

Second Life is a phenomenon, growing 10-15% a month

Since its birth, Second Life has been growing explosively. In March 2007, Second Life had more than 5 million registered users, 10 percent of whom are regular visitors. In-world transactions total over 1 million U.S. \$ every day.

Second Life is a powerful cross-media engine

Thanks to its integration level, Second Life represents an engine for cross-mediality. From in-world, you can activate all other media: newspapers, magazines, radio shows, television, web sites and blogs.

Establishing a presence in Second Life now is a choice that can lead to interesting business opportunities.

Second Life is a new place where people like to spend their free time. While customers are in-world, companies can't reach them with traditional marketing media as easily.

New means of communication and a new kind of presence are needed, to reach them in the places, where they spend their time, and target them with relevant messages.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Committed to delivering innovation, Accenture collaborates with its clients to help them become high-performance businesses and governments. With deep industry and business process expertise, broad global resources and a proven track record, Accenture can mobilize the right people, skills and technologies to help clients improve their performance. With approximately 152,000 people in 49 countries, the company generated net revenues of US\$16.65 billion for the fiscal year ended Aug. 31, 2006. Its home page is

www.accenture.com

Contacts

To learn more about Accenture's Second Life offering, to discover what business opportunities await you in-world and to create your Second Life permanent presence, please contact:

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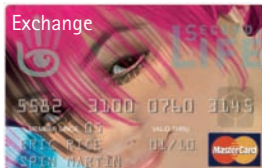


Customer
Innovation
Network

Milan



Exist



Exchange



Experience



Exhibit



What are companies doing in-world

Many brands are already present in Second Life: American Apparel, Adidas, ABN-Amro, BMW, Dell, General Motors, Reebok, Sony BMG, Toyota and many more, from all industries.

In Second Life in-world headquarters or on islands they've purchased, these companies are:

- running product demonstrations
- testing innovations and getting feedback
- organizing events
- holding press conferences
- recruiting
- meeting clients
- giving presentations
- selling products, both in-world and through link to e-commerce websites.
- hosting employee and alumni-meetings

Second Life is a 3D metaverse, a vast digital continent created by its residents. It's a virtual world teeming with people, entertainment, experiences, a place where you can customize your own Avatar and, thanks to an advanced social network service, interact with other residents and companies.

Second Life is not a game.

What can you do in Second Life?

In Second Life you can:

- Exist
- Explore
- Experience
- Communicate
- Exchange
- Create
- Exhibit

In-world priorities

Opening communication channels to consumers for activities including:

- new products launches
- brand identity & awareness programs
- events
- targeted advertising

Collecting data from consumers including:

- product expectations
- instant feedback
- product testing & development
- sentiment monitoring



Build your brand in Second Life

Accenture can support your business through all necessary phases to organise a successful in-world event or to design, set-up and run your permanent presence in Second Life.

Accenture can help you to:

- understand the communication strategy and learn how to leverage Second Life as a cross-media engine
- identify your goals, target value and define KPIs
- understand latest trends in-world
- design an in-world experience for your visitors
- design processes and requirements to manage in-world front-office and back-office activities and governance
- design an effective communication and marketing campaign for impact both in-world and in real life
- build and improve your company's own presence
- keep your land animated
- track your KPIs and the value

