

# THE AVASTAR

Your World. Your Voice.

<b>NEWS</b>	<b>p.2-12</b>
Shameless content thief rips off charity hair	
<b>BUSINESS</b>	<b>p.13</b>
Engage and measure for marketing success	
<b>STYLE</b>	<b>p.16-17</b>
Fiery and passionate, redheads are all the rage!	
<b>AVASTAR OF THE WEEK</b>	<b>p.25</b>
Beautiful builder Rosalie Rothlisberger	

THE AVASTAR  
**STOP THE BOTS**

**THE WAR ON BOTS**

Marigold reports from the front line

SEE PAGE 7

**It's Spring!**

Check out the latest seasonal fashions

SEE PAGE 16

## TRADEMARK CONTROVERSY

# WHAT A FA<sup>®</sup>CE!

By COYNE NAGY

**BUSINESSES** in-world are facing an uncertain future after Linden Lab cracked down on the use of its trademarks. See page 3



Lab imposes strict new rules on use of trademarks

INSIDE OPINION

"There need to be stricter controls on bots, because as scripted objects they cause a great deal of lag, which seems to make residents grumble more than anything else."

MARIGOLD DEVIN p.7

"Those who have been hit this time are not your usual scammers, con artists and bankers. This time it's SecondLife's loyal fans, bloggers, community builders and business owners. Well, not so loyal any more, actually."



REGIS BRAATHENS p.10

THE AVASTAR

THE AVASTAR is published by BILD digital GmbH & Co. KG. Check out the website at: www.bild.de



NUMBERS OF THE WEEK

10

... free phone calls to people in RL can be made by residents using Avatalk, a new service from British Telecom.

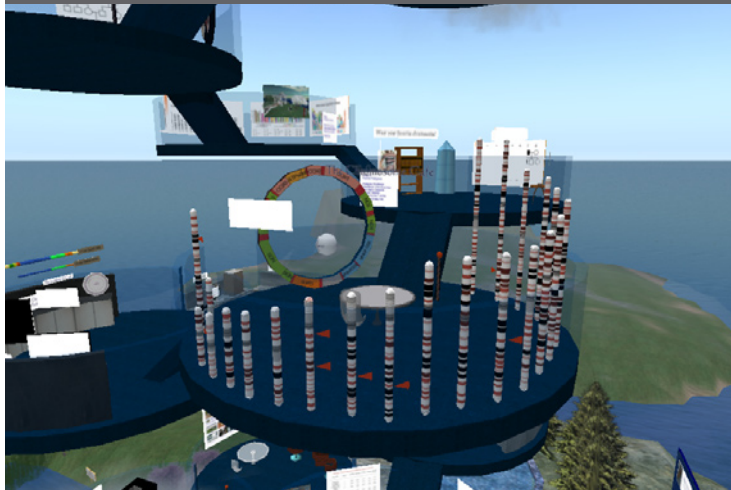
18

... per cent of SL-Realtor.com has been bought by 'Wickster Worldwide', whose owner Ashleigh Wade takes over as its CEO.

50,000

... L\$ will go to the winner of a contest to create a machinima featuring the Hosoi Ichiba Japanese market on Virgin Island.

THE POWER OF KNOWLEDGE



GENOME Island has been opened to encourage residents to learn about biology. Attractions include an interactive Eukaryotic cell and a Garden of Genomes.

THE AVASTAR STAFF CEO

Lorenz Philbin

BUSINESS MANAGER

Ikarus Santos, Azriel Enoch

EDITOR-IN-CHIEF

Regis Braathens

ASSISTANT EDITOR

Leider Stepanov

WRITERS & CONTRIBUTORS

Randi Barracuda, Tina (PetGirl) Bergman, Isabel Brocco, Callie Cline,

Gaetana Faust, Kitty Otoole, Petronilla Paperdoll, Coyne Nagy, Paolo Bade, Babu Writer, Shobey Doobie, Ermanno Spitteler, Percival Kronfeld, Veronica-2Vixen Devoix, Phil Spackler, Morrhy's Graysmark, Isolde Flamand, Solange Korobase, Konstantin Waechter

GRAPHIC DESIGN

Lester Dench, Gordon Yue

ADVERTISING & DISTRIBUTION

advertising@the-avastar.com www.the-avastar.com

MOCKERY: Linden Lab's new 'inSL' logo, top, and VeeJay Burns' version, below.



SO WHAT DO WE CALL SL?

FURY AT LAB'S TRADEMARK THREATS

By COYNE NAGY

BUSINESSES in-world are facing an uncertain future after Linden Lab cracked down on the use of its trademarks, which include the phrase 'Second Life'.

The unexpected move was announced as part of the launch of the Second Life Brand Center this week, and has resulted in a wave of anger among business owners who currently make use of the phrase, or other logos

such as the famous 'eye-in-hand' motif.

AWARENESS

Prominent blogger Gwyneth Llewelyn warned in an open letter to the Lab, the policy "will effectively prevent the operation of the very vibrant community of bloggers, forum posters, websites, community portals and even third party services that have provided Linden Lab with links and driving traffic to your blog, and raising brand awareness for

and the eye-in-hand logo to help promote the platform. But in a sudden U-turn, Catherine Linden issued a new policy on the official blog on Monday, warning that the use of Lab trademarks must stop, with residents given until June 23 to comply with the strict rules.

REPUTATION

Cruise Swain, owner of Second Life Stream, now faces an uncertain future: "I have talked to the Lindens before about the name and they didn't seem too worried about me using it. I've been using this name for a long time, I have made my reputation with it and I will have to throw away 15 months of market-

ing if they don't give me the permission I need."

EVIL

But Chester Gilks, boss of RapidSL, said: "In theory it might be a big change, in practice, though, things will be a lot different. It is not in Linden Lab's interest to drive away their customers."

As part of a grid-wide backlash, VeeJay Burns created an 'exitSL' badge to mock the new 'inSL' logo which the Lab hope in-world businesses will use. Rheta Shan also showed her contempt by changing all references to Second Life in her blog to 'You-Know-Where' - a possible reference to an evil character in the Harry Potter books.



UNCERTAIN FUTURE: Second Life Stream owner Cruise Swain

Tonight Live

with

Paisley  
Beebe

Second Life's  
highest rated  
TV Show

A Talk Show all about  
Second Life For Second Life.



[HTTP://SLURL.COM/SECONDLIFE/NORTHPOINT/125/177/32](http://slurl.com/secondlife/northpoint/125/177/32)

www.slcn.tv  
a perfect world production



By MORRHYS GRAYSMARK & COYNE NAGY

CHEATED: Tami McCoy shows off the stolen hair

# CHEAT SCAMS CHARITY

THIEVES HIT NEW LOW AS HAIR BEING SOLD FOR CHARITY IS RIPPED OFF



**CONTENT** thieves in **Second Life** have hit a new low after it was revealed a hairstyle being sold to raise money for cancer research was ripped off.

All the proceeds from Tami McCoy's 'Rae' hair, which was named after a cancer patient, were being donated to the in-world Relay for Life campaign – before she discovered it had been copied and was being sold for much less. The designer, who is part of the Content Creators Association which is fighting the growing trend of copyright theft in Second Life, said the incident had left her devastated: "It's just heart-breaking. It makes my stomach sick every time [I think about it]." McCoy said that the group was taking ac-

tion to try and prevent content theft, including removing the ability to modify designs.

**DEVASTATED**

That would counter the copybot threat, she added: "I'm hoping with education the community will understand we're not trying to inhibit them but protect ourselves." Designer Tigerlily Koi of the Calla label has also recently been the victim of content theft. She said: "The first time it happened, I cried. It was devastating."

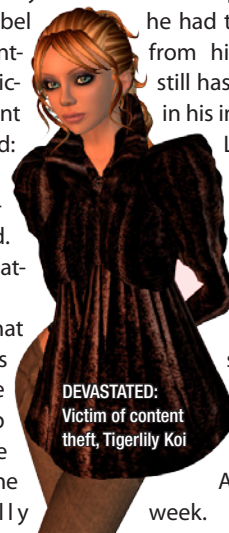
Koi is angry that not enough is being done by Linden Lab to combat the problem. She successfully

filed a report under the American Digital Millennium Copyright Act (DCMA) against one alleged thief, Michael Kingsford, which should have resulted in all stolen content being deleted from the servers, according to Koi.

**COPY**

But she says this has not happened, and added: "All that happened was he had to remove it from his store. He still has a copy of it in his inventory."

Linden Lab declined to comment on the matter, and there was no response from Kingsford to IMs from The Avastar this week.



DEVASTATED: Victim of content theft, Tigerlily Koi

**NEWS BITES!**

**SL-OVENIA'S RTV**

SLOVENIAN public broadcaster RTV launched an in-world presence this week. MMC Island, which stands for Multimedia Center, aims to expand the RTV web community into SL by allowing users to schedule and hold their own events.

**IT'S EASY, DUMMY**

THE authors of 'Second Life for Dummies' were in-world this week to promote the book. Typewriter Tackleberry and Intellagirl Tully answered questions from residents, and prizes including books and bags were given away.

**ARTIST SHUNS RL**

A VIRTUAL artist taking the grid by storm is refusing RL recognition for her work. Gazira Babeli recently opened an exhibition called 'Second (Real) Audience versus Real (Second) Audience' but declined to attend a glamorous RL opening party in Brescia, Italy.

**SL'S SHORT STORY**

IBRAHIM Bates has released the first two parts of his 'Fantastic Short Stories' collection to celebrate the opening of the Portucalis Bookshop on March 28. The event also featured Samba singer Julian Vesta.



# ISLAND DEPOT

Premium Furnishings

DECORATE YOUR SECOND LIFE!



- PREMIUM FURNISHINGS FOR YOUR HOME, OFFICE, OR SEA
- FULL RANGE OF STYLES - FROM TIKI/TROPICAL TO MODERN
- COMPLETE KITCHENS & BATHS
- UNIQUE HOMES
- LARGE GARDEN CENTER
- WATERFALLS & WATER FEATURES
- CELEBRATION & HOLIDAY DECOR
- CUSTOM WORK ACCEPTED - FREE QUOTES
- A SIM FULL OF SELECTIONS TO CHOSE FROM!
- IF WE DON'T HAVE IT - WE'LL BUILD IT!
- QUALITY & PRICING THAT YOU WON'T BELIEVE!

ISLAND DEPOT - DECORATE YOUR SECOND LIFE!

Visit Us On The Island Depot Sim

## On the trail of a zombie...



IT'S A TOUGH JOB: Marigold Devins surveys a fleet of smiley face bots at the Griddlebone sim this week.

### BOT HUNTER MARIGOLD DEVIN'S LATEST TRIUMPHS IN CAMPAIGN AGAINST AUTOMATED AVS

By MARIGOLD DEVIN

**CLUMPS of green dots on SL's world map indicate where the most popular sims are – don't they?**

Well, not always. There is an alarming trend in SL of using bots – zombie-like automated avatars – to boost traffic ratings and monopolise camping spots. And I think it is such a big problem that I have started a campaign to rid the grid of bots, and each week I will let you

know what I have been up to. What a busy week I have had – so many bots! I was on the case of a company selling bots from vendors located throughout SL, following a tip-off I received in-world.

#### CONGESTION

There is even a list of all their customers, and it seems they have sold 1,600 in-world. This is a big problem for SL – these bots can be programmed to camp

for 24 hours a day, and you can imagine how that affects the 'users currently online' figure you see on the SL log in screen. Bots are users, in the worst sense of the word. They exploit and cause congestion.

#### HAPPY FACES

There need to be stricter controls on bots, because as scripted objects they cause a great deal of lag, which seems to make residents grumble more than anything else.

My investigations this week also took me to the Griddlebone sim, where as you can see from the picture, I stumbled across some very happy faces indeed. I sent an IM to the owner

of the land – one Governor Linden – and the moment I pressed 'send', all of the bots vanished in the blink of an eye. I also revisited the sLiterary sim, where I had found bots before. And you guessed it, bots in a vacant pose ball available, so I joined in the fun!

### HELP MARIGOLD STOP THE BOTS

Bot hunter Marigold will be back next week with another update on the 'Stop the Bots!' campaign. If you have any info on suspected bot locations, email us: [newsdesk@the-avastar.com](mailto:newsdesk@the-avastar.com).



RELAXING: Marigold (in the green skirt) joins in the fun with bots at the sLiterary sim.

BOT STOPPER: Marigold Devins

GUESS WHO JUST BLEW INTO THE NEIGHBORHOOD?



# DIYAS

Second Life's First Comedy Sitcom

NOW EXCLUSIVELY BROADCAST IN SECOND LIFE ON



METANETWORK MEDIA  
Television For Generation M

SLTRONICS MEDIA

# "MY GAY FRIENDS USE SL AS ESCAPE HATCH"

GAY AND LESBIAN COMMUNITY THRIVES THROUGH THE PLATFORM'S OPENNESS

By KITTY OTOOLE

**ALTERNATIVE lifestyles are the name of the game in Second Life, but how easy is it to be gay on the grid?**

The AvaStar spoke to two residents, a gay man and a lesbian, about their experience of homosexuality in-world.

DJNoNo Ulysses is well-known both for his DJing and his outspoken views. He says that although many gay avatars expect a stereotypical sex-dominated experience when they sign up to SL, there is a lot more to it: "There are saunas, dungeons and the like dedicated to that sort of thing, but in my opinion it is usually something you try when you start

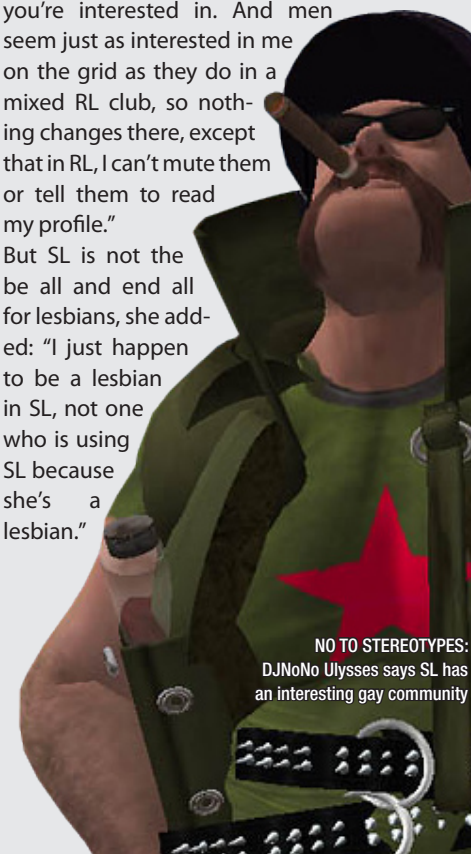
and get bored with it fairly quickly." Instead, the grid becomes an interesting place to hang out: "There are lots of talks and groups in SL, and my gay friends in SL use it as an escape hatch if they are ill or can't go out in RL." Another benefit is that negative ex-

periences are generally rare in SL: "There's only a bit of homophobia, usually from new people and kids who call anything bad 'gay'."

### IMITATING RL

So how do lesbians find the grid? Successful in-world DJ and celebrity Amanda Shinji, for one, says her virtual existence has imitated her real life: "The RL lesbian scene is echoed in certain aspects of SL, for instance the degree of openness you get, especially when talking to a girl you're interested in. And men seem just as interested in me on the grid as they do in a mixed RL club, so nothing changes there, except that in RL, I can't mute them or tell them to read my profile."

But SL is not the be all and end all for lesbians, she added: "I just happen to be a lesbian in SL, not one who is using SL because she's a lesbian."



**NO TO STEREOTYPES:** DJNoNo Ulysses says SL has an interesting gay community

**PROMINENT PERSONALITY:** Amanda Shinji says SL's lesbian scene is similar to RL



# REGIS BRAATHENS

## LIND-O-METER

**MAURICE** Linden was proud to report the following fantastic message on the official blog: "I am very pleased to say that we have seen almost a 20 per cent jump in the number of you who've rated your satisfaction with Support as 'excellent'." Hmm. After the Second Life® logo and trademark fiasco, I wonder how many people would rate their satisfaction with Linden Lab® as 'excellent' now? From what I'm reading and hearing, not very many. But congratulations anyway, Maurice.

# SAVE US, PLEASE!

NEW CEO NEEDED FAST TO SORT SL® OUT AFTER TRADEMARK MESS

Dear future CEO of Linden Lab®,

I'm sorry to have to bother you so soon. I would have waited until you've agreed on your hefty wage, moved into your plush San Francisco office, settled into your state-of-the-art leather chair and got yourself a Second Life® account. But unfortunately this can't really wait. I hate to inform you, but Second Life® is falling apart.

### TRIGGER-HAPPY

It's not the usual problems this time. The grid (the SL® platform) is not abnormally unstable, lag (when avatars can't move) is at its usual (in)tolerable level, and a handful of petty griefers (avatars, usually controlled by childish players, that exist to annoy others) still roam the grid as they always have. This problem, I'm afraid to say, is a lot worse. It seems that trigger-happy Philip has been throwing darts at his ban-board again. He hasn't hit anything in

a while, well, not since he got lucky and hit ad farms on February 13 (getting rid of many extortionists holding resident landowners to ransom). But this time he's landed on an unfortunate target – the Second Life® trademark. Unfortunately, those



who have been hit this time are not your usual scammers, con artists and bankers. This time it's Second Life®'s loyal fans, bloggers, community builders and business owners. Well, not so loyal any more, actually. They didn't take too kindly to your future employers' decision to go back on their word and ban the use of their trademarks (unless they conform to strict rules set out in Linden Lab®'s Brand Center which many in-world businesses and blogs are in violation of) which they had

been so keen for people to use in promoting SL® in the past.

Linden Lab®'s once loyal subjects are now royally pissed off. And I'm afraid they won't just roll over with their virtual paws in the air, as the present administration apparently believes.

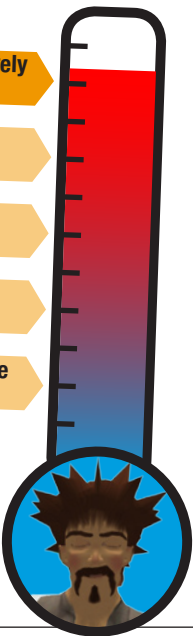
### SL SUCKS

With ArtWorld Market (a resident artist) already having trademarked the term SLART (an art magazine in SL®), it will be interesting to see how that pans out. And 'Malignant Narcissist' from 2ndlifesucks.com (self explanatory) also has no intention of ditching the 'SL sucks' logo from the site. So I'm writing to ask you to please hurry up and take the job, to stop those at Linden Lab® further damaging our Second Life®. That is to say, you do still want the job, don't you?

Yours,  
Regis Braathens

YOUR COMMENTS:  
regis@the-avastar.com

- Lab-solutely awful!
- Phil-ing blue!
- Lagging behind!
- IMproving
- Sim-ply the best!



**L\$500**  
**PICS OF THE WEEK**  
yourphotos@the-avastar.com



ADVERT

**REDVINES**

Opening February 15th, 11am  
FIRST 30 GET FREE 4lb JAR of RED VINES  
Enter the L\$26,500 Prize Drawing!

2006 DRAWING CONTEST GALLERY

LIVE Concert  
Opening Feb. 15 11am

Feb. 15 - Apr. 15, 2008  
2008 Drawing Contest Information Available

For terms and conditions see  
http://www.mvofsl.com/redvines/terms.htm

# META-NEWS!

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

## HABBO HITS HARD

WRESTLING fans are enjoying the build up to Wrestlemania in Habbo Hotel thanks to content creator MillionsOfUs, which has created a series of matches to be played in-world featuring stars such as The Undertaker.

## HAVE NO FEARS...

A CANADIAN professor has claimed virtual worlds could be used to help cure phobias. Darren Piercy said people could overcome their fears by experiencing them in-world.

ADVERT

# MISS BIMBO UNDER FIRE

By COYNE NAGY

**A VIRTUAL world is coming under investigation for targeting children with unsuitable material.**

Miss Bimbo is aimed at teenage girls, and allows users to buy their avatars 'boob jobs' and make them slim through dieting. It presently has over 250,000 registered users. Now PhonepayPlus, the British regulator for premium rate communications, is look-

ing into claims that the world is behaving irresponsibly.

### EXPLOITATION

The body issued a statement which said: "Our code of practice has specific requirements for services that are targeted at children or likely to be particularly attractive to children. In addition to issues around cost, our rules make clear that services should not exploit or provide content that parents

are likely to think unacceptable."

Many parents have complained to PhonePay Plus about Miss Bimbo recently, and the issue has been highlighted in the RL media.



## Auto Group Invite System



# Get the full software

## L\$ 5.000



Contact in-world  
Moto Guyot

- User friendly interface
- Easy to use and configure
- Unlimited avatar management
- Up to 25 groups / avatar

100% Windows Vista Compatible



this software cannot be used as a bot in camping or similar situations

The package includes the LSL script you need inworld

# ENGAGE, LEARN AND MEASURE?

BEING ABLE TO MEASURE ENGAGEMENT IS KEY, SAYS THERE CEO

By COYNE NAGY

**HOW to get the most out of a virtual world marketing campaign is an issue that is still hotly contested by industry leaders.**

Michael Wilson, CEO of There.com, recently reiterated the theory that the success of a marketing campaign in a virtual world depends on the twin factors of engagement and measurement. Writing mainly about how campaigns work in the PG virtual world of There, Wilson explained in a column on virtual-worldnews.com that companies such as Coca Cola have been successful in engaging their virtual customers meaningfully as well as benefiting from There's ability to help measure the precise success of the project.

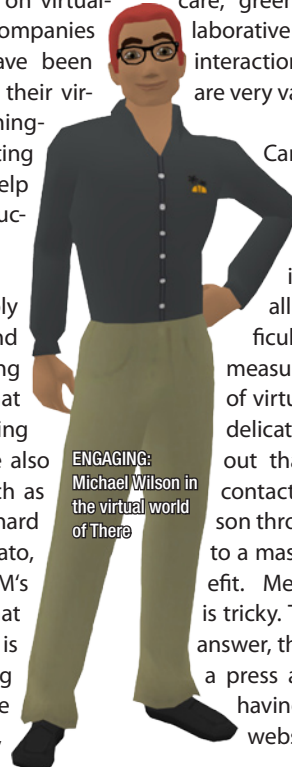
### INTERACTION

So does this theory apply to marketing in Second Life? Certainly, engaging with the customer is what most companies setting up in Second Life have also had to learn, many such as American Apparel, the hard way. But ePredator Potato, a key figure behind IBM's SL presence, said that successful marketing is not just about counting how many people the campaign is reaching,

but about finding new ways of how to interacting with the customer. He said: "We have the IBM business centre which is a touch point for customers to reach IBM, the same as if they emailed or phoned us up. It is integrated into how IBM.com functions. We also have a number of events that have an SL side to them which allows engagement and discussion. We also use the platform as a way to experiment, extending retail options for our clients, health-care, green data centres, collaborative visualisation. So the interactions and engagements are very varied."

### TRICKY

Can the success of a marketing campaign really be effectively measured in Second Life? As in all virtual worlds it is difficult. Potato argues that measuring the outcome of virtual world project is a delicate task: "I often point out that if you just make contact with one right person through SL that can lead to a massive amount of benefit. Measuring serendipity is tricky. There is also not one answer, this is not like running a press ad for one thing, or having a new e-commerce website in isolation."



## BIZ BITES!

### PHIL'S IPO CLAIM

PHILIP Linden has denied that one of the reasons behind his resignation as Lab CEO was to help prepare for an initial public offering of shares (IPO). Speaking in a recent interview he claimed he would have been able to handle it himself.

### FASH IN THE CASH

FASHION and Gadgets CEO Lucky Raymaker has reported the company experienced a huge increase in sales in the last month. In his report to the World Stock Exchange he also said new investments would be made in two mainland sims.

### SL-ALT & PEPPER

BUSINESS guru Don Peppers arrived in-world for the first time to talk to the SL Marketers Club this week. Peppers is a renowned RL marketing expert and was in SL to help promote his new book.

### A BRIGHT FUTURE

ARBITRAGE Wise, CEO of JT Financial, has predicted a bright future for SL business. He said frauds were "no longer rampant", and SL's economy has been "cleansed".

wear a tag to rez a picture

# ART AS YOU APPROACH...



### ART AS YOU APPROACH

Pushing the boundaries of presentation of computer art in virtual environments. Join the experience of Ava Outlander and Alias Piek in Futurelab Art Gallery at SIM Comet 148, 236, 68

by TAGREZ technology

# www.tagrez.com

# a-stars



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

## GET IT TOGETHER!

By PHIL SPACKLER

A UNIQUE collaborative recording by SL musicians was launched at a big bash on Saturday. Get it Together is a free track featuring performers who regularly stream live shows in-world, including Mimi Carpenter, Kim Seifert and Djai Skjellerup, who conceived the project. It will be distributed at live music sims across the grid. The launch party at Nitida Ridge was hosted by Bree Birke, and featured the first performance of the song.



## A GERMAN BIRTHDAY

By BABU WRITER

THE town of Sternberg celebrated its first birthday on March 24 with two live concerts and dancing.

Avs lined the streets of the old port at the town on the Morkelb sim, and partied the night away. There was also the chance to check out Sternberg's subway system, ferry and cable car.



## BIANCA'S SHOW

By ISABEL BROCCO

FASHIONISTA Bianca Foulon showed off her fresh new styles at a show on March 22.

Clothes as well as hot new skins were on display as the models hit the catwalk. At the aftershow party, the girls mingled with the audience to swap hot fashion tips.



# Spring Feeling

By SOLANGE KOROBASE



## On Solange (right)

Lil Diva Hair L\$300 from Cake  
 FNKY Cake (74, 38, 26)  
 BlackPearl Necklace Set L\$250  
 from Paper Couture  
 Barcola (80, 25, 26)  
 Mme. Butterfly Shirt & Legging  
 L\$300 from Casa Del Shai  
 Casa Del Shai (170, 144, 692)  
 Butterfly Boots L\$500 from Ageha  
 Juho (88, 164, 62)

## On Joos (left)

aLLy cat mini coat L\$333  
 from caLLie cLine  
 caLLieformia (208, 207, 22)  
 Metis Midnight Boots L\$150  
 from Dark Eden  
 Dark Eden (150, 109, 27)



# INVENTORY SNEAK PEEK

By ISOLDE FLAMAND

## LAWRA FREDRICKSON OF NEKORIFIK



### I CAN'T TAKE OFF...

"... my jeans from Decoy, designed by Annette Voight. There are several pairs there, all in different fabulous shades. You can't even tell the pant legs are attachments because the shading and details are perfect – they totally look like real jeans."



### I OWN EVERYTHING...

"... by Iki Ikarus of Dutch Touch. They are casual, it all works together and you can mix and match just about anything in the store. The details make all the difference—the wrinkles are always in the right spot. I love it all!"

### I FELL IN LOVE WITH...

"... my neko ears and tail on day one. They are designed by Bvrve Cremorne of Monogrind. The scripted ears perk and the tail swishes in a very realistic way. I love the jewellery too. They have lots of sets in the store, but these really define who I am."



## WHAT'S HOT!

TAKE A PEEK AT THE HOTTEST NEW STYLES TO HIT SECOND LIFE

# REDHEADS HAVE MORE FUN!

By ISOLDE FLAMAND

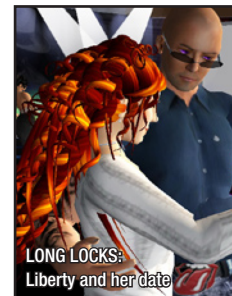
**THEY say that blondes have more fun, but don't take that at face value!**

It seems all the recent evidence shows that redheads are just as fun-loving – such as at a recent Wendy Curtiss

concert at the Italian Mood. Even Wendy herself was sporting bright red hair to go with the freckles

this spring. I was impressed with Liberty's long locks which flowed beautifully as she danced.

'do. Luckily for SLers, turning yourself into a redhead is an easy thing to do – just right click and select 'wear'!



LONG LOCKS: Liberty and her date



SPIKY RED: Berthdeaud Dean

### SPIKY

Shemayjna Nemeth went for a fun strawberry look, with slightly pink hair, while Lilly Dillely showed her dramatic side with a fire engine-red coiffure and black leathers. And don't forget the guys – Berthdeaud Dean showed up in a spiky red-tipped



RED-DY OR NOT: Wendy Curtiss



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

# DEAR

## SICK FRIEND LIED ABOUT HER RL MOTHER DYING



### PAL FACES DILEMMA OVER WHETHER TO CUT OFF CONTACT OR HELP LIAR

*Dear Randi:* I have a close circle of five friends who hang out and do just about everything together in SL. Recently one of them told the rest of us that her RL mother had died, something which after two weeks turned out not to be true. We had even set up a memorial service for the mother, and everybody was showing the supposedly be-

trayed daughter plenty of sympathy. So once the truth came out, two of the women said they no longer wanted anything to do with her. But am I right that in actual fact, she is a friend who is badly in need of help? - N.R.  
*Randi says:* I completely understand both sides of the issue. Your friends want nothing more to do with her and rightfully feel

betrayed. It sounds as if you're a bit more forgiving and want to take care of a weak friend no matter what she has done. I think you should forgive those who haven't forgiven the one who told the lie. And you should continue to be friends with all of them, although you will probably socialise separately from now on.

## HUBBY LIKES TO DRESS UP IN LADIES' CLOTHES

*Dear Randi:* My Second Life husband told me last weekend he had a secret to share. It turns out that he has long been interested in wearing women's clothes but never did it in RL. He has a unisex first name, so he turned his avatar into a female and came out with me to a dance club. He really enjoyed it, and made several male friends with whom 'she' keeps in touch. Our love life is still great and he says he wants to be married, but I'm afraid he'll get addicted to being a woman. What should I do? - A.S.

*Randi says:* Let him live out his fantasy. If you interfere, he might not want to be married any more. Chances are that it's just a temporary thing he wants to get out of his system. So go ahead and enjoy your new best girlfriend. The whole thing may pay off for you in the long run, because the more time he spends as a woman the better he's going to understand you.

## GORGEOUS GIRL WON'T GIVE ME BACK MY CASH

*Dear Randi:* Recently I met a woman who really piqued my interest, as she is beautiful and funny and seems to know a lot about SL. She told me about a month ago that she wanted me to lend her L\$50,000 to help her start a business, although she wouldn't give too much away about the nature of her project. She promised me, though, that it would be a success, so I gave her the cash. But when I asked her about it last week, she admitted she had gambled the money away. What should I do to get my money back? - U.L.

*Randi says:* You should ask her if she ever intends to pay you back, and give her a month to come up with at least 10 per cent of what she owes you. If she doesn't pay that back, then it's time to call off the relationship. Realistically, you're probably going to have to write off the cash, and consider it money well spent to learn a hard lesson.

# RANDI

The Virtual World's  
No 1 Agony Aunt

## MY WIFE SAYS SHE NEEDS 'SPACE'

*Dear Randi:* My wife in SL is the most beautiful avatar on the whole grid. We were married just over a year ago in a very lavish ceremony in front of 25 friends, and for the first few months she was loving and attentive and our love life was awesome. But as time wore on not only did we make her less as well. When I got her

to talk about the situation, she said I just don't excite her any more. She said she needs some space and wants both of us to see other people. I'm afraid of what might happen if we do that. Should I go along with her plan? - B.W.

*Randi says:* I think you should, and I'll share with you a secret - when a woman tells you she wants to see other

people she invariably already has, and in fact has gone so far as to select your replacement. Ask her if that is really the case, and if it is, ask her whether or not she really wants to be married to you any more. If she says no, cut your losses and let her go. There are millions of women out there, and someone much better may be waiting for you.

## RANDI'S PHOTO CASEBOOK SUGAR DADDY'S DILEMMA, WEEK FOUR:

Pics by Skycat Ranger  
Modelling by Skycat Ranger and Jay Prospero



*Randi says:* Although you were just being kind in giving her gifts, she has obviously gone way over the top - it's time you told her exactly how you feel if you want to save the relationship.



# Freebies

SL's best FREE stuff!

## THIS WEEK: IT'S A HOBO'S LIFE By PETRONILLA PAPERDOLL

NOT every resident in SL has the luxury of land and a house – many people in-world define themselves as 'homeless'.

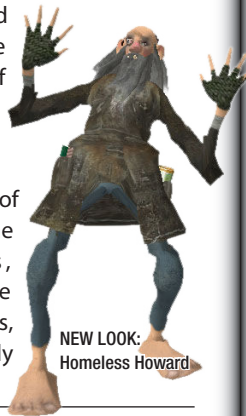
And it is easy to take to being a hobo with the proper clothes and objects. First, visit Tooter Claxon's stores in Oculea (199, 209, 49) and in Calleta. There are walls full of freebies – among

them, the famous 'Homeless Howard' avatar.



You can also check out Claxon's Avatar Factory in Calleta (103, 82, 30) which is full of treasures for the freebie seeker. Don't miss Arcadia Asylum's Rags of Riches store (206, 221, 32) which has an impressive collection of original

objects for the stylish hobo. In particular, you should head for the 'Hobo Raft' and 'Hobo Bicycle Blimp' which look fantastic, and there are hundreds of other objects up for grabs. For free, of course – the homeless, even the stylish ones, are usually broke!



## NEW SIMS LIVING ON CAMPUS

**By LEIDER STEPANOV**  
FILM students from a British university will use two ambitious new sims to help them gain their RL degrees.

a study by Birmingham City University's Technology Innovation Centre (TIC) into the use of a virtual 3D environment for learning and assessment, and will see students

undertake film production exercises in-world. Among the tasks they will be given will be to 'scout' a filming location in-world.

### IMPRESSIVE

Jerry Foss is the co-ordinator of the project, called Living in Virtual Environments (LIVE),

and he said: "The location scout exercise enables us to assess problems and opportunities that we believe could benefit from a three-dimensional environment for collaborative working."

The BCU LIVE 1 and 2 sims, created for the project by virtual world agency Daden, use up about 17,000 prims and took two months to complete. They recreate the TIC's Millennium Point campus, but are currently closed to the public.



# THE GUIDE TOP EVENTS AND ENTERTAINMENT

## THIS WEEK: MOTORCYCLES



By GAETANA FAUST

### JOIN THE AVS WHO ARE BORN TO BE WILD WITH A BIKE TOUR

**CRANK up your Harley, climb on and set out to explore biker-friendly sims on two wheels.**

Start your road trip at **LIL Sturgis 1** (48, 90, 34), an extension of the popular **LIL SLurgis** road racing community. You can pick out a chopper and accessories, and test them out on the road that runs around the sim. The headquarters of **Thunder Roads Magazine** is also there and shops are available for all your biker needs, from leather to tattoos.

You will find a very cool build at the **Tea Drinkers Union Bike Track** in Rivuline (143, 38, 500). There is a difficult racetrack built around the busy sim, along with shops, a live music venue and a biker bar. Leave your wheels out-

side and drop in for a cup of tea or something a little harder, or pick up some tattoos for the road.

**Coyote Bikers** (178, 173, 49) is a south-western US-style residential community tailored for living the biker lifestyle. Stucco houses dot the hillsides and a road running throughout the sim makes for easy cruising. The racetrack is the main attraction at **Superbike Motorcycle Raceway** in Amber (191, 153, 243). Built high in the sky, the extensive track winds around the sim and is perfect for anyone serious about racing.

To shop for your own bike, check out the stock at **BOSS Bikes** in Odessa Illustrious (91, 35, 23) or pick out a great ride at **Quality Bikes** in Banshee (64, 191, 71).

### ROAD RACERS LIL STURGIS



Choose a bike from the selection on offer and head out onto the road for some high speed thrills  
Where: LIL Sturgis 1 (48, 90, 34)

### IN THE SHOP BUSTED KNUCKLE



Even virtual motorbikes need a service every now and again, so head to Busted Knuckle for repairs.  
Where: Metropolis Unknown (56, 129, 21)

### DRINKING GAMES ROAD RASH BIKER BAR



After a day on the road, head for the bar to dance, drink and chat.  
Where: Plush Sigma (82, 82, 22)

3.28. - 4.3.

## DON'T MISS! —

All times are given in SL Time



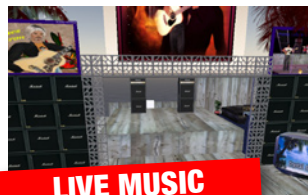
## ENTERTAINMENT

## AMATSU OKIYA BIRTHDAY

The geisha school celebrates its first birthday with a sunrise ceremony followed by music and poetry later in the day.

**When:** Mar. 29, 07:00

**Where:** Amatsu Mitsukai (126, 231, 23)



## LIVE MUSIC

## BARA JONSON

The Swedish singer has developed a dedicated in-world following and will entertain his fans with a wide range of songs.

**When:** Mar. 29, 10:00

**Where:** Eclectic Dream (223, 54, 21)



## CHARITY

## DATE AUCTION

Pay to spend some quality time with someone you fancy, with all proceeds going to Relay for Life.

**When:** Mar. 30, 13:00

**Where:** Isle of Hera (149, 120, 27)



## LIVE MUSIC

## ANKARI HOLDER

The musician demonstrates her silky voice to jazz classics.

**When:** Apr. 1, 17:00

**Where:** Blue Fusion Island (125, 46, 22)



## FASHION

## CASABLANCA SHOW

Sascha Frangilli presents new ranges from a number of designers, followed by music.

**When:** Apr. 2, 14:00

**Where:** Iladil (163, 167, 71)



## EVENT OF THE WEEK!

## VISION CUBED

Artist Leou Aeon will reveal his latest work with a special launch event. The exhibition features abstract ink drawings and excerpts of new comic albums.

**When:** Apr. 1, 18:00

**Where:** Cedar Island (76, 189, 613)

## EVENTS OF THE WEEK

All times are given in SL Time



## CHARITY

## FASHION, CARS AND AVATARS

Join in the fun at a charity event at Motorability Island with some of the hottest designers and coolest cars in SL, before embarking on a 13-hour dance marathon. All proceeds go to UnitedSpinal.org.

**When:** Mar. 29, 09:00

**Where:** Motorability Island (128, 128, 0)



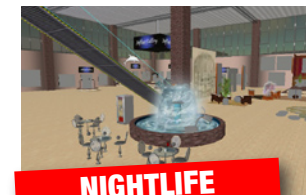
## ENTERTAINMENT

## BROADWAY EXTRAVAGANZA

Enjoy an amazing show featuring songs from Broadway musicals such as Evita and Cats with musicians including Starr Singer and Cylindrian Rutabaga, all in aid of Relay for Life.

**When:** Mar. 30, 12:00

**Where:** The Best of SL Boulevard (128, 128, 0)



## NIGHTLIFE

## AQUA PARTY

DJ QT will provide the music as the Aqua label celebrates the launch of its latest new outfit. Make sure you hang around, as there will also be the chance to enter a competition to name the new design.

**When:** Mar. 30, 12:00

**Where:** Glinda (209, 64, 90)

ADVERT



Opening on Saturday 29th March 2008

at 1pm SLT

The Casablanca Jazz Club



Special Guest - Guy Goodman,  
the King of SL Swing

Havens Paradise



www.havensparadise.com

Live the dream at Havens Paradise!  
Relax on the perfect beaches, dance to the best  
artists and if you really love it  
rent a plot and build your dream home.



Havens Paradise is an island adventure that should be lived.



**Motorability**  
**Fashion, Cars & Avatars**  
 Charity Benefit Event for  
 United Spinal Association  
 a 501c3 Charity

**Motorability Island**  
**March 29, 2008**

**9am SLT - Fashion Show**  
 caLLie cLine's BeaCh cLub & reSort  
 Featuring Aspire and Callie Cline Fashions

**10am SLT - Racing**  
 SLASCAR Official Fairgrounds Speedway  
 Sign up with Suku Ming

**11am - 12pm SLT - Dancing**  
 Parkade Nightclub and the United Spinal Upper Deck Dance Floor

**All Day**  
 Tours of the United Spinal Welcome Center,  
 Motorability Springs Automotive Education Center,  
 Wonderland Cardin and many other sites on Motorability Island

**All proceeds to UnitedSpinal.org**  
 Donate at designated donation kiosks  
 or directly to UnitedSpinalDonation Lane

Contact Patty Streeter or Amanda Shinji for more info

Sponsored By **THE AVASTAR**  
 Your World. Your Voice.

# THE AVASTAR OF THE WEEK

By PAOLO BADE



## ROSALIE ROTHLISBERGER

**ROSALIE IS AN EXPERT IN ARCHITECTURAL DESIGN  
WHO WORKS IN SL AS A BUILDER.**

### INTERVIEW

**The AvaStar:** What is your role in SL?

**Rosalie Rothlisberger:** In RL I studied architectural design and I have found more and more opportunities to use this skill in SL. Right now I'm very busy setting up my own development company.

**TA:** What is your best feature?

**RR:** The thing I'm most proud of and passionate about is my fund-raising project for War Child International. I recreated a RL building called the Evluon and made a scale version in SL. Anyone can visit it through the classifieds in my profile.

**TA:** How do you spend your time in SL?

**RR:** When I'm not working, I like to go and see live music or just hang out with friends, and I also spend a lot of my free time working on the War Child project. It takes a lot of my spare time, but I'm very happy to do it. If you can't give anything back, what's the use?

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

**RR:** Nothing warms a heart more than a well meant embrace from a friend, so I'd have to go with the free hug attachment. Simple, but nice.

#### AVA - ID CARD

NAME: ROSALIE ROTHLISBERGER

PROFESSION: Designer and builder

BIRTH DATE: 12/01/2006

ATTITUDE: Giving back is great