

SL PRO!

The premier conference for Second Life content creators

Official Conference Program



February 22-25, 2010

Official Conference Program

Welcome to SL Pro!, the premier conference for Second Life content creators. The Conference brings together serious content creators to expand their professional capabilities via three days of high-level seminars, creativity, and critique within the virtual world of Second Life®. This program will be your hour-by-hour guide to all the exciting activities we have planned!

Tuesday, February 23

Conference staff available 9:00 am - 7:30 pm

9:00 am

Content Creation Challenge begins
Parcels are open to builders

9:00 – 9:45 am

Plenary Session
Linden Lab Arena

Linden Lab Strategy and Goals for 2010

Keynote Presentation

Tom Hale, Chief Product Officer for Linden Lab, will give an overview of Linden Lab's strategy and goals for 2010 while highlighting the accomplishments of Second Life content creators and the creativity they bring to Second Life. Attendees will get a sneak preview into some of the coming developments that will enable new levels of expression and creativity, a view of the roadmap for content management, and a look at the Lab's ongoing efforts to give content creators better tools to manage their intellectual property. Content is the heart of Second Life - so don't miss this opportunity to learn what's coming and how you can grow your abilities and your business.

Tom Hale, aka T Linden (Chief Product Officer, Linden Lab)

10:00 – 11:00 am

Visit Sponsor Exhibits
Perimeter of Linden Street Arena

5:30 – 6:30 pm

Visit Sponsor Exhibits
Perimeter of Linden Street Arena

5:30-7:30 pm

Opening Reception featuring Noma Falta
Linden Street Arena

Wednesday, February 24

Conference staff available 9:00 am – 6:30 pm

9:00-11:30 am

Content Creation Challenge - Mentoring Time

11:00-11:30 am

Project Tours
Meet at SL Pro! Welcome Center

11:00 – 11:45 am

Visit Sponsor Exhibits
Perimeter of Linden Street Arena

Wednesday, February 24 (continued)

Conference staff available 9:00 am – 6:30 pm

11:45-Noon

Opening Remarks and Welcome

Glenn Linden
Linden Street Arena

Noon-12:45 pm

Breakout Sessions

Prepare for a Profitable Future

Content Creation

Linden Street Arena

Change is coming to Second Life, bringing with it an increase in opportunities for professional content creators. At this session Kim will gaze into her crystal ball and tell us what she sees in the future. She'll make predictions about areas of growth, what business models are most likely to succeed, and how content creators, resident merchants, and Solution Providers can prepare and position themselves to better serve customers and earn real-world income. Whether you're a hobbyist intending to go pro or a pro looking to increase your profits, you'll value the insights, advice, and resources shared at this session.

Kimberly Rufer-Bach, aka Kim Anubis (The Magicians)

Slaying the Lag Monster: Best Practices in SL Scripting for High Performance

Scripting

Battery Street Coliseum

Scripting for low lag and best use of SL resources is both an art and a science. This session will provide a comprehensive review of the principles and specific techniques to achieve better results in SL. From simple mistakes we all make, to the hidden lag monsters that might still be buried in your "crown jewel" of a project... sooner or later we all run out of cpu cycles. Specific metrics, measurements, and guidelines will be presented from extensive testing for performance, in Second Life.

JB Hancroft (Simplicity Labs)

1:00-1:45 pm

Plenary Session

Linden Street Arena

Special "Secret Sauce" Session

Plenary Presentation

We can't tell you about this special session yet, but as a pro developer working in Second Life, this is not one to miss! More information will be posted here 24 hours before the session -- in the meantime, hold the time and date!

Q Linden and Edelman Linden, Linden Lab

2:00-2:45 pm

Breakout Sessions

Jack of all Trades, Master of... All of Them!

Content Creation

Linden Street Arena

CJ Carnot talks about the entire process of carrying out a large development job in SL from the early stages of design through the build process to the finishing touches & scripted interactivity with the

Wednesday, February 24 (continued)*Conference staff available 9:00 am – 6:30 pm*

insight of someone who has not only been working full time in Second Life for many years now, but comes with 20 years programming, modeling & multimedia experience as well as 10 years practicing real world architecture. Along with this overview he'll be introducing some practical tips & tricks for every stage of the job which you'll hopefully be able to start using yourself straight away.

Christopher Holden, aka CJ Carnot (NMC Virtual Worlds)

Creating a Virtual Aircraft, from Concept to First Flight

Scripting

Battery Street Coliseum

Cubey Terra discusses the process of creating a flying vehicle in Second Life. Using the example of a Terra vehicle, each stage of a vehicle build is explored: conceptualizing, building, refining the design, texturing, scripting, and flying the finished product. Included is discussion of tools and techniques, as well as technical hurdles that need to be overcome.

Cubey Terra

3:00-3:45 pm

Breakout Sessions

Business on a Budget: Becoming a Successful Fashion Designer for (nearly) Free

Content Creation

Linden Street Arena

Whether you're a hobbyist or you want to take the SL fashion world by storm, you too can create a successful and original clothing design business with the potential to earn real life profits -- even if you're on a tight SL budget. Presented by Rachel Darling, owner of Milady's Fancy, this practical, step-by-step presentation will guide you through the process of learning how to create designs that will sell, and then how to market your label successfully using demographics, search, in-world sales venues, and online shopping sites. The presenter will offer links to free or nearly-free resources, as well as tips on how to create a professional and compelling brand that appeals to shoppers. And if you're already designing clothing you'll find valuable ideas and concepts for improving your current business, as well as marketing practices that will take your label to the next level.

Rachel Darling

Hello (Virtual) World

Scripting

Battery Street Coliseum

Second Life has a complete API for communicating into and out from the virtual world, a major differentiation from closed game systems. Whether you are a novice content creator or a seasoned scripiter, almost anyone can exploit the fundamental capabilities to communicate between Second Life and the exterior world. In this session we will explore the various methods for communicating into and out of Second Life including email and HTTP, and into a Second Life based Web server, using LSL, Python and PHP in-world and external service components. We will also look at external data persistence and access, always vital to maintaining user data. The presenters are professional software developers and co-authors of Scripting Your World.

Dana Moore aka ElectricSheep Expedition

Wednesday, February 24 (continued)

Conference staff available 9:00 am – 6:30 pm

4:00-4:45 pm

Breakout Sessions

Free Content Drives Traffic

Content Creation

Linden Street Arena

How do we utilize the concept of free content in Second Life to generate traffic, sales, and interest? This discussion will cover how to create free content that is not just hobbled versions of your normal content but is strategic and desirable content. We will discuss free content as a model to drive traffic to immersive art spaces, as well as a way to sustain those spaces and raise money for charities. You will learn concepts of enabling visitors to engage a space as a social activity and increase their desire to dwell and become experts in your content. Find out how to develop these power visitors and cultivate them as insiders who help build and sustain a community around your content.

AM Radio

Scripting Under The Hood

Scripting

Battery Street Coliseum

This session will provide a behind the scenes look at Second Life's scripting platform, how to make the best use of it and the new possibilities it will enable in 2010.

Jim Purbrick, aka Babbage Linden (Linden Lab)

5:00 – 5:30 pm

Project Tours

Meet at SL Pro! Welcome Center

5:00 – 6:00 pm

Visit Sponsor Exhibits

Perimeter of Linden Street Arena

5:00-6:30 pm

Content Creation Challenge - Mentoring Time

Thursday, February 25

Conference staff available 9:00 am - 7:00 pm

9:00-11:30 am

Content Creation Challenge - Mentoring Time

11:00 – 11:30 am

Project Tours

Meet at SL Pro! Welcome Center

11:00 – 11:45 am

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Perimeter of Linden Street Arena

11:45-Noon

Welcome to Day Two

*Glenn Linden
Linden Street Arena*

Thursday, February 25 (continued)

Conference staff available 9:00 am – 6:30 pm

Noon-12:45 pm

Breakout Sessions

Legal Aspects of Content Creation

Content Creation

Linden Street Arena

Peter Harlander, aka Ice Strawberry, is an attorney at law in Salzburg, Austria. Peter is specialized in IT law and internet law. At SL Pro he speaks about the legal aspects of content creation in Second Life from an European/German point of view which gets more and more important because the internationalization of Second Life. His presentation covers topics like the obligation for a legal notice, trade marks in SL and copy right in SL.

Peter Harlander, aka Ice Strawberry

Best Practices for Serious LSL Development

Scripting

Battery Street Coliseum

You've finally worked out that last feature in your latest scripted product and wham! your computer crashes and you've lost hours of work... Or the new version of your widget has a baffling new bug and you can't figure out what changed... The scripter's nightmare list is endless. But what can you do to avoid some of these pitfalls? In this session we will describe some of our favorite Best Practices for developing significant-sized LSL projects using a combination of in-world techniques and external tools. The presenters are professional software developers and co-authors of *Scripting Your World*.

Michael Thome aka Vex Streeter

1:00-1:45 pm

Plenary Session

Linden Street Arena

Build Your Business and Create Content the Stiletto Moody Way: Lessons learned from Second Life's largest virtual goods brand.

Keynote Presentation

Jonty Glaser (Feather Grizot) is CEO of both Stiletto Moody and Digital Pastry. Digital Pastry is the virtual goods gaming company that built the in-world brand of Stiletto Moody into the largest developer of luxury virtual goods in Second Life. Jonty, along with creative director Jessie Frost (aka Stiletto Moody), introduced the must-have sculpted womens shoes into Second life further evolving the market with its BAREfoot solution. Digital Pastry has grown as a cloud-based company with a global team of professional employees. In virtual worlds inefficient resource and time drains threaten the bottom line while, rapidly changing markets, and evolving technology require a game plan for how to develop virtual content and engage your customer without being swallowed whole. Jonty will offer an approach to success, studying how Stiletto Moody has navigated this environment, and where he believes the market is going.

Jonty Glaser, aka Feather Grizot (CEO, Stiletto Moody)

Thursday, February 25 (continued)

Conference staff available 9:00 am – 6:30 pm

2:00-2:45 pm

Breakout Sessions

Best Practices for Merchandising on XStreetSL

Content Creation

Linden Street Arena

Join Second Life's General Manager for Marketplaces, Pink Linden, share some of the best product marketing and merchandising ideas. Attendees will receive valuable tips on how to write effective descriptions, choose photographs, and create promotional campaigns that drive sales.

Melinda Byerley, aka Pink Linden (Linden Lab)

Scripting with Vectors and Rotations

Scripting

Battery Street Coliseum

We will talk about vectors and operations on them (addition, scalar multiplication, dot product, cross product) and what they're good for. We will also talk about rotations, how to use them, and how they interact with vectors. Participants will be supplied with a simple script that rezzes marker prims. We will modify the script to alter how it rezzes the markers, demonstrating various uses of vectors and rotations.

Henry Segerman, aka Seifert Surface

3:00-3:45 pm

Breakout Sessions

Creating, Managing and Sustaining a Virtual Learning Environment: Lessons Learned

Content Creation

Linden Street Arena

Play2Train has been successful in acquiring funding for a number of projects centered on the Second Life platform. Since its creation, Play2Train has collaborated with over 50 institutions including federal agencies such as the VA and CDC, universities such as the University of Michigan, Seton Hall University, and University of Illinois at Chicago and hospitals such as the Bingham Memorial Hospital. This talk will describe the challenges we faced and how we overcame them in order to remain a significant player in the virtual emergency preparedness training arena in Second Life.

Rameshsharma Ramloll, aka Moriz Gupte (Play 2 Train)

Metrics, Usage Patterns, and User Demographics

Scripting

Battery Street Coliseum

This session will address how to leverage visitor data within Second Life to provide your clients with clear and useful metrics, usage patterns, and user demographics. The importance of understanding customer behavior is critical for a successful business. Until recently, the necessary tools have not existed for virtual world environments like Second Life. Maya Realities has developed tools that connect regions in Second Life to the your website, and that provide a range of analytical tools to look at visitor information and interactions with content. Learn how they have approached this work, and see the kinds of data that they are making available live and in real time from SL Pro! itself.

Eric Hackathorn, aka Hackshaven Harford (Maya Reality)

Thursday, February 25 (continued)

Conference staff available 9:00 am – 6:30 pm

4:00-4:45 pm

Breakout Sessions

Prim Like You Mean It!

Content Creation

Linden Street Arena

Beth Sachtjen (aka Stella Costello) shares her experience as an artist who has been successful using an intuitive, non-mathematical artistic approach in each step of her career as a Second Life developer. In her session, Beth will share her knowledge of using this artistic approach to create successful works and projects, work with clients, realize the potential in project scopes, be part of a diversely creative team, and keep the creative passion in making a career as a virtual world artist and developer. Bring your own personal brand of creativity and expect to learn how to apply it to many aspects of the professional Second Life experience.

Beth Sachtjen, aka Stella Costello (NMC virtual Worlds)

New Techniques for Interactive Media and Animation

Scripting

Battery Street Coliseum

Come learn about new techniques for interactive media and animation in Second Life. These are exciting developments that will benefit everyone. Make your world a more exciting place - everything will benefit: from basic objects to stores, games and more!

Brad Edelman, Linden Lab

4:45-5:00 pm

Conference Wrap Up

Glenn Linden

Linden Lab Arena

5:00-5:30 pm

Closing Reception featuring Damien Carbenell

Content Creation Winners Announced

Linden Lab Arena

6:00 pm

Conference Adjourns

The Content Creation Challenges

Put what you learn at the conference to good use -- right away! Attendees can sign up to take part in one of the three Content Creation Challenges, displaying their best work on a small or large scale. The Limited Prim Challenge is for entries comprised of less than 850 prims, or for even more of a challenge, how creative can you be with just 100 prims in design for objects meant for the new Linden Homes? On the opposite end of scale, the Full Build Challenge is a chance to show off an entire custom sim. All challenges will be juried by a panel of experts, and special mentoring sessions will be offered to contestants.

The Full Build Challenge

You poured hours of work into your custom-built sim. You still spend every spare moment tweaking and improving it. From buildings to landscaping to scripted interactive objects, you've got it all. This is your chance to show it off! Open to registered attendees of SL Pro!, the Full Build Challenge is a chance to compete with other world-builders on a giant scale. During the conference, mentors will be available to visit contestants' sims for private consultation, and entries may be revised up until the hour of judging. Winners will be announced at the closing session.

The Limited Prim Challenge

How creative can you be with a fixed number of prims? This Content Creation Challenge, open to registered attendees of SL Pro!, will give you a chance to demonstrate your best work. The Limited Prim Challenge is a free-style competition for any kind of object made of less than 850 prims. Contestants will receive a temporary parcel in the conference venue where they may build and/or rez their entries before the opening day of the conference. During the conference, mentors will be available for private consultation to all contestants, and entries may be revised up until the hour of judging. Winners will be announced at the closing session.

The Linden Home 100-Prim Challenge

Does 850 prims seem a lot? How creative can you be with just 100 prims? The Linden Home 100 Prim Challenge, open to registered attendees of SL Pro!, will give you a chance to demonstrate your design flair in furnishings. This Challenge focuses on providing content or experience for purchasers of Linden Homes. There are four styles of homes, and your entry should provide a complete experience for the purchaser of a specific style of home. Contestants will receive a temporary parcel in the conference venue where they may build and/or rez their entries before the opening day of the conference. During the conference, mentors will be available for private consultation to all contestants, and entries may be revised up until the hour of judging. Winners will be announced at the closing session.

Spaces for all challenges are limited, so sign up early! Three cash prizes (L\$10,000 each) will be awarded to the best of the best -- as determined by our panel of distinguished expert judges -- in each of the two challenges.

The Content Creation Challenges (continued)

Contest Rules

1. Content Creation Challenges are open to registered participants of SL Pro! only.
2. One (1) entry per person or avatar.
3. Entries may be revised up until the judging begins (time and date will be specified to entrants).
4. Only registered entrants in Content Creation Challenges will be eligible for mentoring, judging, or prizes.
5. The decision of the judges is final.
6. Content must have been demonstrably created by the entrant; in the case of full-sim entries, the major features of the sim must have been demonstrably created by the entrant.
7. Objectionable or illegal content will be disqualified at the judges' discretion.

Project Tours

Part of the Call for Proposals was intended to provide a way for developers to "show off" some of their full-scale projects via visits with the developers on the sims themselves. Project tours are scheduled events, two each day. Tours will last 30 minutes and depart from the SL PRO! Welcome Center. Times for each tour are listed below.

Audio Publishing in Second Life

Wednesday, February 24, 11:00-11:30 am

Meet at SL Pro! Welcome Center

We have created and maintain the Hermes Audio Publishing toolkit. In essence, Hermes is the first real Audio CD burner for the Metaverse - Simple to use with a feature set never before seen in Second Life, Underneath the user friendly interface is an Audio Content Management System - ACMS - that enables you, the artist or producer to load, store, sort, web enable, sell and distribute your music in Second Life, the alternative Metaverses and beyond. Its easy to use and gives you - the artist or producer - full control over your music content and files. It has been at the heart of over 300 Second Life CD releases so far including the Earworms MBT language training series.

Badwolf Bracken

Creating Interactive Content: How We Made a Game within Second Life

Wednesday, February 24, 11:00-11:30 am

Meet at SL Pro! Welcome Center

<h4> "Don't Touch That!" </h4> That should be our motto. But you may find that more than touching will pull you into our immersive world of interactive content. Starting with Trees, our season changing sim, we have been developing the "game within the game" structure for the purpose of enriching the SL environment. Alchemy, our story telling sim, led the visitor on an interactive journey to discover the mystery of the Alchemists, and the location of their artifacts and treasure. We are about to explore the idea of living in a game, as we make our first residential sim- Terra Tertius. Annabelle Fanshaw, founder of Alchemy Sims, will discuss the process and the concepts behind these creations, as well as display some of her interactive objects.

Annabelle

Fanshaw

Project Tours (continued)

Immersive Campus Development: On Tour with an Artistic Developer's Perspective

Wednesday, February 24, 5:00-5:30 pm

Meet at SL Pro! Welcome Center

Join a guided tour, with Q&A by developer Gwenette Write, of Kennesaw State University's four sim campus. On your walkabout learn the principles of long-view hand terraforming, custom Replica-Transitional design, multiple creator immersion enhancement, learning path solutions and the advantages of collaborative, organic-evolutionary design. Featuring over 25 builds including orientation paths, an instructional sandbox with builder's store, an over-the-water four sim conference venue incorporating key real life campus architectural elements, and the four sim space age concert SkyStage collaborative Japanese-American build. Return for self-led tours via inworld slideshows, landmark notecards, HUDs and links to Flickr journals.

Gwenette Writer

Noble Qur'an Project : Digitizing the Impossible?

Thursday, February 25, 11:00-11:30 am

Meet at SL Pro! Welcome Center

The Noble Qur'an is a community-supported project with a support base spanning multiple groups. Costing L\$115,000 to implement (financed entirely by donations), it involved importing the world-changing holy scripture of Islam into the virtual form, and making it available for free, requiring a massive undertaking of effort and dedication. The virtual Qur'an does not lack as a resource for learning, sharing and experiencing as compared to the real world variant. In fact the virtual edition goes one step further by incorporating the full audio with the book form. We shall explore some of its notable features and their implementation methods.

Ruuh Cassini

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Treet TV is an entertainment network that serves virtual worlds viewers and producers. Established in March 2007, Treet TV uses a collaborative production model which has resulted in more than 3000 hours of broadcast quality content, all targeting the emerging phenomenon of virtual living.

<http://treet.tv/>

Silver Sponsor



Radar Magazine is a premiere lifestyle magazine in Secondlife.
<http://radarsl.blogspot.com/>

