

For Immediate Release:

Aryn Lassard
Quirk Consulting, Inc.
Aryn.Lassard@gmail.com or via Second Life instant message)
<http://www.adhud.com>
AdHUD HQ is located at Glenboon (215,205,104)
secondlife://Glenboon/215/212/104

Paying Second Life users to watch Ads.

AdHUD challenges existing Second Life advertising models.

Aryn Lassard, a Second Life scripter and instructor, was working on a Heads Up Display (HUD) device last fall, when he had a revolutionary new idea. It occurred to Aryn that a HUD device would make the perfect billboard.

HUDs are objects that are attached directly to the user's viewpoint, displaying relevant in-game information on a subsection of their screen. Aryn reasoned that an ad will never get more attention than when it is displayed permanently on a user's screen, a level of attention no existing Second Life advertising model could offer.

But why would anybody give up valuable screen real estate to wear such a device? Here he borrowed from another uniquely Second Life idea, the camping chair. Aryn took the idea of HUD as billboard, mated it with a camping chair like user payment incentive, and ran with it, fleshing it out into a fully functional ad delivery platform.

AdHUD was born.

Currently in Beta, AdHUD boasts over 4000 users. Users are paid \$1L per 10 minutes to watch ads on their AdHUD device. AdHUD uses Second Life's rich scripting functionality to provide fully interactive ads. AdHUD users can view a larger version of the ad, teleport to a store to purchase the item, receive a note card about the object for sale, receive a demo object if available, or visit an external URL with more information about the item.

Advertisers pay a flat rate for AdHUD ad impressions, though Aryn has not settled on a final pricing model yet, and is evaluating Click-through and other pricing models as a future options.

AdHUD Advertisers can create their own ads using automated kiosks at AdHUD HQ. Alternatively, AdHUD sales agents will create and manage ads for a reasonable fee. Advertisers have full access to click-through and ad impression statistics for each of their ads, using AdHUD's advanced statistics package. This gives advertisers an unprecedented real-time view into how well their ads are working.

The typical AdHUD user is relatively new to the Second Life experience, and bolsters AdHUD income with camping chair revenue, and their weekly premium account stipend. This is an ideal audience for advertisers - a large pool of new users, hungry for unique, fashionable products.

Aryn has spent the AdHUD beta period working out technical bugs, soliciting user and advertiser feed-back, and adding new features. He plans a full launch soon, with promotional programs for advertisers that include free starter ads and sign-up bonuses.