

## **Virtual World Studios Creative Associates**



### **Allan Lundell**

Co-founder of VWS, he began his career in communications as a founding editor of Infoworld and the first West Coast Editor of Byte Magazine. Later, as technical editor of Mondo 2000 and Digital Video Magazines, he became steeped in the world of digital media and created VWS as a vehicle for creating media products, using the full array of new and emerging renaissance media creation tools.

### **Marian Sun McNamee**

Co-founder of VWS, she began her media career as one of the earliest experts in Desktop Publishing, based on the first Macintosh computer. Her company, UTECH (Utopian Technology) went on to become a highly successful one-stop shop for computer services in San Francisco, employing more than 100 employees. Highly knowledgeable regarding new media software tools, she oversees all new projects and trains new VWS project personnel in media literacy skills.

### **Bonnie Devarco**

Serving as web director for appropriate VWS projects, she brings expertise in the design of websites and online virtual worlds. As producer of the V-UCSC project, she is particularly familiar with applications and developments relevant to the academic community.

### **Carrie Toder**

Former Art Director for Seagate Technologies, she is actively engaged in creating innovative and exciting aesthetic cd/web designs for VWS clients.

*For all your creative media needs, rely on*

### **Virtual World Studios**

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# ◆ Virtual World Studios ◆

## Creative Media For Our Time

*Are you ready to communicate, in this new millennium of digital video and broadband internet? At Virtual World Studios, we offer you a comprehensive approach. For media creation and delivery, we tailor-fit your presentation to the current media options available. These include:*

### Digital Video Production

Our experienced and creative staff use the latest in digital video technology to plan, shoot and edit your video. Then, the video can be repurposed, and integrated into a DVD/CD-ROM/Web-based media product.

### 3D Online/CD-ROM Virtual Spaces

One of the hottest new mediaforms evolving today is the online virtual environment. Instead of thinking of the web as a newsletter with graphics and animation, think of it as a "place." For instance, webspace can emulate rooms inside a building, or an outdoor landscape in the forest. In this virtual "place" you can meet and speak with others, click on objects to learn more about them, and build structures, like houses and museums. Walls can display animated video, clickable links, or moving text -ideal for demo and teaching applications.

For the University of California at Santa Cruz Admissions Office, our team created a virtual world of the UCSC campus. Prospective students could explore the campus from the comfort of their personal computer, using a standard 56K modem. Inside the virtual campus were web links to key services of the University provided in a format which offered students a guided tour. This gave the students a real feeling of "being there."

### DVD Creation

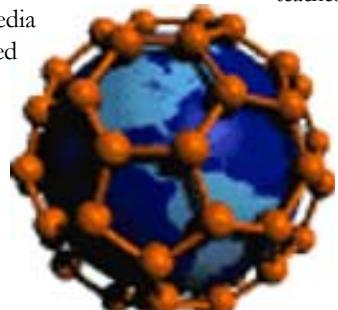
If you plan to use an abundance of video and/or animation in your project, consider DVD, the fastest-growing mediaform available at this time. One DVD can hold over three hours of stunning broadcast quality video and animation. Plus, DVD's can be played in millions of computers and standalone DVD machines, offering many forms of interactive control over media content.

### CD-ROM Production

Do you need less than one hour of video in your presentation? Do you want to link the user to internet websites? Practically every computer now has a CD-ROM player installed, and all DVD players can also play CD-ROMs, making CD-ROM the most ubiquitous mediaform, rivaling the popularity of VHS tapes. CD-ROM is a very cost-effective delivery mechanism.

### Multimedia Website Development

As the Internet evolves and bandwidth increases, millions more people every year are using this medium to communicate their message. Multimedia content can be easily delivered via streaming video/audio media, Flash, and Java applications in your web browser options.



## A Sampling of Virtual World Studios Multimedia Projects

- ❖ **1993** Creation of the Future Zone Pavilion, WOMAD Tour with Peter Gabriel, an interactive media demonstration experience to introduce concert-goers to all the latest in multimedia performance technologies.
- ❖ **1993** Live multimedia visuals for Billy Idol, & his new CD-ROM album, "Cyberpunk." In addition to producing creative visuals for Idol's M-TV and CD-Rom content, our engagement included live performance with the band as the "Digital Media Cyber Artists" on Jay Leno's Tonight Show.
- ❖ **1995** Pioneered internet publishing by launching "Rainbow Territory," an online multimedia community magazine. Also contributed articles to "The Hawk," the flagship literary journal of Santa Cruz's community ISP, Cruzio.com.
- ❖ **1995** Created working demo for IS?TV, an interactive television network linking broadcast/cable TV to the Internet and the personal computer/video revolution.
- ❖ **1996** Created the digital video component of CAA's (Creative Artist Agency)'s innovative Media Lab, in collaboration with L2 Communications and Intel Corp. The facility was designed to increase acceptance of cutting-edge digital entertainment.
- ❖ **1997** Produced video on the first Virtual World Conference, "Earth to Avatars", in San Francisco. Also produced monthly series of video recordings for SGI's VRML User group.
- ❖ **1997** Produced "The Light Fantastic," an instructional video for magicians. World famous magician Jay Scott Berry invents & teaches new magic using Photon Lights.
- ❖ **1998** Co-created Virtual UCSC Campus for the University of California at Santa Cruz Admissions Office, and produced the digital video Guided Tour included on the student introductory CD-ROM.
- ❖ **1998** Collaborated with Digital Space to create the "Datafusion Knowledge Dome" a virtual environment developed for online problem solving. Scripted and produced digital video of Avatar performances in 3D world demo.
- ❖ **1999** Created mini-pilots for "New Earth News" and "Passionate Living" television shows, using all digital media production.
- ❖ **1999** Produced "California Culture," a video documentary aired on European TV, tracking the Bay Area "Cybertribe," digital cognoscenti changing the world one byte at a time. Also created a number of related online video short films. These and other recent shorts are published on our website at [www.pleasureisland.com](http://www.pleasureisland.com).
- ❖ **2000** Produced 1 minute commercial and other educational video, website, audio CD-R and CD-ROM products for Flanagan Technologies/Royal Body Care.
- ❖ **2000** Handled conversion of diverse media formats to digital web content, producing dozens of streaming audio and video media clips for Stanford Graduate Business School's archives and website.
- ❖ **2000** Produced Behind the Scenes DVD material for the upcoming Universal Studio film, "REDLINE," Rob Cohen, Director.
- ❖ **2001** Produced the Video Countdown Segment of the 2001 New Year's Celebration for First Night, Santa Cruz. We took the crowd of 30,000 people on a 7 minute tour of the Earth's history, ending with a cybersurfer ride from space to the downtown Santa Cruz Clock Tower.
- ❖ **2001** Currently engaged in production of "The Virtual Ancient Egypt Tour," a DVD tour of the pyramids, temples and sacred places of ancient Egypt.

**Call Us for Consultation  
or Project Estimate**

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