

## 10 Communities, the Web and Multimedia

### 10.1 Evolution of the Web

### 10.2 Social Networks and Social Media

### 10.3 Web Content Aggregation and Integration

### 10.4 Web Technology for Software: Webware

### 10.5 Virtual Worlds in the Web

#### Literature:

- T. Berners-Lee: Weaving the Web. Texere 2000
- T. O'Reilly: What is Web 2.0, [www.oreillynet.com](http://www.oreillynet.com)

## Note: Chapters 9 and 10 Switched...

### 1. Introduction and Motivation

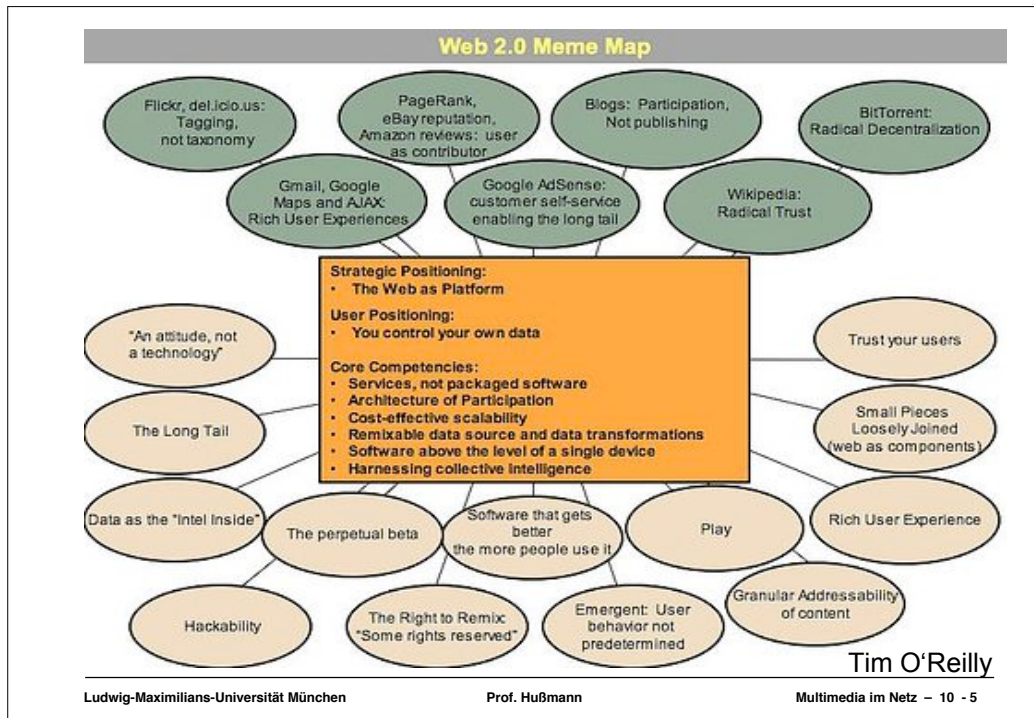
2. Digital Rights Management	Part I: Content-Oriented Base Technologies
3. Cryptographic Techniques	
4. Electronic Payment Systems	
5. Multimedia Content Description	
6. Multimedia Content Production and Management	
7. Streaming Architectures	Part II: Multimedia Distribution Services
8. Commercial Streaming Systems: An Overview	
<b>9. Web Radio and Web TV</b>	
<b>10. Communities, the Web and Multimedia</b>	
11. Signaling Protocols for Multimedia Communication	Part III: Conversational Multimedia Services
12. Multimedia Conferencing	

## The Key Idea of the Web

- T. Berners-Lee: "Information Management: A Proposal". CERN March 1989
  - “CERN is a model in miniature of the rest of the world in a few years time.”
- Discussions on Mosaic browser, 1993:
  - “I ... Made my now-standard case for making the Mosaic browser an editor, too. Marc [Andreessen] and Eric [Bina] explained that they had looked at that option and concluded that it was just impossible.”
  - (Weaving the Web p. 77)
- Tim Berners-Lee on the future of the Web:
  - “My hope and faith that we are headed somewhere stem in part from the repeatedly proven observation that people seem to be naturally built to interact with others as part of a greater system.”
  - (Weaving the Web p. 223)

## Generations of the Web

- Web 0.5
  - 1988-1995
  - Only predecessors of WWW exist
- Web 1.0
  - 1996
  - Static HTML pages, few publishers - many readers
- Web 1.5
  - 1996-2001
  - Dynamic Web pages, E-Commerce
- Web 2.0
  - 2005?
  - Collaboration, communities
  - Openness, standardisation, liberty



## What is the Meaning of „Web 2.0“ ?

- O'Reilly Conferences 2004/2005/2006
  - Tim O'Reilly, Dale Dougherty
  - Current conferences, e.g.: „Where 2.0“
- Basic question for the conference:
  - Which ideas have survived the burst of the dot-com bubble?
  - Creating the next wave out of the remains of the last
- „Web 2.0“ became a „buzzword“
  - Extremely rapidly...
  - There is no agreed definition

## Two Aspects of Web 2.0

- Social Aspect
  - Collaboration
  - User-Generated Content
- Technical Aspect
  - Huge bandwidth, therefore graphics, audio, pictures, videos...
  - Web browser as a universal platform for application software

## Comparison by Examples

### Web 1.0

- DoubleClick
- Ofoto
- Akamai
- mp3.com
- Britannica Online
- Personal homepage
- Personal bookmarks
- Content mgmt
- Taxonomy

### Web 2.0

- Google AdSense
- Flickr
- BitTorrent
- Napster
- Wikipedia
- Blogging
- Del.icio.us
- Wikis
- Folksonomy

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#### Literature:

- Eigner/Leitner/Nausner/Schneider: Online-Communities, Weblogs und die soziale Rückeroberung des Netzes, Nausner & Nausner 2003
- C. Stöcker: Die Zeit der Kopfjäger, Spiegel-online.de, 1. August 2006

## Social Networks, First Generation



Hauptmenü

Anmeldung

Log in

- College traditions:
  - Class listings, alumni listings, freshman listings
  - Personal profiles
  - Keeping in touch (classmate reunions)
- 1995: Classmates.com
  - German version: stayfriends.de
- Many similar platforms
  - E.g. facebook.com

Leistungen	Basis	Gold
Klassenfoto einstellen und Mitschüler markieren	✓	✓
Aktives Auffinden selbst festlegen	✓	✓
Klassentreffen melden	✓	✓
Alle Klassentreffeninformationen einsehen		✓
Mit dem Organisator des Klassentreffens in Kontakt treten		✓
Mailingliste für Klassentreffen verwalten		✓
»Eigene Seite« anlegen und Profil erstellen	✓	✓
Fotos auf »Eigene Seite« hochladen	✓	✓
»Eigene Seite« von anderen komplett einsehen		✓
Fotos ansehen		✓
Nachrichten hinterlegen	✓	✓
Nachrichten lesen und beantworten		✓
Kontaktliste anlegen	✓	✓
Ein Poesiealbum führen	✓	✓
Jedes Poesiealbum lesen		✓

## Social Networks, Second Generation

- From documentation of existing relationships to creation of new relationships
- General platform for self presentation
  - Easy way to personal homepage
- Examples:
  - MySpace.com
  - Friendster.com
  - StudiVZ.de
  - Xing.com (OpenBC)
- Establishment of “friend” link by mutual agreement
- Tracing of social network
  - 2nd degree contacts
  - Former colleagues



### Einzigartige Suchfunktionen

- Finden Sie neue Vertriebskanäle, Mitarbeiter und Jobs
- Finden Sie schnell die richtigen Entscheidungsträger
- Erreichen Sie Ansprechpartner tausender Unternehmen

Xing.com

Holtzbrinck zahlt Millionenpreis für StudiVZ  
03. Jan 2007 17:52, ergänzt 18:54



StudiVZ-Website  
Foto: StudiVZ

Quelle: netzeitung.de

Der Verlagskonzern Holtzbrinck hat das Internetportal StudiVZ vollständig übernommen. Mehr als 50 Millionen Euro zahlte das Unternehmen für die Kontaktbörse.

## Multimedia and Social Networks

- Obvious parts of homepage:
  - Personal photograph
  - Private pictures
  - Background music
- Copyright for all uploaded content owned by the user
  - User-generated (multimedia) content
- Legal trading of copyright-free music and videos
  - MySpace Music



- Völlig kostenlos
- Lade MP3s hoch -- nicht komprimieren!
- Hol dir deinen eigenen Band-URL

Verbreite deine Musik bei 148 Millionen von Fans!

Web | MySpace | Leute | Musik | Music Videos | Blogs | Videos | Film ▶

Search

powered by Google

Musiker – HIER **KOSTENLOS** ANMELDEN!

## Social Media

- Media consisting of user-generated (multimedia) content
- Classics: Flickr.com (photo), YouTube.com (video)
- Tagging
  - By originator
  - By others
  - Folksonomy
  - Tag clouds
- Comments
  - Discussion
  - Feedback
- Ratings
- Automation
  - Most recent, most popular

All time most popular tags

amsterdam animal animals april architecture art australia baby barcelona  
beach berlin bird birthday black blackandwhite blue boston bridge building bw  
california cameraphone camping canada car cat cats chicago  
china christmas church city clouds color colorado concert day dc dog dogs england  
europe family festival fireworks florida flower flowers food france  
friends fun garden geotagged germany girl graduation graffiti green hawaii  
holiday home honeymoon house india ireland italy japan july june kids lake  
landscape light london losangeles macro march may me mexico moblog  
mountains museum music nature new newyork newyorkcity newzealand night  
nyc ocean orange oregon paris park party people phone photo pink portrait  
red reflection river roadtrip rock rome sanfrancisco school scotland sea seattle sign  
sky snow spain spring street summer sun sunset taiwan texas thailand  
tokyo toronto travel tree trees trip uk unfound urban usa vacation  
vancouver washington water wedding white winter yellow zoo

[Tag cloud from Flickr](#)

## Giving, Exchanging, Buying

- Elementary way of exchanging goods
  - Reciprocal needs
- Buying:
  - Exchange is eased by money
- Media products may be different!
  - Artist has a need for being recognized, getting feedback
  - Consumer has a need for being entertained, informed
  - Reciprocal needs exist
- Amateur content producers
  - Do not in the first place expect revenue
  - “Giving” instead of exchanging
  - See Open Source software
- Global medium is more than its parts
  - Automatic creation of new valuable content by aggregation, filtering
  - “Wisdom of the crowd”

## Social Bookmarks

- Organizing Web content:
  - Hierarchical directories, taxonomy:
    - » Gopher, Yahoo
  - Personal bookmarks
    - » Retrieval problem, metadata
  - Sharing platform for links to information in the Web
  - Classics: Del.icio.us, digg.com, spurl.net, furl.net (with archive)
- Tagging:
  - Adds a semantic dimension to Web search
- Browser extensions for keeping personal bookmarks on server
- Digg effect:
  - Small web sites becoming quickly popular – overload situations
- Overview paper (found via del.icio.us...):
  - <http://www.dlib.org/dlib/april05/hammond/04hammond.html>

## Weblog, Blog

- Definition: A collection of chronologically (backwards) ordered, regularly added contributions to an umbrella topic.  
(adapted from Ebner/Baumann/Krcmar)  
Traditionally: Contributions comment on one specific hyperlink
- Technical view:
  - Simple content management system
- History:
  - First online diary by Simon Gisler 1994 (according to Wikipedia)
  - John Barger 1997: Term “Weblog”; Term “Blog” since 1999 (Peter Merholz)
  - Huge popularity since 2002
- Platforms: e.g. Xanga.com, blogger.com
  - Links point to individual contribution and are permanent (“permalinks”)
- Variants by media type:
  - Vlog, linklog, photoblog, moblog
- Problematic issues:
  - Borderline between advertisement, propaganda, free speech
  - Law violations, offensive statements



## Blog as an “Oscillation Medium”

- Traditional web sites (including online versions of traditional media):
  - Closed content
  - Links mostly internal to web site
  - Plus a few “related links”
- Bookmark collections:
  - Completely open content
  - Only reference to outer location
- Oscillation media:
  - Both closed and open
  - Blog comments on a link and contains external links
  - Reader is “oscillating” between open and closed reading
    - » Shall I follow the link?
    - » Shall I read on?
  - Hypertextuality as a media creation force
- From Eigner et al p. 119

## Reading and Writing

- Traditional cultural techniques: writing and reading
  - Mostly separated activities
- Blogging:
  - Writing as a continuation of reading
  - High motivation to start writing, by external trigger (commented link)
  - Often very short texts
  - Reading as a continuation of writing (e.g. reading comments)
  - Continuous process of sign production
- A new cultural technique?
  - Reading-writing-reading-writing-...
- From Eigner et al p. 122

## Blog Search

**Technorati™**  
Who's saying what. Right now.

Search for  in blog posts Search Advanced search

**Top Searches**

1. Iphone
2. Obama
3. Joost
4. Tammy Nyp
5. Aux Barricades
6. Saddam

More top searches »

♥ My Favorites

**Popular**

Music Videos Movies Games DVDs News Buzz

The most popular music bloggers are linking to right now.

brought to you by zune

**Top Tags**

britney spears bush comedy  
firefox flash friendship gaming  
mobile money opinion racism  
shopping war weather windows  
britney-spears current-events  
fashion foto iphone ipod mp3

- Blog search engine
  - Combining information from many blogs
  - Including tagging, rating etc.
  - Examples: Technorati.com, blogsearch.google.com
  - Being expanded towards multimedia
    - » Counting links from blogs to music albums, videos, movies etc.

## Podcasting

- “History”:
  - Discussed since 2000, massive use since 2003
  - Word of the year of the New Oxford American Dictionary 2005
- Media file distributed by subscription (paid or unpaid)
  - Playback on computers or mobile devices
  - Mainly audio, partly video information, may be any file technically
  - Automation of download by “feeds” (RSS or Atom)
- Often user-generated content:
  - Amateur podcasts
  - Production of audio podcasts has minimal hardware/software requirements

## Corporate Blogs and Podcasting

- Companies use blogs and podcasts for:
  - General information on company
  - Brand formation, general public relations
  - Topic blogs
  - Campaign blogs
  - Knowledge distribution and customer service
  - Internal information channels (intranet blogs)
    - » Executive blog, team blog
- Problematic issues (for the company):
  - Negative image campaigns (e.g. attac)
  - Confidential or problematic issues discussed openly in internal blogs (e.g. cases of mobbing)
  - Danger of emotional escalations
- Peter Wolff: Die Macht der Blogs, Datakontext 2006

## Context-Sensitive Advertisement

- Important source of revenue in Web 2.0 sites
  - Advertisement precisely targeted at customer
- Market leader: Google AdSense
  - Ad server operated by Google
  - Websites register with Google
    - » Advertisement placed based on analysis of content of page to be shown (Javascript)
    - » Generate revenue per click or per thousand impressions
  - Selection among relevant ads and order of ads by real-time auction
    - » Ads creating highest revenue are shown
    - » Using bid price of advertised and quality score of the ad (e.g. Click-Through-Rate)
    - » Paid price may be lower than the bid (minimal price to keep position on the list)
  - Advertisers arrange fixed budgets in advance
- See: <https://adwords.google.com/select/afc/pricing.html>

## Lead User Innovation Process with Online Communities

- Traditional Lead User Innovation Process:
  - Workshops with selected users
  - Bring together product developers and end users
  - Discuss ideas for new products and product improvements
  - Create new ideas through creativity techniques
- Closed Online Communities:
  - Lead user community organized through web-based platform
  - Specific software tools in addition to community-platform functions
- Example:
  - TMG München projects with Baluff and Webasto
  - Ideas for automotive products created and tested with large group of Chinese participants

## Innovation Community: innocentive

The screenshot shows the Innocentive website interface. At the top left is the Innocentive logo. A navigation bar contains links: Über uns, InnoCentive Forschungs-aufträge, Verwendung der Website, Mein InnoCentive, Auftrag-gebende Unternehmen, and Nachrichten u. Presse. Below this is a secondary navigation bar with links: Über uns, Für Wissenschaftler, Management, Kontakt, and Sprache. The main content area features a 'willkommen' (welcome) message and a description of the platform as an internet forum for researchers. A 'VORGESTELLTE InnoCentive Forschungsaufträge' (Featured Research Challenges) section is visible, with a 'Prize' icon and details for challenge INNOCENTIVE 4470259 (ALS BIOMARKER) with a deadline of NOV 06, 2008 and a prize of \$1,000,000 USD. Another challenge is partially visible with a deadline of MAR 09, 2007 and a prize of \$140,000 USD. At the bottom right, there are buttons for 'Chemie' and 'Biologie'. A PowerPoint window is overlaid on the page, showing a progress bar and the text 'PowerPoint speichert die AutoRecovery-Datei:'. The footer contains the same university and professor information as the first slide.

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Literature:

E. van der Vlist et al.: Professional Web 2.0 Programming.  
Wrox 2006

## Content Aggregation

- Combination of content on specific topics from various sources
  - Technically mostly based on RSS
- Creation of an individualized information offer:
  - Information from various sources
  - Adaptable to personal preferences
  - Selected by community processes (voting, tagging)
- Examples:
  - wikio.com
  - Netvibes.com
    - » Extremely easy configuration of feed modules
  - Daylife
    - » Focus on multimedia: E.g. photo covers

## Example 1: Netvibes

The screenshot shows the Netvibes dashboard interface. At the top, there's a navigation bar with 'Auf meiner Seite', 'Filter', and 'Suchen'. Below it, the main content area is divided into several sections:

- Ausgewählte Feeds:** A list of selected feeds including 'Basic Thinking Blog', 'BILDblog', 'BUNTE.T-Online.de Newline', 'Handelsblatt.com', 'heise online News', 'kicker.de News aktuell', 'SPIEGEL ONLINE', 'Spreeblick', 'VOGUE.com - Deutschland', and 'ZDNet Tests & Technik'.
- Web Suche:** A search bar with 'Suchen' button and options for 'Google', 'Yahoo!', 'Live', and 'Snap'.
- ZDNet Tests & Technik (6):** A list of articles including 'Immer optimal informiert: die besten RSS-Reader', 'Renault: Formel-1-Speed auch bei Daten- und Speichermanagement', 'Schredder-Software: Sicheres Löschen von Dateien', 'Neuer Kalender und schnellere Suche: Outlook 2007 im Test', 'Schnell formatieren und perfekt publizieren: Word 2007 im Test', and 'Virtualisierung: Newcomer Microsoft fordert Vmware'.
- heise online News (6):** A list of articles including 'Taser-Opfer verklagt Universität und Polizei', 'Belgische Zeitungen gehen auch gegen Yahoo vor', 'Bundestag verabschiedet Telemediengesetz', 'Deutsche gaben im Weihnachtsgeschäft 5,4 Milliarden Euro online aus', 'North of Apple Bugs: Lücke in "Personal File Sharing"', and 'AMD startet Ausrüstung von neuem Reinraumgebäude in Dresden'.
- Kalkoo: ipod nano:** A product listing for 'iPod nano Green 4 GB' priced at '209,00 €' with an 'Angebot' (offer) tag and a 'sehen' (view) link.
- Mail:** A section indicating 'Kein Account konfiguriert. Verwenden Sie den Editieren Link um Username und Passwort zu setzen'.
- Netvibes.com Blog (7):** A list of blog entries including 'The Lithuanian version of Netvibes is up' and 'Best wishes and Happy New Year!'.

Ludwig-Maximilians-Universität München      Prof. Hußmann      Multimedia im Netz – 10 - 27

## Example 2: Daylife

The screenshot shows the Daylife website interface. At the top, there's a navigation bar with 'Tour', 'Help', 'Feedback', and a search bar. Below it, the main content area is divided into several sections:

- daylife BETA:** The website logo and name.
- Covers:** A section titled 'Covers → Interesting stories from around the world, hand-picked by Daylife'. The featured article is 'Merkel's EU Constitution Revival' with a date of 'January 17, 2007' and a credit to 'GETTY - AFP/GETTY IMAGES'. The article image shows Angela Merkel speaking at a podium.
- Navigation:** A row of small thumbnail images for other stories.
- Footer:** A blue bar with the text 'Welcome to Daylife - a new way to explore the world. Read more or take a tour.'

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## Mashups

- Automatic syndication of content with high degree of integration
  - Often using Web APIs and Web Services
  - Active calls TO other Web sites to obtain information
- Technologies:
  - SOAP (Simple Object Access Protocol)
    - » XML-based syntax for invoking Web Services over HTTP
    - » Offered from e.g. Amazon, eBay (until 2006: Google)
  - XML-RPC
    - » Similar to SOAP (its predecessor)
    - » Simpler and easier to understand
  - REST (Representational State Transfer)
    - » Thomas Roy Fielding 2000 (Dissertation)
    - » Very simple: PUT, GET, POST, DELETE
    - » Most popular (e.g. Amazon: 85% use REST instead of SOAP)
    - » <http://www.oio.de/public/xml/rest-webservices.htm>

## Example: Alkemis Local

- local.alkemis.com
- NYC live traffic cams
- Yahoo Traffic News
- Flickr images
- Del.icio.us links
- A9 Blockview photos
- APIs:
  - [Amazon A9](#)
  - [OpenSearch](#)
  - [del.icio.us](#)
  - [Flickr](#)
  - [Google Maps](#)
  - [Yahoo Traffic](#)
- See [programmableweb.com](http://programmableweb.com)

The screenshot shows the local.alkemis.com interface. On the left is a sidebar with a list of services: Base Location (NYC), Traffic Cams, Yahoo! Traffic, MTA Subway, Yahoo! Weather, Yahoo! Local Picks, Yahoo! Local News, Fandango Movies, del.icio.us Links, Images, Police Scanner, NYC Slive.com, Internet Radio, Font size, Fav Locations, and Firefox. The main area features a map of NYC with a traffic cam feed window titled 'FDR Dr & 36 St - LIVE' showing a street view with cars. A text box above the map reads: 'local.alkemis.com | Combining the best of the best 'local' sites, without ads. Most features work anywhere in the USA. Click on any street to set a red pin and see more info (stored photo if available). See a map of continental USA of all cities with A9 or Live Traffic Cams. See A9 and Live Traffic Cams city list.'

## Example: MusicPortl (1)






### Bruce Springsteen

**Bruce Frederick Springsteen** (born September 23, 1949) is an American rock and folk singer, songwriter, and guitarist. Springsteen has frequently recorded and toured with the E Street Band, in addition to recording and performing as a solo artist and with other musicians. An heir to Elvis Presley, Woody Guthrie, Pete Seeger, Eddie Cochran and Bob Dylan, but also influenced by early 1960s rock and R & B, Springsteen is most widely known for his brand of heartland rock infused with pop hooks, poetic lyrics, and Americana sentiments centered around his native New Jersey. His eloquence in expressing ordinary, everyday problems has earned him numerous awards, including several Grammy Awards, an Academy Award, and induction into the Rock and Roll Hall of Fame, along with a very large, devoted, and long-lasting fan base. His most famous albums, *Born to Run* and *Born in the U.S.A.*, epitomize his penchant for finding grandeur in the struggles of daily life.



☆☆☆☆☆  
Currently 0.0 out of 0 votes

### Genres

70s 80s alternative american americana bruce classic **classic rock** electronic favorites folk folk rock indie  
rock new jersey oldies political pop **rock** seen live singer-songwriter

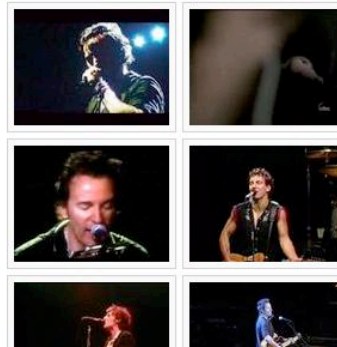
Amazon E-commerce + Flickr + Last.fm + MusicBrainz + Ontok + Technorati + YouTube

## Example: MusicPortl (2)

### Blogs

- Today, 15:35** [Figlia di un vecchia canzone](http://blog.libero.it/hero/2173523.html)
- Today, 14:23** [Thursday Ten](http://sthenalindia.livejournal.com/414326.html)
- Today, 13:49** [PULASKI'S 1000 LOVED ONES](http://blog.myspace.com/index.cfm?fuseaction=blog.view&fr...)
- Today, 13:44** [Jerry Maguire The Soundtrack](http://moviesevotee.livejournal.com/5371.html)
- Today, 13:41** [London Poker Club Manager Convicted of...](http://pokerbounce.com/news/2007/01/london-poker-club-man...)
- Today, 13:31** [Stephen King - Rock Star](http://blog.myspace.com/index.cfm?fuseaction=blog.view&fr...)
- Today, 13:16** [Mega Quiz post](http://blog.myspace.com/index.cfm?fuseaction=blog.view&fr...)
- Today, 13:14** [Trump Vodka LA Launch at Les Deux](http://celebritymound.com/?p=3449)
- Today, 1**
- Today, 1**

### Videos



### Similar Artists

Billy Joel Bob Dylan Bruce Springsteen & The E Street Band Coldplay Crea  
Clearwater Revival David Bowie Dire Straits Eagles Elton John Elvis Pre  
Eric Clapton Fleetwood Mac Guns N' Roses Johnny Cash Led Zeppelin



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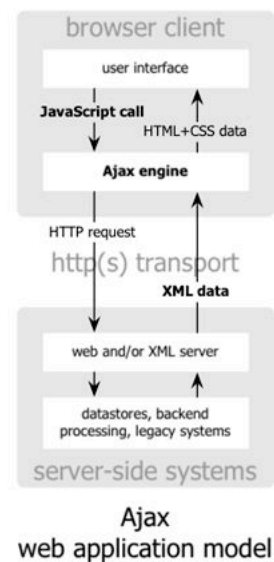
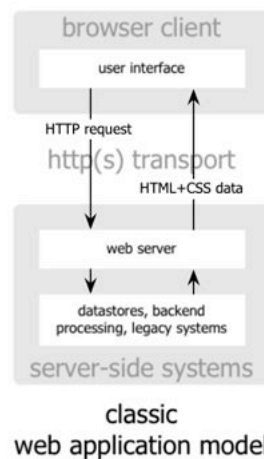
### Webware

- Web Browser as an execution platform for software
  - E.g. JavaScript, Flash
- Application software run in browser
  - Local execution guarantees short response times
  - No waiting for loaded pages
- Business model:
  - Free software and advertisements or bundling with other services
  - Pay-per-use
- Storage of documents on server as part of service
- Problems:
  - Difficult to develop
  - Dependency on browser software

## AJAX Technology

- AJAX = „Asynchronous Javascript + XML“
- Local JavaScript application
- Loading of information from server in XML format
  - In asynchronous manner, i.e. in advance - not waiting
- Best known example: Google gmail
- Other examples:
  - Google Docs & Spreadsheets
  - Dabbledb.com
  - Zohowriter.com
  - Adobe Acrobat Connect (former Macromedia Breeze)

## AJAX and Traditional Web Applications



Source:  
[javalobby.org](http://javalobby.org)



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### Virtual Worlds

- Online communities and online games are merging
  - Example World of Warcraft
- Non-Game online communities with virtual world
  - Old idea, see
    - » Gibson: Neuromancer
    - » Stephenson: Snow Crash
  - Was tried several times, but this time successful...
- Secondlife.com
  - Created and run by Linden Labs
  - Two million accounts, twenty thousand concurrent users
  - Full virtual environment, avatars, extensive creative tools
- Many simpler virtual worlds
  - E.g. [www.habbo.de](http://www.habbo.de)
    - » Virtual hotel for kids

## Example: Habbo.de

2,782 Habbos im Hotel

Hallo! Bitte einloggen bzw. registrieren.

Kostenlos registrieren

Einloggen

Check ein! HABBO HOTEL

START | NEU HIER? | TALER KAUFEN | EVENTS | GAMES | COMMUNITY | SHOP | HILFE & SICHERHEIT | MOBILE

Habbo Hotel | Habbo Hotel | Willkommen im Habbo Hotel | Haustiere | Möbel | Renovierung | Habbo Homes | Habbo Web | Habbo Games

Home » Habbo Hotel

### HABBO HOTEL

**Neu im Habbo?**

1. **Check ins Hotel ein!**

2. **Erstell dir einen Habbo**

**Wichtigste Funktionen**

Sobald du ins Hotel eincheckst, erscheinen unten im Fenster die Symbole der wichtigsten Funktionen:

- Habbo Konsole**  
Damit kommunizierst du mit Freunden.
- Habbo Geldbörse**  
Hier bewahrst du deine Habbo Taler auf.
- Hotel Navigator**  
Damit bewegst du dich durch die verschiedenen Räume des Hotels.

**Werbung**

**Wohin möchtest du gehen?**

Wähl einen Hotelraum aus, in welchen du gehen willst. Klick den Link an und schon wird der Raum geladen!

- Freibad**  
Im Lido findest du den Pool, einen Sprungturm und die Umkleidekabinen. Schlüpf in deine Badehose oder dein Bikini und schon kann es los gehen!  
[In den Raum gehen](#)
- Battle Ball**  
Schnapp einen Hüßball und zeig was du drauf hast. Ein cooles Team-Game!  
[In den Raum gehen](#)

**Werbung**

JACKIE CHAN ADVENTURES

SNOWSTORM

## Second Life



Linden  
Gallery  
Of Resident Art

<http://video.google.com/videoplay?docid=-5182759758975402950>

## Second Life and Business

- Large companies are using Second Life
  - For meetings, conferences, customer care
  - As sales channel



☆ AP Photo by IBM Corp. - 1 month ago  
In this screen grab provided by IBM Corp., one of their virtual islands which will open to the public next week is shown. :

## Web Two Point Oh

### Web Two Point Oh!

#### Create your own Web 2.0 Company

Below you will find a pre-created VC friendly Web 2.0 company just for you!

Hit reload to create another potential million dollar idea

Your company name:

**Zimodiorb**

Your company product:

**ad-supported bookmarks via api mashups**

<http://www.andrewwooldridge.com/myapps/webtwopointoh.html>