



Sun in Virtual Worlds: Learning

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Digital Libraries & Research

Sun Learning Services – Sun Microsystems



March 2009



Agenda

- About the team
- Why virtual worlds
- Focus areas
- Projects – examples
- Communications and engagement

Sun in Virtual Worlds Team

- Mary Smaragdis – Distinguished Marketing Director, Sun in SL Lead
 - > World2Worlds on contract (strategy/operations)
- Debra Winters – Global Employee Communications
- Christy Confetti Higgins – Digital Libraries & Research (DL&R), Sun Learning Services
- Robin Williams - DL&R
- Robin Yarmovsky - DL&R
- Dana Fagerstrom, Michel Denise - Sun Services
- George Trujillo - MySQL
- Enzo Silva and Kristi Herd - Sun Learning Services
- Sun in SL Core Team and Mentors – more folks from across Sun helping to make Sun in virtual worlds a success, working on projects

Digital Libraries & Research – Information Services

- Sun's corporate library for over 20 years
- Three team members
- Focus on information services for employees
 - > Content/Information (eBooks, eJournals, market research, technical information, search tools, integrating and connecting information etc.)
 - > Research & Consulting (strategic projects, info consulting, employees can ask for information support)
 - > Virtual Worlds (focus is on knowledge and information sharing, learning, activities taking advantage of the virtual space)
 - > Social Media (focus on knowledge and information sharing, leverage tools to create community around information)

Mission: To empower and connect employees by enabling them to find, use and share the critical information needed for their business success.
Information/Content services – Research services – VWs & Social Networking

Virtual Worlds are....

- “By the end of 2011, 80 percent of active internet users (and Fortune 500 enterprises) will have a 'second life', but not necessarily in Second Life.” -- Gartner Group
- Key points about virtual worlds:
 - > ...primarily and fundamentally about people...virtual worlds are about creating an environment where people can interact.
 - > Essential elements of virtual worlds are:
 - The concept of presence in a space
 - The notion of interaction in real time with other individuals
 - The idea of persistence, environment and objects remain whether we are present or not
 - The representation of our online persona via an avatar

Let's Dive In....

Sun in Second Life

Sun's Project Wonderland



What is Second Life?

- Internet-based 3D virtual environment created by Linden Labs
- Users have avatars (called “Residents” within the universe) and can explore, learn, socialize, conduct business, participate in individual and group activities
- Linden Labs only provides the infrastructure; the entire contents are created and owned by its residents
- Second Life is not a game

Sun Started.....

- PR activity in SL in 2006
- Fiona Gallagher took over, Sun Branding – really got the effort on the right path, great vision
- Now effort is managed by Sun Global Communications with project teams from across Sun collaborating to make it a success:
 - > Employee Communications, Sun Learning Services, Sun Services, Engineering, others



Sun in Second Life

- 7 islands (sims)
 - > Main Pavilion, Solaris Campus
 - > Solutions island, Club Java
 - > Employee only island
 - > SLS China, Datacenter
 - > Three other islands reserved special events like JavaOne & CEC (some may be reallocated)



How is Sun using Second Life?

- Create awareness of our products and solutions
- Conferences, meetings, some trainings
- Sun Museum – showcase Sun's history
- Solaris Campus – learning
- Bringing together the Sun community
- Telling Sun's story in a virtual space – leveraging the virtual world environment strengths
- Connecting employees – events, knowledge sharing
- Encouraging experimenting of 3D environments
- Team meetings (instead of conference calls)
- All hands meetings and conferences (instead of travel and high cost)
- Digital Libraries & Research information services and chats
- Piloting New Hire

Employee Engagement and Communications

- Training
 - > WebEx and in-world workshops
- Sun in SL Mentors
- Executive avatar creation
- Sun in Second Life Registry – over 3000 Sun employees
- Email alias
- Wiki site and community
- Blogs <http://blogs.sun.com/vw> | <http://blogs.sun.com/solariscampus>
- Events for engagement

Sun's First Open House in Second Life!

**SUN EMPLOYEES CONNECT
IN SECOND LIFE: APRIL 29, 2008**



- Over 600 new Sun avatars added
- 14 Sun executives participated
- Several hundred participants in Second Life during the course of the Open House
- Over 1700 webstream viewers
- Participation from over 40 countries

Sun Learning Services Role Today

- Employee engagement
- Part of the Sun in Second Life Core Team
- Work closely with Wonderland team on employee engagement
- Working with Services team on Wonderland learning pilots and Library Research Space
- Behind the scenes management
- Employees Connect / Expert Chat series
- Campus model, experimenting with learning in VWs
- Pilots across Sun (New Hire example)
- Communications and information management

Pilot for Intern New Hire

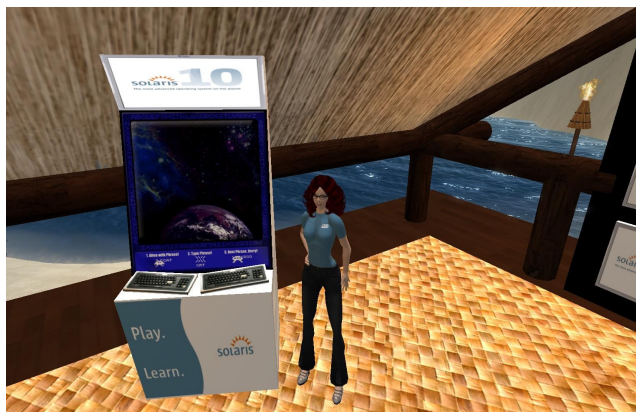
- SLS partnered with Global Sales & Services human resources
- Intern New Hire activities in Second Life
 - > Introduce them to Sun in virtual worlds
 - > Enable them to learn about Sun as a company
 - > Create a community space for them
- Learning games
 - > Bots to help with FAQs
 - > Quest to help learn about Sun as a company – S books and team oriented
 - > Phrase Invaders
- It's all about interacting and learning





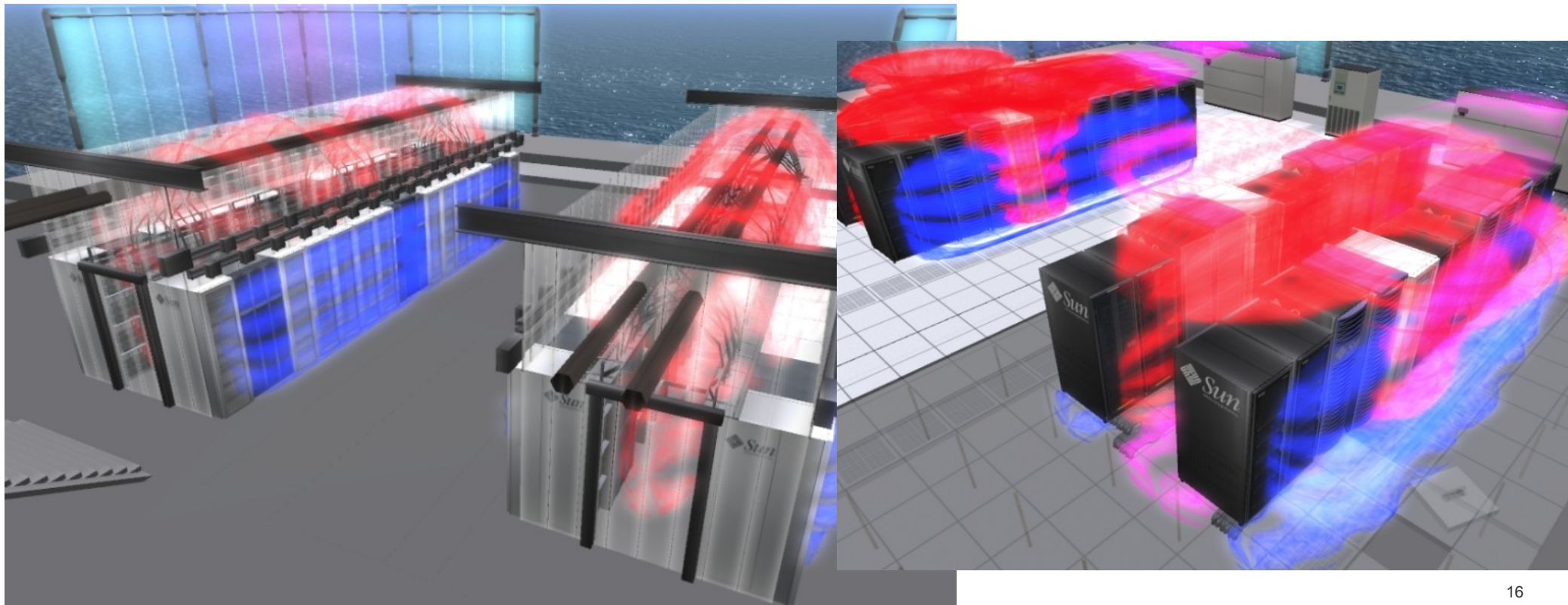
Welcome to Solaris Campus

- An experimental learning environment and community created by Sun Learning Services to make learning about Solaris immersive, easy, and fun!
- Office hours, expert chats, learning activities
- <http://blogs.sun.com/solariscampus>



Sun's Santa Clara Datacenter

- 3D model of the Sun Santa Clara Datacenter
- 2 Sun executives speaking in-world to industry analysts
- Leverage the virtual environment fully
 - > show heat coming off the servers in the datacenter
 - > how services manages that process



Large multi-user meetings





Sun Author Chats



Andromeda Theater

9 - The Future



- Jan 7 in 2007
- Microsoft
- Being the framework, being today
- Microsoft's vision of the future
- Built from Java/J2EE/MySQL
- Clouds?
- Proprietary?
- Use strategies for better working language support?

SMI EVENT

This Event is being Streamed.
To listen to this event, music streaming must be activated within your Second Life client.

For assistance in activating your music streaming, visit the help page on the Second Life website.

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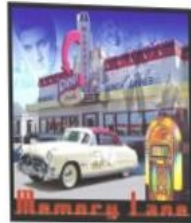
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Sun

Identity Process

6 - A Trip Down Memory Lane



- May 1995: Java announcement
- September 1995: Gary Cornell calls me: "Cay, we have a contract for a Java book"
- January 2006: Java 1.0 released.
- API was tiny (211 classes and interfaces; Java 6: 3,777).
- Documentation was: (1) javadoc (2) The source (through a research license)
- February 2006: Core Java 1.0 in print
- 500 pages: Java language, AWT, streams, networking, applets, exceptions, threads



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Sun's Project Wonderland

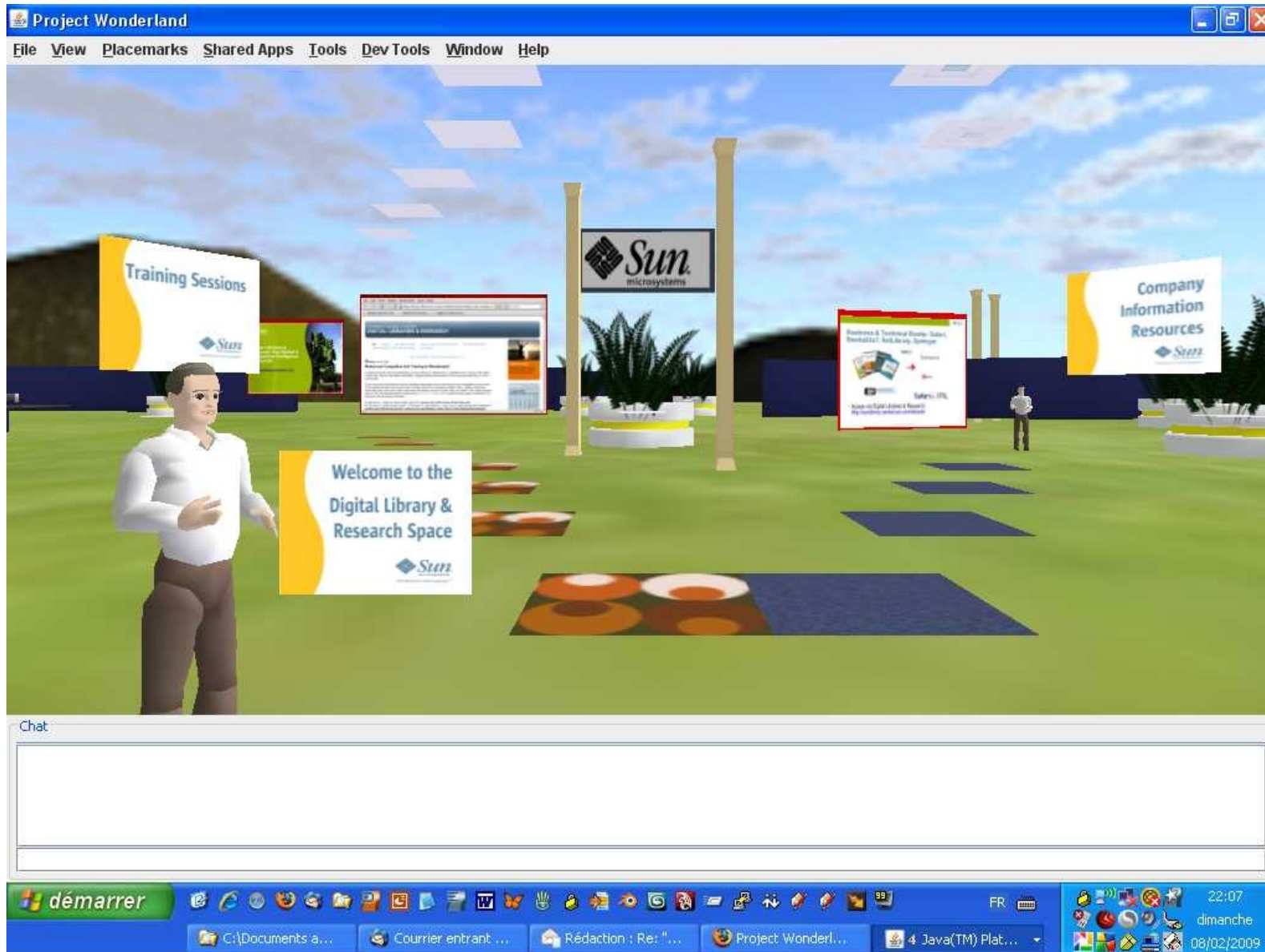
- Open source toolkit for creating 3D virtual worlds
- Design focus on business & education collaboration
- Supports high fidelity audio, shared applications, telephone integration, video, and more
- 100% Java



Sun employees in Wonderland

- Sun Services pilot – Atlantis
 - > Sales and field projects
 - > Library & Research space – training on information services
- Interest in using Wonderland for secure meetings and training
- Possible pilot for a 20 team technical training / conference – global team, can't travel, looking to Wonderland
- We provide tours and intro sessions

Market & Competitive Training in WL



Wonderland's Status

- There are many Commercial and Educational projects outside of Sun using the toolkit as a base for their services and/or research.
- Current release, 0.4, is still the prototype
- In release 0.5, WL is being completely re-architected:
 - > 3D engine changing from Java 3D to the more modern Java MonkeyEngine for superior graphics
 - > The avatar system is being totally overhauled
 - > Maximum avatars per system will be upwards of 100-150 simultaneous users
 - > Implementing a Federated Model
 - > Developer release due out end of Fall 2008
 - > Full Release expected in 2009
- Roadmap available on <http://wonderland.dev.java.net>

Wonderland .5

- Looking forward to the next release!
- More learning opportunities!

Next Steps – Second Life

- Register a SL Avatar & try out Second Life
 - > Second Life does NOT run on SunRay's OR on SWAN
 - > <http://techoff.sfbay.sun.com/sl>
 - > Get invite into the Sun Employee Group
 - > Join secondlife@sun.com via NetAdmin
- Download software at <http://secondlife.com>
- <http://secondlife.central.sun.com>
- Read the Blogs
- <http://blogs.sun.com/vw>
- <http://blogs.sun.com/solariscampus>
- <http://blogs.sun.com/daner> - News on the Solaris SL viewer
- Join the Sun Microsystems News group in SL

Next Steps - Wonderland

- Try out Wonderland – if you'd like a tour, let us know
- <http://wonderland.dev.java.net>
- MPK20: Sun's Virtual Workplace
- <http://research.sun.com/projects/mpk20/>
- Set-up your own Wonderland server
- Contribute to the Wonderland Community
- Join mpk20@sun.com via NetAdmin (Sun Internal)
- Join the Sun Immersive Special Interest Group Ning site
<http://sun-isig.ning.com>



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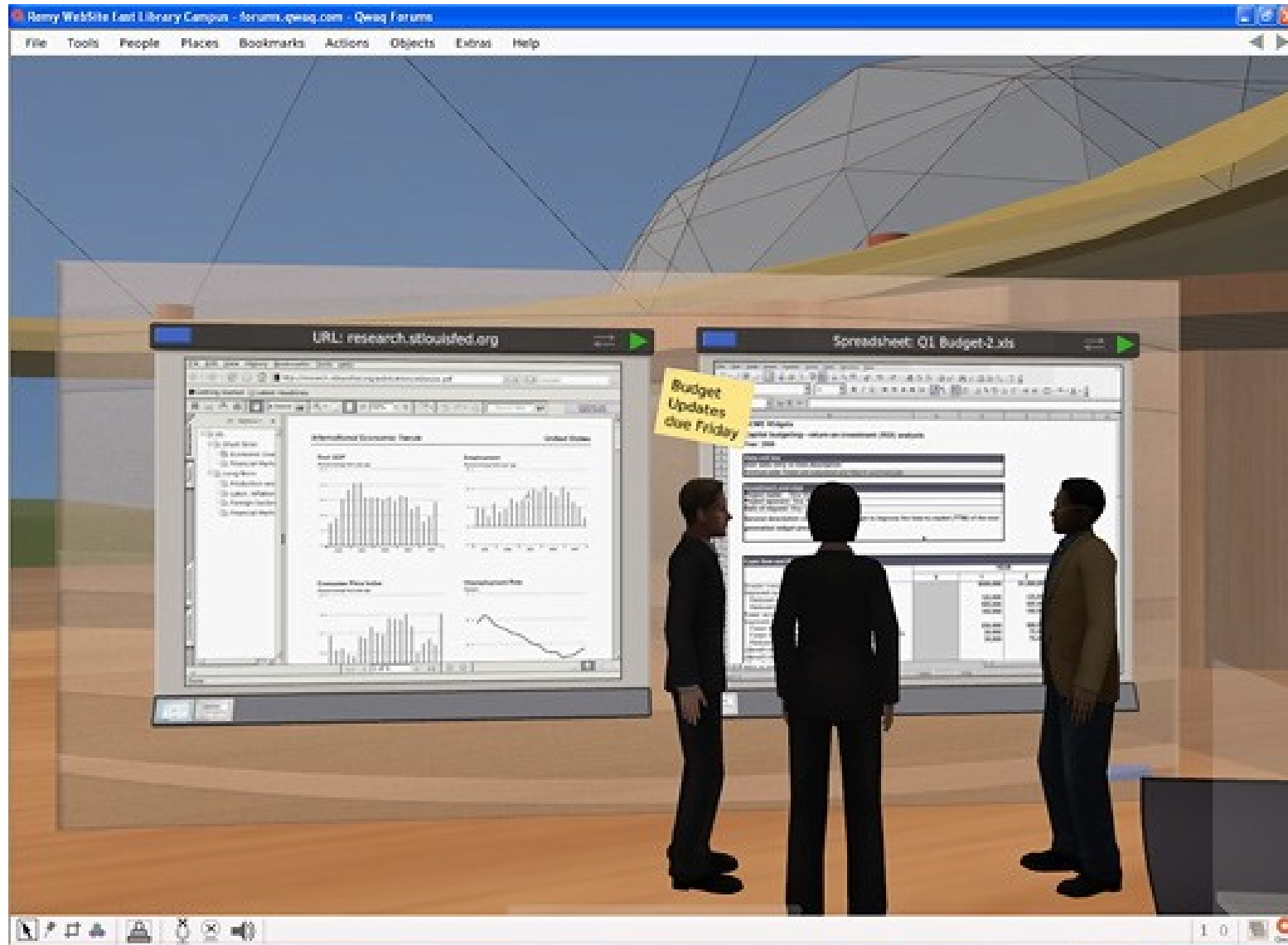
Appendix – examples of VW use

Simulation



- Here a national health-care company uses virtual-world software from Forterra Systems to train nurses.

Employee Collaboration



Simulation of hazardous places



Employee collaboration



- A group of Xerox (XRX) researchers from across the globe meets in Second Life each week to explore how they can use virtual worlds in various areas of their business. One idea is to use these spaces to demonstrate new technologies to customers