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## Virtual Worlds News

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### RocketOn Widgetizing Across Social Networks

[RocketOn](#) is a parallel virtual world that lets users interact with avatars and virtual goods across any Web page after installing a lightweight browser plugin. Any download can still be a barrier, but RocketOn today announced that it was rolling out widgets to tie its experience into [major social networks](#). RocketOn is now available on [Facebook](#), Hi5, Friendster, MyYearbook, Tagged, Xanga, Black Planet, MiGente, Blogger, LiveSpaces, Freewebs, LiveJournal, Multiply, iGoogle, Pageflakes, Netvibes. Coming soon are apps for MySpace, Orkut, and Piczo. And, really, any other website (see below).

Adding the app to Facebook hooks it into your existing social network and also adds an avatar chat system without any download to Facebook. I haven't followed the success of chat on Facebook, but avatars and virtual worlds are growing in the list of top apps. Combined with Facebook's recent push towards real-time interaction, it could be a strong fit for RocketOn.

RocketOn Virtual World & Game - [Play Now!](#)



[Click Here to Start!](#)

The app is available via an embed code for any blog or site, but tying it to a social network seems like an even stronger play. RocketOn only [recently launched to public beta](#), though, and it did so with a handful of partners for custom experiences and communities. If the company rolls out easy customization options for its embeddable app, I could see it becoming even more interesting.

Earlier this week at [Engage! Expo](#), RocketOn also [announced the rollout of its Virtual Storefronts](#), in-game shops selling virtual goods that can only be accessed by taking your RocketOn avatar to the particular Webpage that hosts the shop.