



[RocketOn & On & On - Twitter 2.0?](#)

Posted by Gary Hayes in [Advertising](#), [Brands](#), [Business](#), [Comedy](#), [Companies](#), [Distribution](#), [Events](#), [Games](#), [Innovation](#), [Interactive TV](#), [Layered Virtual Worlds](#), [Marketing](#), [Mixed Reality](#), [Press Release](#), [Social Media](#), [Social Software](#), [Transformation](#), [Virtual Worlds](#), [Web 3.0](#) on 02 3rd, 2009 | [no responses](#)

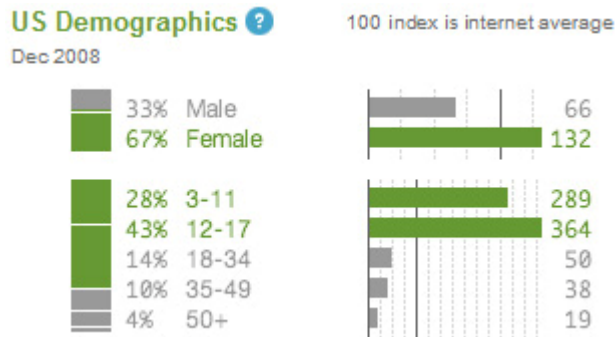


If [RocketOn](#) grows at its [current rate](#) it may be the follow-up to Twitter as a real time, [web 3.0](#), animated avatar, [2D web](#) integrated [social application](#).

I have written for the past year or so about those half-way house [virtual worlds](#), [avatars](#) that exist as a layer above the traditional, flat [2D web](#) in posts [here](#) and [here](#).

[Leader of the pack](#) of these 'parallel' [virtual worlds](#) (I still prefer layered btw!) by some way is San Francisco based [RocketOn](#) which now has 114 000 unique active users of the [service](#) that primarily operates as a browser plug-in. CEO [Steve Hoffman](#) has told me of some [key developments](#) that will lift the [service](#) firmly out of beta. First and foremost are six major [new partners](#) that will expose [RocketOn](#) to more than 2 million potential users.

[RocketOn Launches](#) Beta with Comedy.com, Hypster, [Online Flash Games](#), Hotspot, faceDub and Boosh Magazine. Parallel [Virtual World](#) Platform Goes Live - “Imagine what it would be like if you could join a [virtual world](#) on your favorite site and interact with [everyone](#) on that site,” says [Steven Hoffman](#), CEO of [RocketOn](#). “And what if you could also take your same avatar to any other website and meet people there?” The result is a parallel [virtual world](#) that spans the entire Internet, where users rocket through [cyberspace](#) with their [avatars](#) and interact with [virtual environments](#) on any site they choose.



Having used [RocketOn](#) for some time on and off it reminds me of the web equivalent of the flash-mob - adhoc social gathering where you share brief experiences with others, ‘above’ web [content](#), sometimes very compelling. It is fascinating too that there is a strong [female](#) demographic (67% in the US) suggesting [parallel worlds](#) being seen as (and used) as social vs ‘gamey’ space. More interesting in the stats is the high proportion of 12-34 year olds - often the ages where usage of social [virtual worlds](#) tends to dip. So [RocketOn](#) is definitely feeding on the traditional [Facebook](#) and [MySpace](#) network.

So the real time [social element](#) is best suited to [comedy music](#), video and [casual](#) games where a live, real time’ness is key. Being able to call your friends together for [activity](#) and discussion around primary [content](#) in this way perhaps turns the back-channel (as in textual chatter) into the front-channel (where physicality comes into play). There is something about synchronous fun (and learning, there is a killer app hidden here for remote learning folks) over full screen video too - so [RocketOn](#) over full screen web video starts to remind me where IPTV was meant to be heading back in 2004! [Participatory](#) TV via the web back door anyone?

Here is the official press release that is going out today Feb 3rd



Parallel [Virtual World](#) Goes Live

SAN FRANCISCO, CA — February 2009 — [RocketOn](#), Inc., a venture-funded startup located in South San Francisco, is rolling out its [virtual world](#) platform by embedding [virtual worlds](#) on partner sites. [RocketOn](#)'s partners range from comedy, music and game sites to community [networking](#) sites and college magazines.

“Our goal”, says Bryan Suchenski, partner manager, “is to build social interaction and community on our partners’ websites, thereby weaving a [virtual](#) environment into the very fabric of the Web.”

[RocketOn](#) has built a platform for easily embedding [virtual worlds](#) into partner sites, allowing their users to interact in real-time with one another. Every partner site is part of the overall community, and with the click of a button, users can take their [avatars](#) anywhere they like on the site.

“Imagine what it would be like if you could join a [virtual world](#) on your favorite site and interact with [everyone](#) on that site,” says [Steven Hoffman](#), CEO of [RocketOn](#). “And what if you could also take your same avatar to any other website and meet people there?”

The result is a parallel [virtual world](#) that spans the entire Internet, where users rocket through [cyberspace](#) with their [avatars](#) and interact with [virtual environments](#) on any site they choose.

“What caught our attention about [RocketOn](#) is the potential for a new type of real-time social interaction on our site,” says Cahit Onur, CEO of [Online Flash Games](#). “We felt this would help build customer loyalty and extend our [brand](#) into the [virtual world](#) space.

We're happy to be working with [RocketOn](#) and are open minded about new projects and ideas."

[RocketOn](#) is announcing six partners now, with more to come in the near [future](#).

[ROCKETON'S PARTNERS INCLUDE:](#)

Comedy.com is one of the Web's leading comedy sites. It combines the best collaborative filtering tools along with exclusive, original-themed [content](#), best-of-the-best lists, and timely topical material. www.comedy.com

Hypster is a music discovery site, offering [Facebook](#), [MySpace](#) and Friendster users a personalized music player and playlists. www.hypster.com

Online Flash Games is a popular Flash games community. www.onlineflashgames.org

HotSpot is a community [networking](#) site to meet new friends, where users can store or share photos, [create](#) blogs, and share interests. www.98spot.com

faceDub develops fun and easy software that allows users to insert their faces into any [scenario](#).

Boosh Magazine is the newest name in college [entertainment](#). Boosh puts a unique twist on the whole 'college magazine' market and comes direct from a network of student columnists across the country. www.booshmagazine.com

ABOUT [ROCKETON:](#)

[RocketOn](#) is a venture-funded startup that is pioneering parallel [virtual worlds](#). Its management team has worked at top game publishers, including Sega Sammy (SGAMY) and Electronic Arts (ERTS).

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