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Launch: RocketOn Launches Beta Via Partner Network



You may remember our [Q&A](#) with [RocketOn's](#) founders, Steve Hoffman and Eric Hayashi—performed while the title was still in closed alpha testing. The San Francisco-based company has now announced that it has begun to roll out its "parallel virtual world" platform by embedding it on partner site.

The services currently has six partnerships (exposing the virtual world to over 2 million users, according to RocketOn) with partners including Comedy.com, Hypster, HotSpot and faceDub, with additional partnerships to be announced in future.

The goal of the partnership is to "build social interaction and community on partners' websites, thereby weaving a virtual environment into the very fabric of the Web."

"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 partner 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."

Posted by mathewk on February 3, 2009 9:44 AM