

FOR IMMEDIATE RELEASE

The Changing Web: Internet Prophet Robert B. Cohen Presents New Book about Web 3.0 Live in Real and Virtual Berlin

The 3D online world Twinity is broadcasting the book presentation of 'Changing the Face of the Internet: Virtual Worlds and the Information Economy' live from Berlin's Capital Club.

Berlin, 17 June 2009 – The business network Second Commerce and Berlin's prestigious Capital Club are extending a warm welcome to Dr. Robert B. Cohen, renowned internet expert, senior economist and fellow of the Washington Economic Strategy Institute, to present his latest book 'Changing the Face of the Internet: Virtual Worlds and the Information Economy'. Twinity is offering the public the chance to follow his presentation online in virtual Berlin. The event will take place on 19 June in the Hilton Hotel at Berlin's Gendarmenmarkt and will begin at 9am. Twinity will stream the presentation, including the subsequent Q&A round, live in virtual Berlin's media.net office.

In 'Changing the Face of the Internet: Virtual Worlds and the Information Economy', Robert Cohen analyzes social and collaborative network systems. With estimated user numbers of one billion by 2017, his theory is that virtual worlds are the key innovation engine of the future for organizing work via the internet. Virtual worlds are set to change the processes and structures that companies currently use to develop products, organize cooperations, and communicate with their peer groups in a lasting way.

"We consider Twinity a very promising platform in the virtual worlds sector. The live broadcast in virtual Berlin will give a fantastic practical demonstration of how live events can be made accessible to a global audience, allowing users to take part interactively. We look forward to testing possible applications for business together," explained Michael Schumann, Chairman of Second Interest AG and initiator of the Second Commerce Business Network.

As an additional bonus, all virtual guests can take part in a prize draw for a chance to win one of three copies of Robert Cohen's latest book.

The virtual world Twinity is currently in public Beta. You can register for free membership at www.twinity.com and begin exploring the world today.



**Virtual book presentation of
'Changing the Face of the Internet'**

19 June 2009, 9am – midday

Live streaming under:
www.twinity.com/de
from the virtual media.net office

Registration and information at:
http://www.amiando.com/RXEGTS_B.html

Digital press kit:
http://press.twinity.com/press_kit/

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Information about Metaversum and Twinity:

Metaversum develops and operates the **3D online world Twinity**. The vision behind Twinity is to forge a close connection between the real and the virtual world. Twinity is building realistic replicas of the world's most vibrant cities in 3D, starting with Berlin, with Singapore and London set to follow soon. Twinity members can create a personal avatar, explore real cities virtually, move into a 3D home, chat with friends, work, get creative, or just have fun together.

Twinity also offers businesses new ways of engaging with real people in real virtual cities. Through virtual shops and branded presences, in-world ad campaigns, product placements, and sponsored events, Twinity lets you enter into a direct and emotional, digital dialog with your target group. Twinity is currently in public Beta. Founded in July 2006 and financed by leading venture capital firms, Metaversum has offices in Berlin, Kiev, and Singapore. More information can be found at www.metaversum.com and www.twinity.com.

Download the digital press kit with logos and screenshots here:

http://press.twinity.com/press_kit/

(This link is for internal editorial department use only)

Do you have any questions or require additional material?

Your personal contact partner is happy to assist you:

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