



Client: Vodafone
Project: Vodafone InsideOut - Make the Most of Now

INVITATION

Vodafone had already established themselves in the virtual world and built a community around its brand in-world. The next step was to create a useful engagement with their community - allow people to connect and stay in touch even when they weren't in-world.

ENGAGEMENT

Vodafone and Rivers Run Red decided to address one of the biggest criticisms of virtual worlds - effective use of time. Together, they developed an SMS application, utilizing the mobile device, to keep virtual world residents connected and socially engaged without having to be logged into the virtual world itself.

RESULTS

Developed over an 8 month period, the Vodafone InsideOut application was one of the first symbiotic developments utilizing the Second Life® platform as an application development environment.

The most tangible result - Vodafone InsideOut as an Official Honoree for the Telecommunications category in The 12th Annual Webby Awards.

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