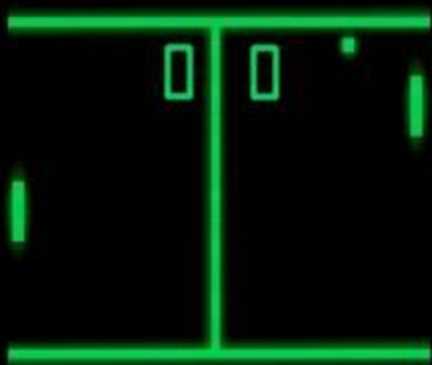


iAvatar

A focus for business and process



1972

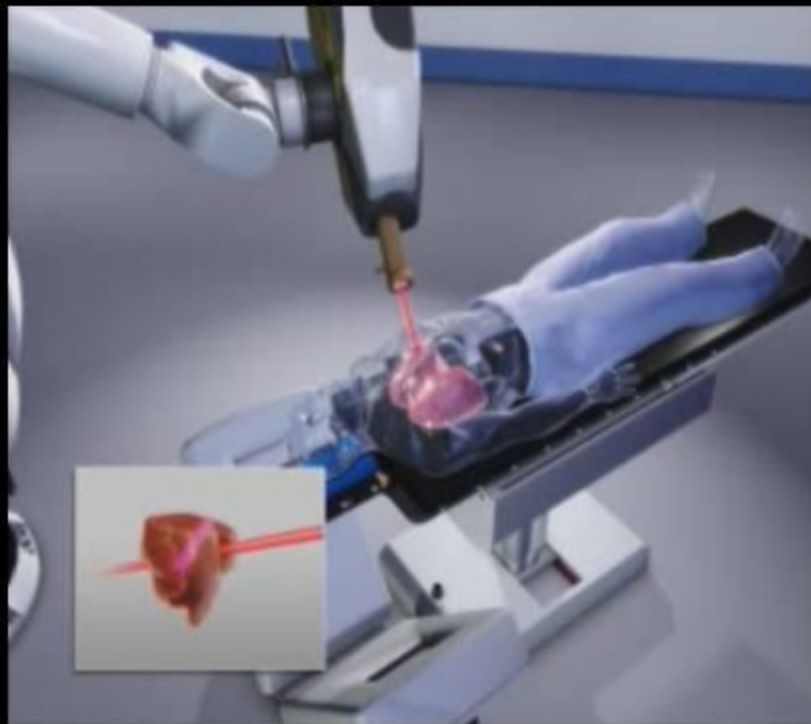
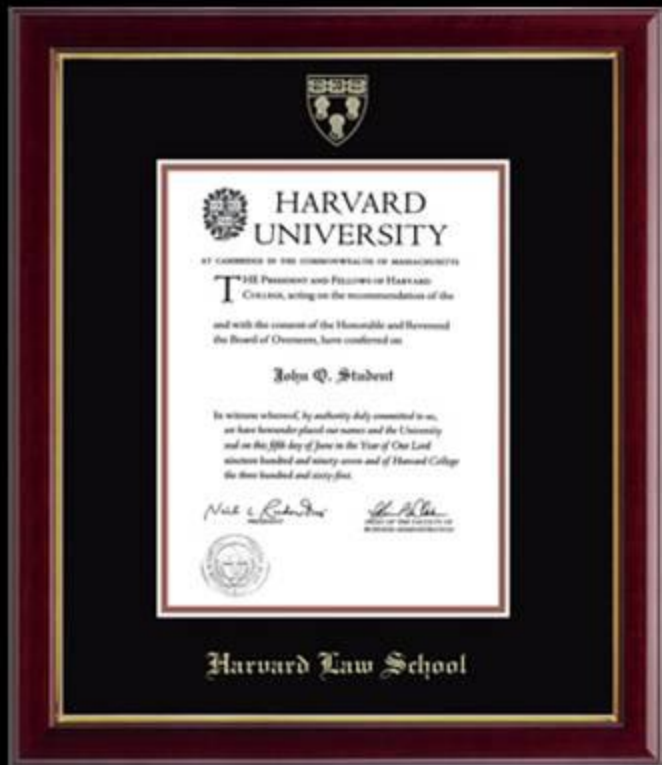


1981



1994

2010 AN ENGAGED iAvatar



PROCESSING THE steps

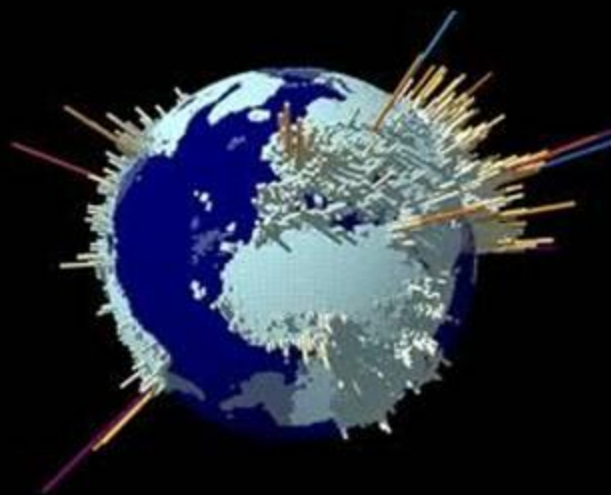
Refine

identity



Amplify

interaction



Achieve

integration



IDENTIFY MY body



MUVEMarket – Patient Simulation Lab *Immersive*



Customizable Patients

IDENTIFY motivation

5.93 Million Years in WoW



Optimism

Trust, On the Verge of Your Skill, Collaborators, Inspiring Stories, Positive

Courtesy of Jan MacGonigal

IDENTITY THE skills

Build &
Maintain
Healthy
Relationships

Manage an
Environment

Skill up
Find a job
Buy
Budget
Recruit
Training
Adjudicate



CLUB ONE Island

- Place, People, Purpose, Practice, Potential
 - 3 SIM island on Second Life
 - Nutritionists, Coaches, Mentors
 - Activity & Movement based
 - What is 1/3 less food



<http://www.youtube.com/watch?v=SswlXujVUxk>



VW EXPOSURE Therapy



RECREATE content



EVENT HOLODECK

● Enclosures



● War Zone



● Home Problems



INTEGRATE into physical



Anhedonia

Flashbacks

Insomnia

INTERACT WITH A problem



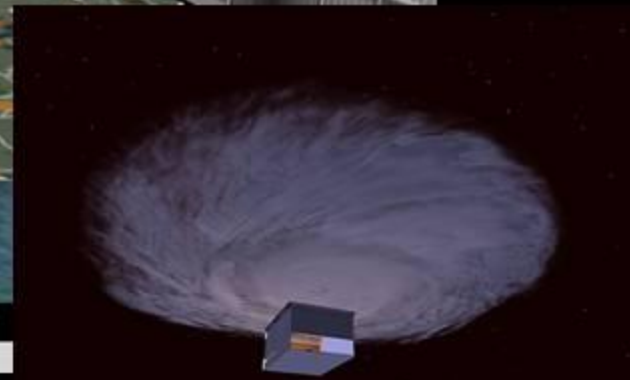
Use storytelling to instill empathy and experience.

INTEGRATE MY

Social Network



INTEGRATE Data



INTEGRATE Business



Tornado Severe Tornado Flash Flood Special Marine
[Red Box] [Yellow Box] [Green Box] [Blue Box]



Community

Metrics

Enterprise

App Sharing

Event Mgmt

Global Collaboration

BUILD AN iAVATAR Culture

- Focus on **WE**
- Design for the **NEUROLOGY**
- Build **DOING**
- Concentrate on **FEEDBACK**
- Use the **PHYSICS**
- Offer **EXPERIENCE**

***THAT'S WHERE
WE'RE
HEADED***



PLEASE CONTACT me

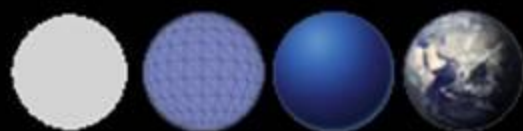
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2b3d