

FOR IMMEDIATE RELEASE

Virtual London now open in Twinity

Metaversum, developer of [Twinity](#), the virtual world made of real people and real places, is launching the beta version of [Virtual London](#) on December 7th. A mix of live events, exciting contests and special offers awaits online pioneers who want to stake their claim and bring the city to life.

Berlin, 7 December 2009 – After the successful launches of Berlin and Singapore, Twinity, **the world's first mirror world**, is announcing the opening of the next global capital today: **Virtual London**.

Twinity extends a warm welcome to pioneering Virtual London residents from around the world. **Explore the city**, locate the perfect apartment, make yourself at home and hang out with new friends. Virtual London is also **open for business**. Opening a shop, gallery, music venue, bar or restaurant has never been easier.

"London is one of the most popular cities in the world and we are very excited to open it to our members. In the upcoming weeks we'll have attractive starter specials for online pioneers worldwide to bring the virtual city of London to life," says Mirko Caspar, co-founder of Metaversum.

Virtual London is currently **in public beta testing** and features a **realistic true-to-scale 3D replica of the most attractive and vibrant parts of London** including landmarks, public squares and authentic building façades. Starting **December 7th**, Twinizens from all over the world will be exploring Europe's thrilling metropolis with its countless historic sites.

The first district of London to open is **Soho**, stretching virtually from Oxford Street down to Trafalgar Square including the world-famous Piccadilly Circus and China Town. The cultural heart of London will kick off its virtual counterpart with a set of live events, walking tours and contests all week long. Twinity members will then have a chance to see the city grow as new districts and landmarks are opened bit by bit with Big Ben, Tower Bridge and Buckingham Palace soon to follow.

Twinity celebrates the launch of Virtual London with a **special offer**: The first 10 residents and shop owners based in real Soho can win their virtual apartment or shop floor at the same address in Virtual London for one year for free. Just send your name and real address to London@twinity.com and soon you'll be one of the first virtual Londoners.



Registration and information about Twinity:
www.twinity.com/en/london

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

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Join the Virtual London fan page on Facebook for the latest updates: <http://www.facebook.com/virtual.london>.

The virtual world Twinity is currently in public beta. Register for free membership at www.twinity.com and start exploring the world today.

Information about Metaversum and Twinity:

Metaversum develops and operates the 3D mirror world Twinity. The vision behind Twinity is to bring the real and the virtual worlds closer together by building realistic replicas of the world's most vibrant cities in 3D. Berlin, Singapore and London have launched in Twinity, with other exciting cities set to follow them 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 offers businesses new ways of engaging with real people in real virtual cities. Through virtual shops and branded presences, in-world ad campaigns, product placement, and real and virtual sponsored events, Twinity lets you enter into a genuine, emotive dialog with your target group. Twinity is currently in public beta and open for business. Founded in July 2006 and financed by leading venture capital firms, Metaversum has offices in Berlin, Singapore, Kiev, and Potsdam. More information can be found at www.metaversum.com and www.twinity.com.

Download the digital press kit with screenshots and videos 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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