

# THE AVASTAR

Your World. Your Voice.

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**CON ARTISTS CAUGHT OUT**

# BOTCHA!

- **Anti-bot campaigner exposes traffic cheats**
- **Hundreds of owners caught 'grey-handed'**



**By COYNE NAGY**  
**BOTS beware** – one resident is so fed up of the zombie-like avs she has launched a campaign to kick them off the grid.

**FULL STORY: SEE PAGE 4**

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OPINION

"Hitherto I have read The AvaStar with interest and respect, but in one ill-considered page you have seriously dented my faith in what I thought was a serious, unprejudiced newspaper."

YOUR MAIL  
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"Although the scaling and stability problems of Second Life have been apparent for more than two years, most of the projects to overhaul the basic architecture are still in the planning stages."



PHAM  
NEUTRA  
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## THE AVASTAR

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NUMBERS  
OF THE WEEK

2.2

... per cent more Australians logged into SL during January than in December, according to a recent report.

3

... days of celebration were held to mark the launch of the National University of Singapore into SL last week.

4

... SL companies have announced in the past seven days that they will de-list from the troubled World Stock Exchange.

## ART AND JUSTICE



THE Justice Center opened this week with events including an art gala. Former UN chief Kofi Annan made a speech in New York which was streamed into SL.

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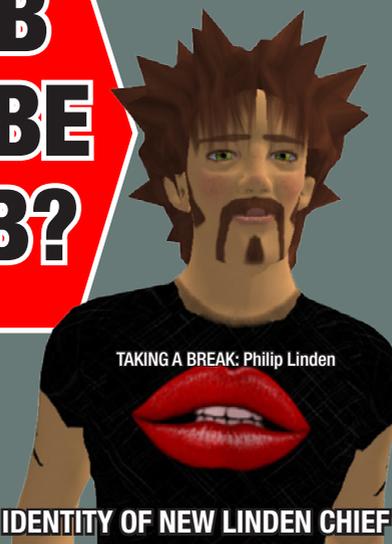
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NEW LAB  
CEO TO BE  
SL NOOB?

By COYNE NAGY



## SPECULATION RIFE OVER IDENTITY OF NEW LINDEN CHIEF

**THE next CEO of Linden Lab could be an outsider who has never been in-world, according to a senior official at IBM.**

Speculation on the identity of the next Lab chief has been rife on the grid since Philip Linden's shock decision to quit last week. And resident ePredator Potato, who works on promoting use of the metaverse within IBM, told The AvaStar that he expects the next boss to be a fresh face: "As Philip is not really going away, but is still very much offering his vision and passion from the board position, the CEO may

not need to be such a virtual world personality. The successor needs to understand the dynamics of the community, but it may be the case they are from a more traditional background to deal with the operational running of SL as a service."

## SLUMP

Potato's sentiments were echoed by others within the technology industry. Mitch Wagner, executive editor of Information Week magazine, said: "The new CEO could be more business-orientated. One big job of the CEO is to talk to investors and the large-

est customers and be the public face of the company." But with many claiming SL is in a slump, whoever takes over will need to make a quick impact. Edward Oswald of Betanews said: "SL has millions of accounts that have simply fallen inactive – some estimate it is as much as 90 per cent of the user base. That is troubling. The new leader needs to figure out a way to either lure those users back, keep current users from leaving, and/or attracting new users that will stay with SL for an extended period of time."

**RACE FOR THE LAB**  
WHO are the potential candidates to take over as Linden Lab CEO?

The AvaStar has put together a list of some of the main contenders:

**John Zdanowski**, or Zee Linden, is the Lab's CFO, has plenty of experience with internet companies and has experienced an IPO already. The early favourite. **Odds: 5/1**

**Patricia Russo** is CEO of RL giant Alcatel-Lucent but her position may not be secure, so she could jump before she is pushed. **Odds: 16/1**

**Rubin Steiger** is a former Linden who founded Millions Of Us. He may not be willing to give up his firm, but does have serious SL experience. **Odds: 33/1**

**Philip Schoonover** is CEO of electronics retailer Circuit City, which has a presence in SL, and is under pressure after an unimpressive 2007 so might be tempted. **Odds: 50/1**

**Cory Ondrejka** is another ex-Linden, but it is hard to see him returning so soon. He perhaps doesn't possess the necessary business skills. **Odds: 250/1**

**Torley Wong**, better known as Torley Linden, would be a popular choice amongst residents, but probably lacks the skills for the job. **Odds: 1,000/1**

**NEWS BITES!**

**JUSTICE FOR ALL**

THE International Justice Center launched in SL on March 20. The opening included a speech from Luis Moreno-Ocampo, the prosecutor of the International Criminal Court, and a panel discussion featuring ambassadors and UN representatives.

**IMPROVING AJAX**

TEEN prodigy Katherine Berry has released the latest version of her Ajax SL viewer which allows users to delete items. This means busy residents can now use the client to dispose of unwanted inventory items even when not in-world.

**MIGRATION TO SL**

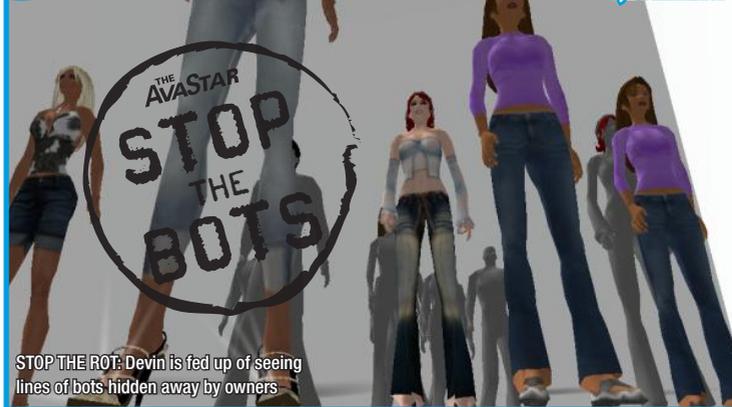
A PROFESSOR at the University of Indiana has claimed a 'migration' is happening from real to virtual worlds. Professor Castronova argues platforms like SL will divert an increasing amount of users' attention and money from the real world.

**HOPE'S OPEN DAY**

LIVERPOOL Hope university held an open day in-world to recruit new students for next semester. School leavers were able to speak to current students and lecturers at the March 20 event.

# SPOT THE BOTS

By COYNE NAGY



STOP THE ROT: Devin is fed up of seeing lines of bots hidden away by owners

## A ONE-WOMAN CAMPAIGN TO RID THE GRID OF BOTS!

**BOTS beware – one resident is so fed up of the zombie-like avs menacing other SLers she has launched a campaign to kick them off the grid.**

Marigold Devin has made ridding SL of automated avatars her personal crusade, and says she will not rest until she succeeds. Even the threat of a permanent ban from the grid is not enough to discourage her. Bots are avs created as alts which are controlled automatically and used to boost vital traffic ratings and monopolise camping spots. Devin decided to take action against bots after her friend Sterling Weymann complained he could not find anywhere to camp on the Sexy 2 sim. He was furious that all the spots were taken by identical looking avs. Devin said: "It made me mad that someone was filling up all the spots. It keeps the average person from being able to use SL and enjoy it."

Action has since been taken against bots at Sexy 2, with campers now required to enter in a code every 15 minutes. But bots do find homes in many other places, with sim owners eager to boost their popularity.

**RESOURCE DRAIN**

Devin says her investigations revealed the Myeon sim has nine bots camping up in the clouds to boost traffic numbers, with only one genuine av at ground level. She also claims that the high-profile SLiterary sim was awash with bots despite Shakepeare plays being hosted at the recreation of The Globe theatre. She said: "There are not enough



CRUSADE: Marigold Devin

servers to cope with proper users, bots are a drain on resources. They also take up camping spaces, many for 24 hours at a time, meaning no one else has a chance."

**BANNED**

Because bots are technically allowed under Linden Lab's terms of service, Devin is planning to concentrate on raising awareness on the detrimental effect they have on the grid. She has formed the 'Bot Hunters' group and residents are already signing up to



EXPOSED: Ruthed, naked and grey - and they didn't even say hello!

banned from the Echo sim as she investigated a cluster of green spots on the map which appeared to be bots, and one bot owner claims to have spoken with a Linden about having her thrown out of SL altogether. But Weymann, who dedicates hours each week helping Devin search for bots, remains positive: "I think if enough people get behind the campaign, anything can happen."

• The AvaStar is backing Marigold and her campaign, so sign up to help her confront the bot menace and watch this space for the latest developments.



THE ONE THAT GOT AWAY: Devin spots a bot peeking out of a skybox

help her campaign. They face plenty of problems in their fight – recently, Devin was



AND YOUR NAME IS...? Devin uncovers an army of bots all called Jocosta

Jocasta Meredith-1m  
Jocasta Janus-2m E  
Jocasta Jameson-2m  
Jocasta Jaxxon-2m S  
Jocasta Telling-3m S  
Jocasta Gloster-3m E  
Jocasta Ballyhoo-3m E  
Jocasta Jishnu-4m E  
Jocasta Jefferson-5m  
Jocasta Jangsten-5m

**COURT AGREEMENT**

**VOLKER Cattaneo has reached a settlement with Stroker Serpentine over a RL court case involving in-world copy-right theft.**

Cattaneo was accused by Serpentine of selling copies of his SexGen bed. His RL typist, Robert Leatherwood, had previously denied he was behind the avatar, and had ignored court summons. But the tactic backfired when Eros LLC, Serpentine's company, was awarded the case by default.

Full details of the agreement have not yet been made public.

**TECH EXHIBITIONS**

**THE first four virtual exhibits have been chosen by The Tech museum to be recreated in RL.**

The works, on the theme of science and technology assisted by art, film and music, will be built and displayed at the RL Tech Museum in June. They include 'Musical Chairs' – a carousel where each seat represents a different instrument in an orchestra – and an interactive view of the evolution of a painting over time. Further exhibits will be chosen to be recreated in RL, and the museum will select overall winners on March 31.

## HAMLET IS A VIP

By BABU WRITER

A VIP performance of Hamlet took place at the SL recreation of Shakespeare's Globe theatre on Sunday.

The event was followed by a Q&A session with Ina Centaur, executive producer of the SL Shakespeare Company which is behind the project. The set, based on a real castle in Denmark, was designed by Boondoggle Gruppmann, while the theatre was created by Centaur. During the performance, which consisted of the first scene of the play, a sculptie-faced avatar was used by Prospero Linden to play the part of Francisco, whose lips moved to match the lines.

### FOUNDATIONS

Afterwards, Prospero revealed that a new SL concurrency record of nearly 65,000 had been set during the play – and the lack of any lag boded well for future events. Centaur said: "Shakespeare created the foundations of modern theatre. We're creating the foundations for virtual theatre."



DRAMATIC: Prospero Linden as Francisco

UNDER CONSTRUCTION: Bay City



## BAY CITY MOLERS

### LINDENS HIRES RESIDENT 'MOLE' BUILDERS FOR BAY CITY PROJECT

By MORRHYS GRAYSMARK

**TEN expert builders are putting the finishing touches to the first user-generated Lab city in SL, set to be finished by the end of March.**

The builders, given special accounts with the surname 'Mole', were chosen by Linden Lab from hundreds of applicants to help create Bay City – and will be paid US\$10 per hour for their efforts. The project is part of the Linden Department of Public Works programme, designed to improve the experience of residents living on the mainland by using builders, artists and scripters to create new Lab content. Bay City's theme is the American

urban experience from 1940 to 1965, with an Art Deco influence.

### CREATIVITY

Glamorous Mole is one of the builders picked out by the Lindens to work on Bay City. She said: "It's a very large project, with many parts, and many workers, so it's a bit intimidating. We are allowed a lot of creativity on the project, there is a list of things we have

to make, but also we have been encouraged to make whatever we think would be fun and useful to the community."

### FUTURE PLANS

The programme is slated to be extended to other parts of the mainland. Projects will include repairing the Korean region's coastline and fixing the incomplete terrain around Luna.



BUILDER: Glamorous Mole

# your mail @

YOURMAIL@THE-AVASTAR.COM

## PERSONAL COLUMNS ARE NO PLACE FOR AN OPINION!

Dear Regis,

**I WAS disgusted at the standard of journalism shown by Leider Stepanov in his editorial in The AvaStar Issue 65 ['Don't worry, women do rule SL!'].**

So, Rola Hykova isn't on the 'politically correct' message, eh? Freedom of speech and difference of opinion is the lifeblood of intelligent, adaptable democracy! You should be encouraging people to carefully consider her opinions, not dismiss her as the token difference, far less say you disagree with her! By patronising her

the way you did, you pander to the worst, shallowest 'Hello!' reading audience and stifle diversity.

### CHEAP PUT DOWNS

Hitherto I have read The AvaStar with interest and respect, but in one ill-considered page you have seriously dented my faith in what I thought was a serious, unprejudiced newspaper.

I'm lesbian RL and SL, so I'm no champion of traditional gender

roles, but I am an opponent of potted truths and cheap put downs such as you used.

For all our sakes, try to break out of the trendy American 'I'm a liberal fascist' woolly thinking, and try to get back to the honesty, impartiality and rigour we all need!

By Sam65 Mornington

**[Editor's note – the article was a personal column, thus Leider was perfectly entitled to give his opinions. He also made it clear that people's opinions should be respected, whether you agree with them or not.]**

## E-MAILS

WRITE TO:

YOURMAIL@THE-AVASTAR.COM

## WELL DONE PHILIP

Dear Regis,

**LIKE a lot of other people I was shocked at Philip Linden resigning as CEO of the Lab but to be honest, the more I think about it the more it seems to make sense.**

Philip should be in a position where his skills can be used to the best extent. As SL is now an established platform. I think it needs a busi-

nessman rather than a techie geek at the helm. Don't get me wrong – Philip should definitely get tremendous credit for stepping back voluntarily, because sometimes it is easier to be stubborn, continue with what you were doing and let things go wrong than hold your hands up and say 'I'm not the man for this job'.

The Lindens frequently get stick when things go wrong but few people seem to remember that without their vision and talent there would be no SL at all in the first place. Phil deserves every success in his new position and I think he has earned the full backing of the community in Second Life.

By D.C.

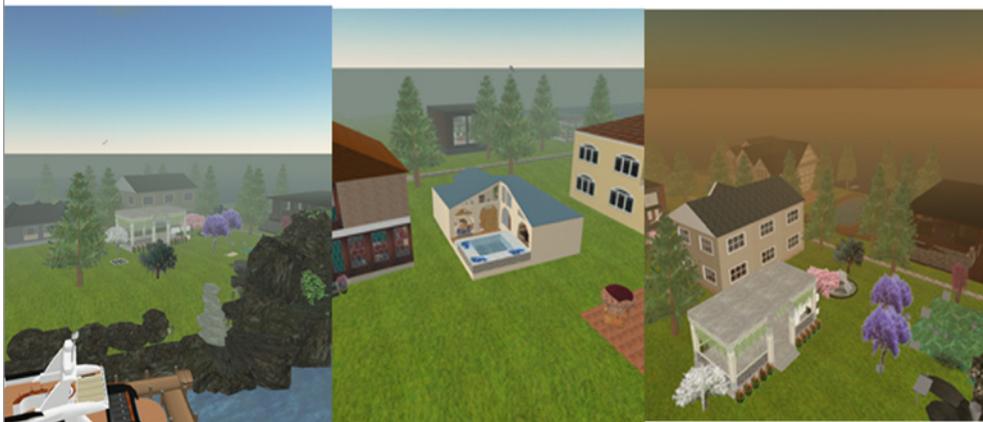
## WE ALL MISS OUR CARRIE

Dear Regis,

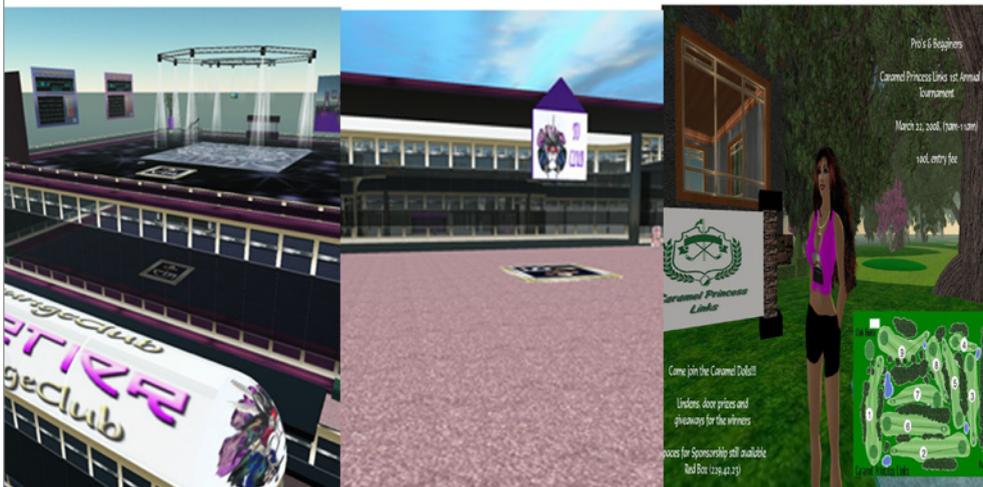
**WHAT have you done with Carrie Sodwind?**

I have always enjoyed her take on SL – and the girl sure knows her fashion! Of course, I know she is (probably) not locked in The AvaStar basement and has moved on to other things, but I'll miss her! **By F.W. [Editor's note – Carrie has indeed left The AvaStar to take on new challenges]**

## Red Box Grand Opening March 22, 2008



Join us for our new sim Grand Opening. The beautifully landscaped Cartier Estates Wild West Sim will now have an adjacent sim, the Red Box Island, that will be dedicated to a more commercial setting. This extraordinary sim is a level 5 and it will be able to accommodate businesses looking for quality location and low lag. Presently Cartier Enterprises consists of Cartier Mall, Cartier Lounge and Cartier Estates located in the Wild West Region. We are offering all new vendors 15 days free to try out our location and see just what we have to offer.



# PHAM NEUTRA

## PHIL WAS RIGHT TO QUIT - NOW LET'S SORT OUT SL!

**THE NEW CEO CAN NOW MAKE THOSE OVERDUE IMPROVEMENTS TO THE GRID**

**LAST Friday, Philip Rosedale, aka Philip Linden, founder of Linden Lab, announced his intention to step down from his post as chief executive officer of the company and look for an external manager to take over.**

As soon as this person has been found, Philip Rosedale will take over the post of chairman of the board (currently held by Mitch Kapor). All in all this feels like very good news to me. Philip Rosedale has been an excellent 'visionary founder'. Without him, SL would not exist and the platform would never have reached its current size. No one else would have taken on the risk of basing a platform like SL nearly 100 per cent on user generated content.

### **OVERDUE OVERHAUL**

But while I certainly don't know enough about the inner workings of the Lab to judge this objectively, from the outside it looks as if he wasn't a very good 'manager' once the company reached a certain size. Linden Lab never seemed to have clear priorities for the development of the platform, and many publicly announced goals

have not been met. Although the scaling and stability problems of SL have been apparent for more than two years, most of the projects to overhaul the basic architecture are still in the planning stages. LL's support systems and processes are barely adequate on a good day, pathetic on a bad one.

### **BAD TRACK RECORD**

SL has probably the steepest learning curve of all virtual worlds known to me – and, perhaps not coincidentally, the worst retention rate when it comes to trial accounts. This has been known for at least three years, and still, there has not been a single major overhaul of the software's user interface.

We can only hope that this will improve with a more operations-oriented top manager in place, something which has worked elsewhere. Take Google – the founders are still on board, but the company's operations are led by an experienced manager who probably won't understand the search engine's ranking algorithms, but doesn't need to, either.

Many in the technology industry are sceptical about SL these

days. LL's track record hasn't been perfect in the last three years, to put it politely.

### **FLEXIBLE**

The platform's performance is erratic at best, many of the improvements regularly promised by Philip and others have continually missed their deadlines. On the other hand, Second Life is still the platform with the most flexible development capabilities, with a lot of good developers and the most representative demographics.



RELAXING:  
Phil will now  
have time to let  
his hair down

**YOUR COMMENTS**  
yourmail@the-avastar.com



# ISLAND DEPOT

Premium Furnishings

DECORATE YOUR SECOND LIFE!



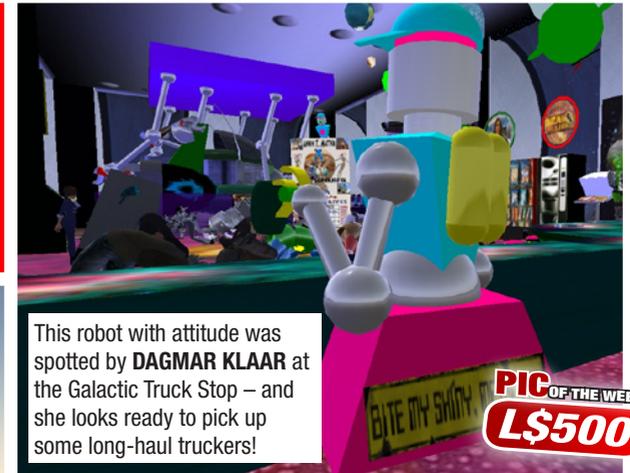
- PREMIUM FURNISHINGS FOR YOUR HOME, OFFICE, OR SEA
- FULL RANGE OF STYLES - FROM TIKI/TROPICAL TO MODERN
- COMPLETE KITCHENS & BATHS
- UNIQUE HOMES
- LARGE GARDEN CENTER
- WATERFALLS & WATER FEATURES
- CELEBRATION & HOLIDAY DECOR
- CUSTOM WORK ACCEPTED - FREE QUOTES
- A SIM FULL OF SELECTIONS TO CHOSE 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

## PICS OF THE WEEK

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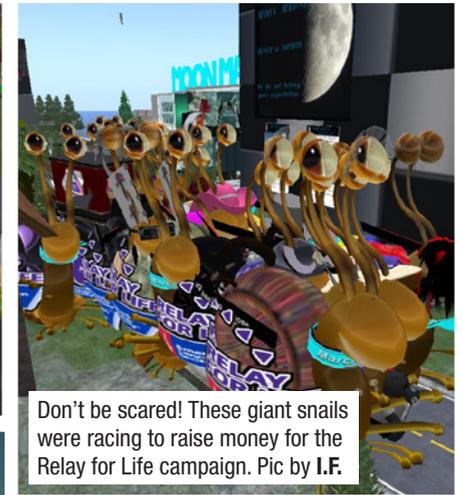


This robot with attitude was spotted by **DAGMAR KLAAR** at the Galactic Truck Stop – and she looks ready to pick up some long-haul truckers!

**PIC OF THE WEEK**  
**L\$500**



Among the St. Patrick's Day celebrations on the grid was a parade held at the Dublin sim. Pic by **I.B.**



Don't be scared! These giant snails were racing to raise money for the Relay for Life campaign. Pic by **I.F.**



**JAMIE JODRA** took this pic of a shaggy dog patiently waiting as his master took a break from 'walkies'.

# META-NEWS!

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

**NICK INVESTMENT**  
NICKELODEON will build three new virtual worlds as part of a US\$100m investment over the next two years. The firm will also develop 1,600 new games, some of which will be added to the existing Nickropolis world.

**A US\$35M WORLD**  
GAIA Online CEO Craig Sherman has revealed the firm spent US\$35m in start up costs. Sherman was speaking at a media summit last week in a discussion about building online companies.

## RIP-ROARING NEW WORLD

By **COYNE NAGY**  
**A NEW virtual world has launched hoping to fund itself through RL advertising.**

RipLounge is not a pure virtual world like SL or There.com, but is a 3D social networking environment similar to Kaneva. Users will be able to personalise avatars and move around a variety of settings such as beaches, nightclubs and yachts where they can dance, kiss and hold hands.

The content will mostly not be user-generated, with residents only being able to visit destinations which have already been created.

**POPULARITY**  
But RipLounge will be unique in its intention to raise money through in-world advertising, including billboards being placed around the clubs and at other strategic locations. Product place-

ment will also be encouraged, with many bands already considering the merit of releasing songs in-world to try to achieve a wave of popularity before the official launch of their singles, similar to that seen occasionally on MySpace.



ADVERT

# CALL FOR LAB TO ISSUE RL SHARES

**PROMINENT RESIDENTS SAY NEW LINDEN CEO SHOULD SET UP IPO**

By **COYNE NAGY**

**RESIDENTS are calling for the new chief of Linden Lab to float the company on a RL stock exchange such as Nasdaq.**

Following the shock resignation of Philip Linden as the Lab's CEO last week, the firm has launched a search for a replacement – while many residents now demand an initial public offering (IPO), which they say would bring wealth and stability to the grid. An IPO would raise capital for the Lab, although it would probably require a tightening of company rules to meet govern-

ment regulations. That would demand more accountability from LL and could result in a more stable grid, according to some avs.

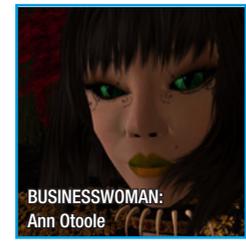
### TREPIDATION

Prominent in-world businesswoman Ann O'Toole said: "With accountability comes stability. With a more stable grid the economy would likely flourish. With the increased trust factor people

would not be as suspicious and have less trepidation in regards to investing."

Blogger and RL lawyer Benjamin Noble said a new CEO is often a sign an IPO is on its way: "It can take from a few months to more than a year [for an IPO], depending on how far along a company is in getting its corporate house in order when it starts the process.

As part of that 'house-keeping' it is fairly common for a company to replace 'visionary' management with more day-to-day management in advance of public funding."



BUSINESSWOMAN: Ann O'toole

## MERCEDES ABANDONS SL

By **COYNE NAGY**

**CAR giant Mercedes Benz has become the latest company to leave SL.**

The German firm announced the closure of their nine islands on March 18 with immediate effect, and the sims are now not accessible to the public. A blog

post explained that though Mercedes were ending their involvement with SL for now, the experience had been a positive one: "This brief and exciting foray into virtual communities brought us several essential realisations and the conviction that 3D worlds play

a vital role as engaging communication channels."

Major firms like AOL and Pontiac have also pulled out of SL recently.



## BIZ BITES:

### TELSTRA SUCCESS

AUSTRALIAN telecommunications firm Telstra has celebrated its first anniversary in-world. Since arriving last year the company has brought 85,000 users into SL through the BigPond.com registration process.

### WSE IN BIG BOOST

THE beleaguered World Stock Exchange received a rare boost when investment firm Fund Second Life gave it its backing. The WSE has been hit by a spate of de-listings after its relaunch ran way over schedule.

### BENE-FITS OF SL

FOLLOWING the success of its first in-world recruitment fair last year, GAX Technologies is planning another, bigger event. 'Working Worlds' will take place on May 29 and will feature employers from the Benelux region.

### TOP TIPS FOR AVS

USING your avatar to show off your personality is the best way to apply for a job in SL, according to an article by ITworld.com. Prospective employees should also avoid naughty animations, which could leave a bad impression.

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

# a-stars



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

## WHEN IN ROME...



ROMAN GODDESS:  
Casi Xi

BELLY DANCERS: Plexore Lumiere  
and Ameshin Yossarian



SHIPSHAPE: A Roman galleon

By *SERVME NAKAMURA*

A ROMAN-THEMED concierge party celebrating the Ides of March was held on March 15.

More than 7,000 concierge-level residents were invited to the event, which was spread across the sims of The Temple, Colosseum, Mount Olympus, Insula Augusta and Cogito ergo sum. Although lag was a constant problem, many avs took up the opportunity to throw on a toga and party with the Lindens at the 24-hour long event.

## What a relief!



BUSTIN' A MOVE:  
Lottie WeAreHere getting down to tunes by DJ Jenn (in the background)

By *ISABEL BROCCO*

PARTY-LOVING avs dusted off their sports gear before heading to the Sports Relief event on March 15.

DJ Jenn provided the tunes at the party, which also featured a range of challenges to raise money for the British charity. Organiser **Lottie WeAreHere** revealed more than more than L\$250,000 had already been raised midway through the event.



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**ROCK!**

*By SOLANGE KOROBASE*

**On Etienne (right)**  
 Punk Factory boots L\$200  
 from SK Designs  
 Last BlueSea (133, 29, 27)

PLO scarf L\$70  
 Andrew shirt L\$85  
 Dust pants L\$85  
 from Psychobills Bunker  
 Earp (141, 246, 501)

**On Burk (left)**  
 Pants & spikes  
 Otaku Boy Ally L\$150  
 from BareRose  
 Bare Rose (203, 51, 30)

Spidertrap shirt L\$100  
 from Exile  
 Ivy Falls (152, 100, 27)

Skull sneakers L\$200  
 from Psychobills Bunkers  
 Earp (239, 240, 501)

Shun Red hair L\$200  
 Hayate's Hair Lab  
 Harajuku (117, 90, 22)

**On Solange**  
 Emo socks x4 L\$120  
 from Needful Things Mainstore  
 Horus trade (157, 231, 73)  
 Sarubobo Punk skirts x4 L\$200  
 from Dark Eden  
 Dark Eden (128, 128, 28)

Baby Skull sneakers L\$200  
 from Psychobills Bunkers  
 Earp (141, 246, 501)  
 Apostate hair L\$100  
 from Kin Keiko  
 EventideFar East (165, 209, 45)

**WHAT'S HOT!**  
**CLASSY COLOURS**

By ISOLDE FLAMAND

ADD a splash of colour to your look as the season turns in RL.

Bright, sun-saturated colours are a spring staple but this year's shades look to be some of the liveliest yet.

The current colour crop is sophisticated and wearable. Tangerine, mint green, ocean blue, lilac and crimson — these are undeniably dazzling hues but they're also surprisingly flattering in any skirt length. If you like your tints just a tad more subdued, look for pastel shades like blush pink or dusty coral. They look gorgeous on this spring's new dresses.



SPRINGTIME:  
Add a splash of colour

**EASTER EGG**



**Baby Chicks Adoption Pack**  
By Carrie Grant  
*Dementia (166, 156, 21)*

**L\$675**



**A Dozen Sculptie Easter Eggs**  
By Hodgey Hogfather  
*Mapinguari (130, 150, 32)*

**L\$25**



**Bear Easter Basket**  
By Chelley LeShelle  
*Sirrakuk (101, 66, 37)*

**L\$125**



**Mr Eggie Shoulder Pal**  
By Sweet Valentine  
*Buyeo (136, 155, 24)*

**L\$50**



**Easter Egg Wreath**  
By Keri Vaughan  
*Joiner (247, 48, 33)*

**L\$30**



**Ducky Spring Ride**  
By Zoe Hana  
*Little Paradise (100, 159, 21)*

**L\$75**



**Easter Egg**  
By Zoe Hana  
*Little Paradise (100, 159, 21)*

**L\$100**

Callie cLine's

**STYLE HOTLINE**



**THE SEXY EASTER BUNNY!**

BREAK OUT THE PINK TO CELEBRATE THE ARRIVAL OF SPRING AND THE BIRTH OF NEW LIFE

EASTER is finally here, and it's a holiday which will be celebrated by thousands of people across the grid.

And of course we all love the bunnies, chickies, eggs, and chocolate!

**GORGEOUS**

For me, pink is always a great colour to wear at this time of year. I enjoy celebrating the true meaning of Easter, along with the bunnies, chickies and symbols we use to celebrate 'new life' now that spring is here. Gorgeous flowers are starting to bloom, and little bunnies

and ducks are being born. That spills over into fashion too, from brights and florals to softer pastels.

**SIMPLE LOOK**

So for this Easter, I have added a pair of bunny ears to a very simple spring dress, and put on a pink pair of sunglasses – and of course a pair of pink sneakers, so I can run through the grass finding all those hidden eggs! It's a very simple look; clean, fresh, and a bit fun too.

I hope that however you celebrate Easter, you have a wonderful time!



HOT CROSS BUN! Easter Callie

**INVENTORY SNEAK PEEK**

By ISOLDE FLAMAND

**ALERI DARKES OF DIVERSITY HAIR**

**I ALWAYS WEAR...**

"...these realistic grey eyes by Miriell Enfield. I have every eye set she has put out, but the grey ones from the Pale Natural collection gos with everything. They are really close to my RL eye colour, too! My eyes and lashes combination make

my eyes really pop, which is especially great for my ads."



**I JUST LOVE...**

"...Torrid Midnight's Attitude AO. It's the only one I'll use for my everyday life in SL. I love lots of poses and these newest ones are especially life-like. The Attitude AO also has all the poses I need for my displays and ads."



**MY FAVOURITE SHOES...**

"... are these black Glenda heels, made by Digit Darkes. I like to stay with the simple basics that go with everything. These have great detailing around the edges and even have a little bow that I can add."





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

# DEAR

## SHOULD I FORGIVE MY SELFISH BOYFRIEND?



**HE LAMBASTED ME FOR TAKING A TRIP – WHEN THERE WAS A DEATH IN THE FAMILY!**

*Dear Randi:* EVERYTHING was ready for my marriage in SL. I am with this guy who I have known for a year, and I thought he was really nice until an incident last month. I had been on a RL camping trip with friends, and told him I would be away from SL for five days. Unfortunately, as soon as I got home I learned my aunt had died, and

had to turn around and drive six hours to help with funeral arrangements. When I finally returned, my fiance began cursing me out about being away, and told me I was selfish for not contacting him. Since then he has tried to apologise. Should I accept it? — C.O.

*Randi says:* No you shouldn't, and you should consider yourself very lucky this has happened when it did. Perhaps he was having a bad day, but the man was being verbally abusive to you without good reason. It's your decision, but if I were in your shoes I would take him off my friends list, write him an IM explaining why I was doing what I was doing and then mute him immediately.

## I NEED A REAL WOMAN, NOT SILLY YOUNG GIRLS SWEET AND BEAUTIFUL BUT NO SENSE OF STYLE

*Dear Randi:* I'M a university student in RL who came to SL looking for some online companionship. I really don't have time for a RL girlfriend right now, but I do want to find a lady to be my SL lover. My problem is I just don't click with girls my age, because I guess I don't share their interests. I'd like to find someone older — 30, 40 or even 50. What I'm really looking for is a sophisticated woman of the world. How should I go about trying to attract more mature ladies? — F.T.

*Randi says:* You should certainly try to behave as maturely as you can yourself. Watch the older women around you in RL and notice the things they seem to like. Most mature women are looking for someone who is stable and dependable. And when you go looking, never lie about your age. There are plenty of women in and out of SL who would love to have a relationship with a much younger man. Good luck.

*Dear Randi:* I HAVE been dating this amazing girl, and have been extremely happy since I met her a couple of months ago. She's very sweet, and we share many interests and hobbies. My only complaint about her is that she has no sense of style. We went to a Valentine's Day dance, and while I was in white tie and tails she was underdressed and her colours clashed terribly. My RL sister is a fashion designer, so I know quite a bit about these things. How can I help my girlfriend without being undiplomatic? — W.B.

*Randi says:* Tell her you have come across a bit of money and would like to spend some on her. Then take her shopping! Every girl likes that. Find some nice stores, and ask her to try on clothes for you. Get her gift certificates for specific new outfits, and perhaps buy a couple of classy suits for yourself as well. Be glad her sense of style is her biggest fault, and cherish your relationship.

# RANDI

The Virtual World's  
No 1 Agony Aunt

## IS ESCORT 'SHOW' A BAD IDEA?

*Dear Randi:* I'VE been dating a guy in SL for six months, and although he has never actually asked me he has hinted several times about marriage. I was certain I would say yes until last weekend, when he asked if I would indulge a sexual fantasy of his. He wants to hire a male escort and watch as the escort

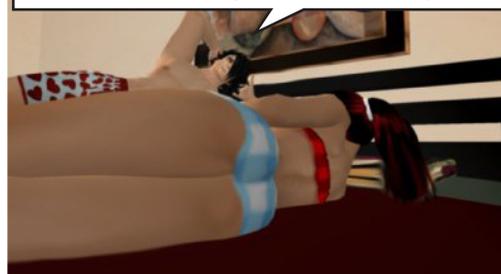
and I perform all sorts of sexual acts. I have told him that while that may be OK for others, I would never engage in that sort of thing. Now he says if I really love him, I'll play along. What should I do? — M.E.

*Randi says:* The 'if you really love me' line has often tricked women into doing things they

regretted for a long time. If you're not comfortable with the idea, then tell him to forget it. He seems to want to control you like you're an object, and that is power a woman should never give up. It might be a good idea for you to suggest you start seeing other people, and see what happens.

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

You're so sexy, Cherry – that was amazing! But take some money to go shopping and buy some nice underwear – the stuff you've got on doesn't do you justice!



I want to, it makes me happy.



But you've given me so much already!

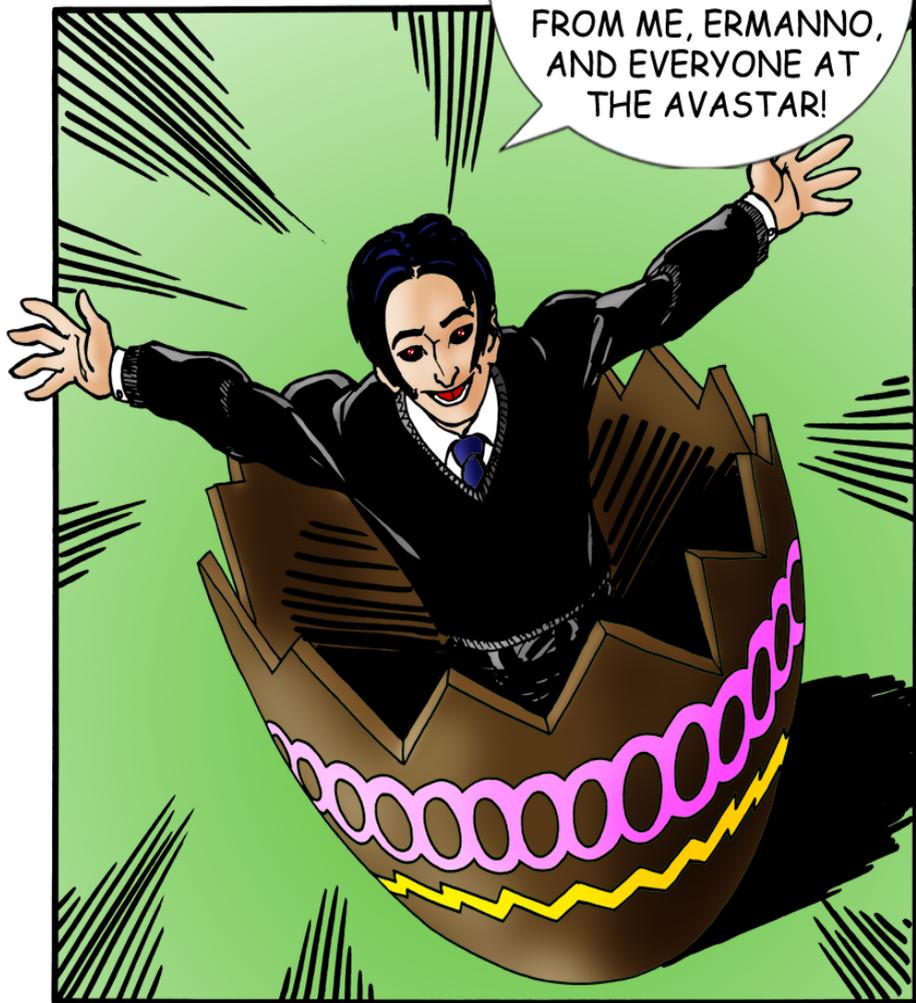
Pics by Skycat Ranger  
Modelling by Skycat Ranger and Jay Prospero

# Slaggin'

ARTWORK:  
Ermanno Spitteler

"EASTER TIME"

HELLO READERS! THIS WEEK, I JUST WANT TO WISH YOU ALL A **HAPPY EASTER** FROM ME, ERMANNO, AND EVERYONE AT THE AVASTAR!



© Andrea Manfredini 2008



# Freebies

SL's best FREE stuff!

**THIS WEEK: HAVE A FREE AND EASY EASTER!** *By PETRONILLA PAPERDOLL*

**PREPARING** for a happy Easter in SL without spending a L\$ is easy.

First you will need an egg basket – there is a lovely one at Marco Erde's Garden Centre (Plush Elektra 47, 67, 23), or you could pick up Sun Lederberg's basket on the SL Exchange website.

You can also hang up an Easter flag on your porch. Alicia Stella (ASD Studios 132, 138, 28) gives away a set of 22 flags in one, and



HANG THEM UP: Stella's Flags

you can change them with a menu. For a great

single Easter egg, head to PK Pounceworks (Halfmoon 119, 242, 130) for the PKP egg by Pavcules Superior. It is a cute one-prim egg, sculpted with ten different textures and customisable message scripts. You can add a bunny poofer to your decorations as well – pick up a free one at Eron Shire (128, 215, 21). When you pick it up, it poof-

ers pictures of Nero Masala's RL pet, but it is possible to add a different snap. Have a great Easter!



ONE PRIM: PKP egg

ADVERT

THE  
**AVASTAR**  
Your World. Your Voice.



## ADVERTISE IN SL'S FAVOURITE NEWSPAPER!

SEND AN E-MAIL TO:  
ADVERTISING@THE-AVASTAR.COM  
OR IM COYNE NAGY

# MY TRAVEL TIPS

By COYNE NAGY

**HUCKLEBERRY Hax** is the author of 'AFK', a novel set in SL about a detective who tracks down cheating partners.

**THE AVASTAR:** Where do you like to relax?

**Huckleberry Hax:** I enjoy locations that work hard to create a certain type of atmosphere. I visit Bogart's quite a bit for ro-



mantic dancing, because they have all the details just right, including the music. I used to enjoy hanging out on top of the castle in Wales before it got changed.

**TA:** Where do you party?

**HH:** I'm not a massive party person but I recently joined Sumos Playpen, which is an absolute hoot, and I'm still getting to know the regulars there. It's not a party location, it's a free

sex club, but the couch attracts some of the funniest and most genuine people I've met in SL.

**TA:** What's your favourite sim?



**HH:** I'm going to have to say The Greenies. The quality of the building is just exquisite and every time I go I spot something new. It's always a good place to visit if I need cheering up.

ADVERT

**LE CHATEAU**

Dance Meetingpoint Fun

# THE GUIDE

TOP EVENTS AND ENTERTAINMENT

## THIS WEEK: STEAMPUNK



By GAETANA FAUST

## MIRACULOUS MACHINES

DISCOVER THE VICTORIAN AGE WITH SL'S STEAMPUNK SIMS

**HEAD back in time to when machines first powered a world revolution with an exploration of steampunk sims in SL.**

The largest steampunk community on the grid can be found in the sims of **Caledon**, where residents and visitors abide by Victorian-era customs. **Caledon On Sea** is a great place to start, with its picturesque port and shops along the main square. Be sure to do some shopping in **Caledon Tamrannoch**, including the fascinating **Ms. Underall's Shoppe of Curiosities and Things**. There is some great architecture in **Caledon Regency**, and take a peek at the **Inkyboy Gallery**, with its display of black and white photos.

**Babbage** is made up of several

sims. It's the place to look if you're shopping for a bowler hat, a bus-tled dress, or 'clawfoot' bathtub. **Steam Forge** at FairChang Lost Isle (144, 187, 30) is full of displays of industrial know-how and power, as shown by the huge robot that looms over the sim.

Take a novel tour on the 'pedaloon' at **Solarya** (232, 201, 52). The craft resembles a Zeppelin airship, and is powered by a pedal gear. Jump aboard and start pedalling for a bird's eye view of the sim, where, like Caledon, role-playing is strongly encouraged.

At **Steeltopia** (203, 151, 23), you will land at a port where pirate ships lie in wait. There is a cool trolley system and red brick buildings along the cobblestone streets.

**VICTORIAN CITY LIFE**  
**CALEDON VICTORIACITY**



Check out the stunning town library and reading room before heading to the train station.

Where: Caledon VictoriaCity (128, 128, 0)

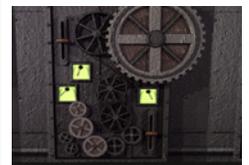
**A STEAMPUNK HAVEN**  
**BABBAGE**



A beautifully-built community with cobblestone streets and an attractive port.

Where: Babbage (128, 128, 0)

**GRINDING GEARS**  
**STEAM FORGE**



Enjoy the information on industrial know-how and power.

Where: FairChang Lost Isle (144, 187, 30)

3.21. - 3.28.

## DON'T MISS! —

All times are given in SL Time



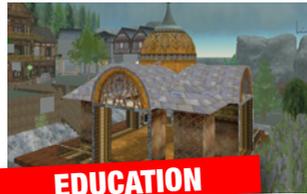
## NIGHTLIFE

## MUSEUM OF ROBOTS PARTY

The Museum of Robots hosts a cocktail and dance party in amongst the exhibitions, with a live DJ blasting out some great tunes.

**When:** Mar. 22, 09:30

**Where:** Kubrick (98, 161, 27)



## EDUCATION

## WITCHCRAFT CLASS

Join the introductory class on witchcraft with Anathstryx Fearn, who will look at the use of roots and herbs for healing in various cultures.

**When:** Mar. 22, 10:00

**Where:** Cedar (148, 82, 108)



## CONTEST

## TRIVIA

Head to the Shiraz club if you are brimming with useless knowledge

**When:** Mar. 27, 18:00

**Where:** Cicero (227, 52, 255)



## LIVE MUSIC

## MELODEE MCDONNELL

The trained RL singer will light up a SL gig with her take on famous songs, from pop to classical.

**When:** Mar. 26, 18:00

**Where:** Utwig (103, 112, 27)



## ENTERTAINMENT

## DJ FLOOD MOMMSEN

Enjoy the good times at Lilly's Irish pub when DJ Flood MommSEN makes his debut.

**When:** Mar. 27, 13:00

**Where:** Southlands (54, 157, 22)



## EVENT OF THE WEEK!

## STERNBERG FESTIVAL

The town of Sternberg celebrates its first birthday with a huge festival featuring DJ Fumo and live performances from Etherian Kamaboko and Kyle Beltran.

**When:** Mar. 23, 11:00

**Where:** Morkeleb (62, 206, 31)

## EVENTS OF THE WEEK

All times are given in SL Time



## LIVE MUSIC

## JUEL RESISTANCE

Self-taught musician Juel Resistance has been performing in RL since she was only 13, and is now making a big impression on SL audiences as well. Catch her at this concert, sure to be popular.

**When:** Mar. 28, 16:00

**Where:** Bliss Gardens (214, 46, 232)



## ART &amp; CULTURE

## OLMANNEN BALLETT

The Second Life Ballet presents a performance of 'Olmannen', back by popular demand after its initial run last year. Make sure you arrive early to be sure of securing yourself a seat.

**When:** Mar. 26, 17:00

**Where:** IBM (14, 179, 25)



## FUND-RAISER

## FASHION FAIR

The Relay for Life charity campaign continues to raise money to help the RL fight against cancer. This event will see 84 top designers involved in a green-themed fashion fair.

**When:** Mar. 23, 19:00

**Where:** Rezzable Design (129, 129, 28)



## EVENT OF THE WEEK!

## SWEETHEARTS

Charity Colville and Dilbert Dilweg, formerly of Phat Cat's, are launching their latest project. There will be giveaways from some top SL designers, before a 'Grand Wedding' at the spectacular Cinderella-style castle.

**When:** Mar. 22, 12:00

**Where:** Sweethearts (128, 128, 0)



## OPENING

## RED BOX

Cartier Enterprises opens its new sim with an executive golf tournament, followed by some top tunes at the mall with music by DJ SmoothHcw.

**When:** Mar. 22, 07:00

**Where:** Red Box (229, 42, 23)

## 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](mailto:news-desk@the-avastar.com).



**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

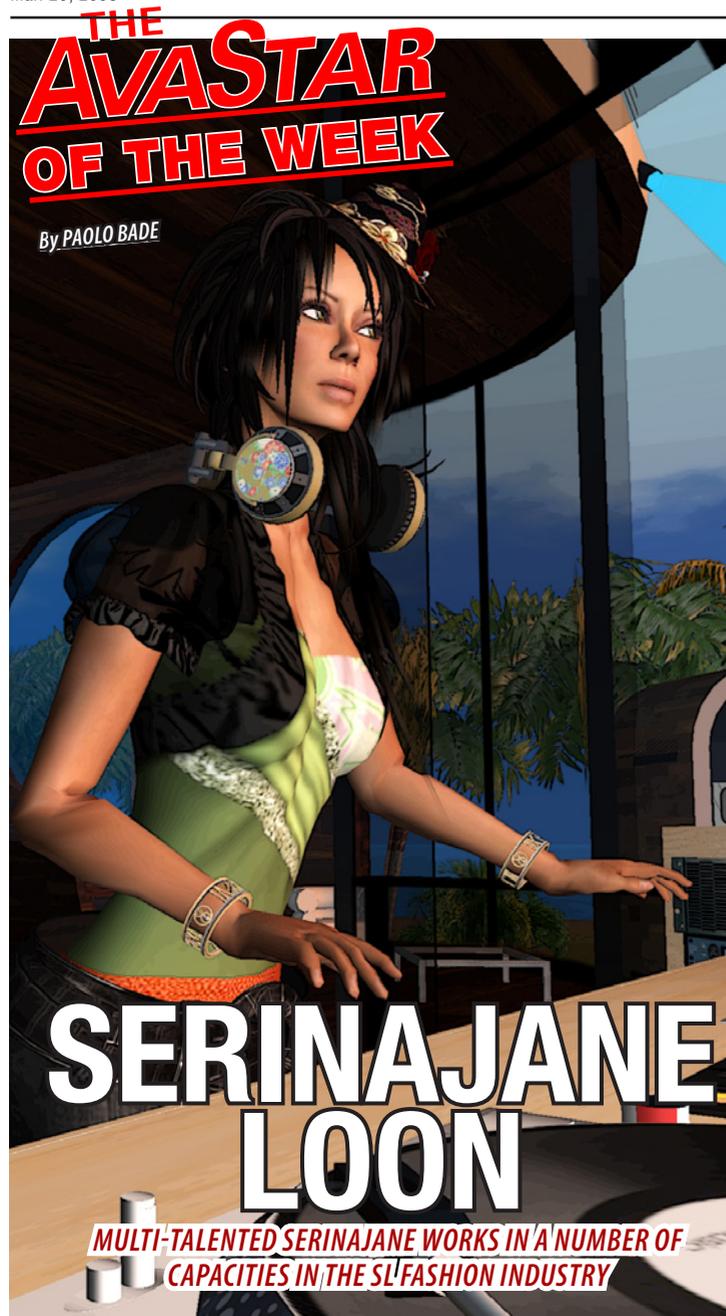
**11am - 12pm SLT - Dancing**  
 Parkade Nightclub and the United Spinal Upper Deck Dance Floor

**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

**SERINAJANE LOON**

**MULTI-TALENTED SERINAJANE WORKS IN A NUMBER OF CAPACITIES IN THE SL FASHION INDUSTRY**

## INTERVIEW

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

**SerinaJane Loon:** Professional fashion star – I shine at night. I am also a show co-ordinator, choreographer, model, host/presenter, music arranger, coach, stylist, makeover artist and shape designer.

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

**SL:** Shopping, modelling, style, design, DJing, meeting friends and getting spoiled by my bad boy.

**TA:** What would you change in SL?

**SL:** I would make it impossible for people to become thieves, i.e. forbid the creation of copybots and such things and erase all thieves from the grid. Also, I think SL shouldn't be a place where you can be attacked by others through weapons, I have been attacked myself twice. There are already enough war games.

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

**SL:** The 'promise ring', a gift from a very special someone.

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

**SL:** Politics doesn't work, I see it everyday in RL, and I'm good with LL.

## AVA - ID CARD

NAME: SERINAJANE LOON

PROFESSION: Fashionista and DJ

BIRTH DATE: 03/05/2007

ATTITUDE: Diva