

Josh Chandler's Blog

The official blog of technology journalist and web 2.0 podcaster Josh Chandler

Rocketon.com partner with Animax Entertainment: Parallel Universes to Collide?

September 3, 2008

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I just got sent a rather exciting press release from a company [I interviewed on Technology Gazetted recently called Rocketon](#), the reason this press release caught my attention was because Rocketon have just announced at the Virtual Worlds Conference in Los Angeles that they would be collaborating with Emmy-award winning studio [Animax](#) to " co-develop parallel virtual worlds"

The part that should get many fellow Rocketon users and observers interested is that " RocketOn will benefit from Animax's expertise in creating high quality animated content and from its relationships with major brands, media networks & movie studios", Animax's affiliations in it's network include:

- Disney
- ABC
- ESPN
- BBDO
- Ford
- JWT
- Kellogg's
- MTV
- Kodak
- NBC
- PBS
- Sundance Channel
- Sesame Workshop
- Twentieth Century Fox
- Universal Studios
- Warner Bros
- WWE
- Yahoo!

The idea behind this partnership would be that Rocketon would " manages the entire platform, including integrating the content, running the servers, and providing billing, e-commerce, analytics, maintenance and customer support" and Animax would simply " determine the strategic implementation, develop the marketing plan and produce the creative. " , not to say that Animax's role isn't equally as important in fact these companies truly go hand in hand with each

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other's mission.

One thing of note, is that of the About Page of Animax's Website which has a section that says:

Animax has helped clients across many industries engage their audience in new and innovative ways

So Rocketon will benefit from the true experience of Animax in more ways than one, Steve Hoffman, CEO of Rocketon commented that:

They have a wealth of creative ideas, talent and experience that will make our partnership a success. We're looking forward to building parallel virtual worlds together and sharing the benefits.

It is yet to be seen whether these parellel worlds may meet in some unique circumstance or if both companies can continue to thrive alongside each other, either way it is a very exciting new development for the folks over at Rocketon