



depo consulting Announces They Will Host Virtual Content Developers' Trade Show in the Second Life Metaverse

Jersey City, NJ, October 16, 2007 --(PR.com)-- Depo Consulting Ltd will host their first virtual content developers' trade show from their virtual business park inside the Second Life Metaverse on October 19, 2007. Attendees may visit the expo at: <http://slurl.com/secondlife/depo%20business%20hub/236/58/0> and admission is free for both attendees and exhibitors.

The trade show will run from 8:00 AM - 8:00 PM PDT and will include a showcase of projects from a variety of developers and a full day of presentations including a talk by Ham Rambler, the visionary whose imagination spurred Dublin in Second Life one of the most visited locations in the Second Life Metaverse.

The expo is the first of its kind in Second Life and is being titled: "2007 Virtual Business Services & Products Expo." This year's theme for the expo is "Beyond Storefronts- Harnessing the Business Potential of Virtual Worlds." The goal of the expo is to bring content developers together in one place where they can network with each other and possibly form new collaborative connections with each other and with business people who are interested in exploiting the tremendous business potential in 3D immersive virtual environments.

Peter Dunkley, depo consulting's founder says: "Developers in virtual worlds are a very new type of business, many of which are small and (pardon the pun) virtually unknown. For the bigger developer corporations there is plenty of work available, but we want to facilitate access to the cutting-edge skills for small to medium-sized entrants to Second Life.

"Similar events would be expensive in the real world, if even possible at all, given the global distribution of talent and demand for services. We will here be providing the opportunity for real dialogue with and within the developer community, while also gaining an understanding on a deeper level of what abilities are available out there, which are not part of any bigger corporations but are freelance or even doing Second Life development on the side."

"Our experience has shown that engaging with the talent within Second Life enables the delivery of better solutions for our clients more cost-effectively," adds Peter.

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Notes to editors:

About depo consulting

depo consulting, the virtual brand experience specialist, delivers a range of strategic and tactical solutions for a range of clients including professional services firms, advertisers, media and creative agencies.

depo consulting delivers an enhanced virtual brand and working experience for companies' internal



audiences as well as to consumers, effectively creating new cost-efficiencies and revenue opportunities.

depo consulting expert services include creation of tools and practices for business collaboration, improved business process management, as well as consumer marketing strategies in virtual worlds, all leading to improved business performance.

depo consulting does this with and for professional services firms, advertisers, media and creative agencies of companies with a large customer base, e.g. automotive, FMCG, retail, financial services and telecoms industries.

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