

---

## FIFTH ANNUAL CONFERENCE

# STATE OF PLAY V: Building the Global Metaverse

19-22 August 2007, Marina Mandarin Hotel, Singapore

---



The *State of Play – Building the Global Metaverse 2007* is the fifth annual conference on the future of virtual worlds. Organised by **New York Law School** in conjunction with **Trinity University, Harvard Law School, Yale Law School** and **Nanyang Technological University** (CAPTEL, Nanyang Business School and School of Communication & Information), this year's conference invites experts across disciplines to discuss the transnational dimensions of the metaverse and the impact of virtual environment on Education, Law, Politics and Society. The hallmark of the conference is its multi-disciplinary perspective.

### PROGRAM HIGHLIGHTS:

Experts from around the world speaking about:

- Cross-cultural communication and avatar-to-avatar diplomacy
- Strategies for understanding behaviors and values of virtual world residents
- Regulating speech, property, and addiction in the metaverse
- Building transnational businesses in virtual worlds
- Using virtual environments to teach students of all ages
- Space, place, and virtual world cultures

Two new documentaries about how global virtual worlds intersect with real-world economies and social structures will be presented:

- GOLD FARMERS (Ge Jin, 2007)
- IDEAL WORLD (Snyder, Thomas, and Portocarrero, 2007).

### SPEAKERS INCLUDE:

- John Seely Brown, Author of "The Social Life of Information"
- Mike Wilson, CEO, Makena Technologies, There.com
- Hui Xu, Founder and CEO, HiPiHi, China
- Andy Zaffron, EVP/General Counsel, Sony Online Entertainment Everquest
- Guntram Graef, Co-Founder, Anshe Chung Studios, China
- Cory Ondrejka, Chief Technology Officer, Linden Lab
- Jeffrey Paffendorf, Futurist-in-residence, Electric Sheep Foundation and Research Director, Accelerating Change Foundation
- Richard Bartle, Creator of MUD1
- Herbert Burkert, Professor of Public Law, Information and Communication Law, Research Centre for Information Law University of St. Gallen, Switzerland

### SUPPORTED BY:

- Infocomm Development Authority of Singapore,
- Media Development Authority of Singapore,
- Ministry of Information, Communications and the Arts (Singapore),

### SPONSORS:

- MacArthur Foundation,
- Sony Online Entertainment,
- Kenyon & Kenyon, and
- There.com

## **Conference Fees**

Prices quoted below are in US dollars. Registration for the Conference and the Workshop day are separate, and it is possible to register for one and not the other. Registration for the Conference includes attendance at the Welcome Dinner (Sunday August 19), and the Conference Dinner (Monday August 20), as well as the lunches on Monday and Tuesday. Registration for the Workshop day (Wednesday August 22) includes lunch for that day.

### **General public attendees:**

Conference: US\$500. Workshop Day: US\$200

### **Academic/Governmental/Non-profit Institutional attendees:**

Conference: US\$250. Workshop Day: US\$100

### **Full time students (identification required):**

Conference: US\$100. Workshop Day: US\$25

### **Group pricing:**

10% discount for 2 registrants from the one organization, booking at the same time.

20% discount for 3-4 registrants from the one organization, booking at the same time.

30% discount for 5+ registrants from the one organization, booking at the same time.

**For complete details on the conference and registration, please visit**  
[www.nyls.edu/stateofplay](http://www.nyls.edu/stateofplay)