

## PRESS KIT

### **Immersive Workspaces Official Boilerplate**

Immersive Workspaces™ is a premium collaboration solution, enabling enterprises to communicate and collaborate in a rich, 3D environment. Developed exclusively for the Second Life Grid™ platform and private networks, Immersive Workspaces harnesses the potential of virtual worlds and 3D immersive environments to help solve ecological, collaboration and communication issues facing many organizations today.

### **Immersive Workspaces History**

Rivers Run Red started developing brand solutions for clients in Second Life since 2003. After 4 years, Rivers Run Red saw the need to look beyond brand campaigns, and realized the potential of virtual worlds and 3D immersive environments to help solve ecological, collaboration and communication issues facing many organizations today.

In late 2007, the company turned its attention to application development within the virtual world and just over a year later, created the first enterprise solution utilizing virtual world and Web 2.0 technology - Immersive Workspaces version 1.0. As a complete collaboration solution, the platform integrates a 3D immersive workspace with an application-rich website so participants can report, control, and track collaboration in the 3D environment. The solution is already in use today by some of the world's largest companies.

Rivers Run Red is the first company to provide a separate enterprise solution for use with 3D immersive environments. As a result, they've been influential in creating and building the market for virtual worlds and the 3D Web.

In October 2008, Rivers Run Red formed a strategic partnership with Linden Lab to ensure a proper home for its solution. Now, enterprises have a premium, one-stop solution for collaboration, communication, and training that provides them with tangible, ROI results.

### **Rivers Run Red Official Boilerplate**

Rivers Run Red™ is an immersive spaces™ company, developing content, applications and business solutions for the emerging 3D Web. As an industry-leading development company, instrumental in the evolution of the virtual worlds market, Rivers Run Red works with some of the world's largest companies in the extension of their digital strategies. Rivers Run Red is located in London and San Francisco. For more information about Rivers Run Red, please visit <http://www.riversrunred.com> **Media Contact:** [mimi@riversrunred.com](mailto:mimi@riversrunred.com)