



## Inching Towards the Live Web 3.0 –

### Layered Social Virtual Worlds

By Gary Hayes of Personalize Media - Oct 22, 2008

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I certainly think is the best approach for large numbers who wouldn't be seen dead or alive in something like Second Life (*ie.*, *the mass market*). This is another quick whistle stop tour of a quickly evolving player, Rocketon.

I have been beta'ing and playing with Rocketon for the past few weeks trying to see how it fitted in with my normal zillion web 2.0/3.0 application lifestyle and finding out where the real attraction is for large numbers to adopt this hybrid paradigm. Firstly it I noticed that with Rocketon in minimize mode, every web

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page I visited it seemed to be doing something in the background, watching? Spying? Regardless every hour or so it gave me a present - some pixel jewelry, a funny avatar - I have a massive collection of stuff now - what to do with it all and how does an emerald relate to me browsing a 'map of sydney site'? I have still to work out what is going on with general browsing but **two killer apps are evident with Rocketon after a few hours tinkering. 1 - Making existing branded websites fun/sticky and 2 - Making web surfing more social, gamelike and challenging.**

The first image you can see above is me and SilkCharm being silly so and so's dropping Burger King pixel toys on MacDonalds sites (only we can see it of course), but with a larger group like the top image, it starts to have significance...if only in the 'power' to do so and the fact that pictures/videos are taken and put on blog posts/flickr/YouTube (ah the old rippling impressions). I also made a quick film of a few of us invading the SMH webpage, partly [Laurel](#) and myself showing how 'communities' can and will make 'statements' - much the same as we do in group based social situations in the real world. The potential for positive product placement, interactive toys, loyalty benefits and so on will not go unnoticed by readers of this post!



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[\(Click here to launch video\)](#)

But the more interesting element of Rocketon for me is where the community are given the tools to create quests, puzzles or games for each other. To demonstrate the potential of CCG (community created games) the Rocketon team set up a simple quest with pretty easy clues. The process, you are given a mission, you read clues, travel to websites (with the Rocketon layer activated) come back to a base and so on.



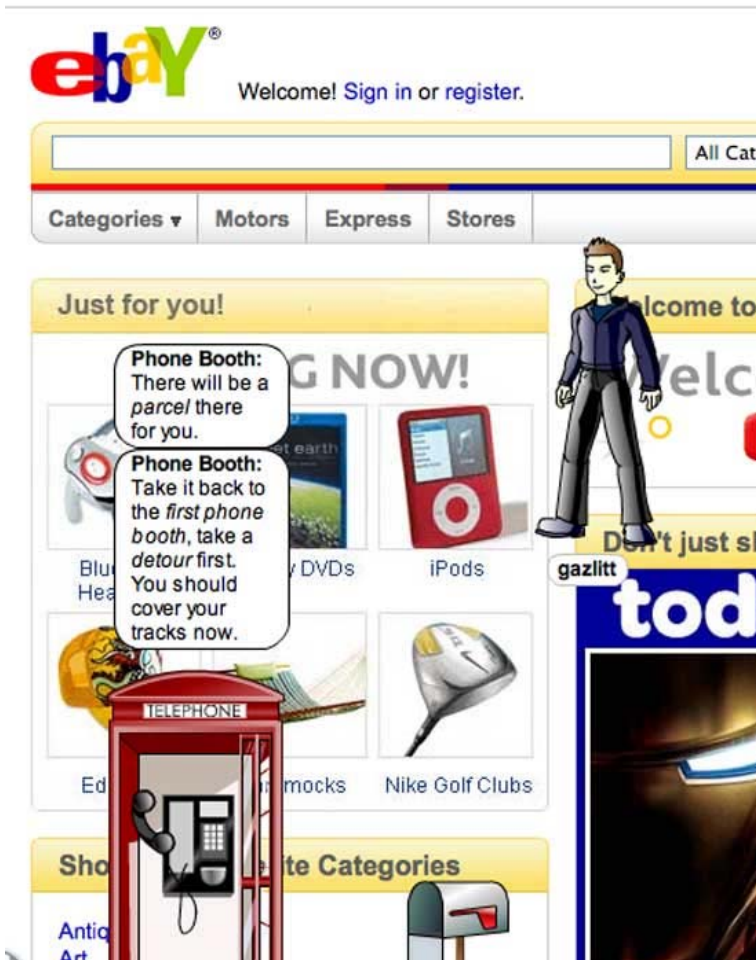
The thing I really like about this simple example is that you can embed pixel 'treasure' or goods on websites, without any recourse to the website owner of course. (I am sure Rocketon are thinking hard about the legal ramifications of hundreds of RTons heading off to litigious sites to find inappropriate items and then posting the experience!). Anyways you can see in these two images I have been given a secret envelope and sent to ebay to collect a parcel to post and

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then await further instructions. Suddenly a couple of web pages turn into a scene from The Thomas Crown Affair.



I have quite a lot more to say about Rocketon but time is pressing and lots more to get on with. For the moment though all I can advise them is to enable tools for the community to develop their own fun or for marketers to start to offer quite tricky quests for real world prizes - I am sure this is happening, it is (a) path to really get the numbers up.



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Now we will really see how popular some webpages are!