

THE NEW ANTI-SOCIAL

ROCKETON Avatar – Now Have Your Virtual You As You Surf the Web

June 30, 2008

ROCKETON is a new, downloadable avatar service that lets you use the entire Web as your virtual world. It's like Second Life wherein you create a virtual character and interact with other cyber nerds. But it differs in that the internet is your playground- you're not restricted to the Cubic confines of SL's virtual maps. This means as you surf your favorite websites- google.com, facebook.com, midgeterotica.org- you'll likely find other avatars sauntering across the your screen.

Yeah, I know, it looks pretty damn teeny-bop saturated with the anime-esque characters, but give it a break, this is still beta.

The coolest feature of ROCKETON is the presence of wormholes and discoverable hidden items. Take this example- if you happen across cocacola.com, you're avatar will find a soda vending machine. Visit a music site and you may find a boom box, where your character can rock out with his (virtual) cock out. This is where I see brand integration really having some fun and planting some cool treats on their pages in hopes of creating a returning audience (idea: Trader Joes creates a virtual garden on their page that replenishes with fruits and veggies, making the Avatars stronger. The items continually change and are marked with a promotional code that, when used on the website or in-stores gives users discounts on those said items. Boom, money in the bank).



Your character can work with other avatars to uncover all sorts of hidden features, as well as interact in conventional P2P ways- trade gifts, chat, collect items, etc.

Check out the video below and the Mashable article [HERE](#).

My take? This is a pretty nifty plug-in which could really be interesting if the user base was large enough. Much like Youtube now shows you who else is watching a video at the same time you are, ROCKETON will give you a sense of the community surrounding

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certain websites. However, it becomes a bit Orwellian (and possibly disturbing) when you think that you can explore web history of other avatars. I'd hate to have a whole community of virtual cartoons know how often I bounce between Perezhilton.com and hardcore pornography. On top of that, I don't know that I want a little person watching me during these vile moments, silently judging me...DON'T JUDGE ME!