



RocketOn Places Virtual Stores All Across the Web

RocketOn will be presenting its Virtual World & Storefronts Platform at both Engage! Expo and TV of Tomorrow on March 10th & 11th.

([PRWEB](#)) March 10, 2009 -- RocketOn, Inc., a venture-funded startup located in South San Francisco, is rolling out its virtual world platform by layering virtual stores all across the Web.

As users browse the Web with RocketOn, they will encounter virtual stores on their favorite sites. "We view the Web as a virtual landscape that's now undergoing a real estate boom," says Steven Hoffman, cofounder and CEO of RocketOn. "A few years from now, we'll have tens of thousands of virtual stores and objects placed all across cyberspace, so every location you think of as a major destination will also have a corresponding virtual environment waiting to be explored and experienced."

A few of the stores RocketOn has built in cyberspace include:

- Virtual Hair Salons -- where you can buy new hairdos for your avatars
- Vintage Clothing Stores -- where you can pick up classic outfits
- Fast Food -- where you can get dancing burgers and fries
- Virtual Costume Shops -- where you can buy masks & costumes
- Pet Stores -- where you can pick up treats for your virtual pets
- Roach Motels -- where you can collect bugs
- Grocery Stores -- where you can grab your daily virtual veggies
- Virtual Vending Machines - where you can pick up a soda
- Virtual Gifts Shops -- special items you can purchase

To see these stores, simply go to www.rocketon.com and begin exploring.

"You might not realize it, but there's a parallel world out there right now," says Naomi Kokubo, cofounder and COO of RocketOn, "where users can browse the Web with their avatars, shop for virtual goods, and interact with other users on any website."

The virtual goods in these stores are sold for real money as well as points that users earn by participating in RocketOn. Given the \$2 billion size of the virtual goods market, the revenue potential of distributed virtual stores is substantial. RocketOn is expanding this market to users browsing the web and shopping online.

RocketOn is actively partnering with various websites to enable them to offer both customized virtual worlds, branded virtual goods, and virtual objects on top of their websites. Six of those partners were announced last month.

"We're building a seamless network of virtual worlds and storefronts that share a common currency," says Hoffman, "so that websites can monetize their virtual presence and sell branded goods to their users."

ABOUT ROCKETON:

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

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 Web.

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.

If you'd like more information, please contact us at [press\(at\)rocketon.com](mailto:press@rocketon.com) or visit www.rocketon.com/a/platform.php