behind the funny avs are real people with real feelings.

By Paolo Bade