About the Contributors

Barbara L. Ciaramitaro, Ph.D., is a professor at Ferris State University in the United States. Before joining the academic world, Dr. Ciaramitaro worked for over 20 years in various industries in managing all aspects of Information Technology. She is considered a respected author, teacher, and speaker on Web 2.0 technologies and information security. Dr. Ciaramitaro is an avid virtual world enthusiast constantly exploring the many avenues in which virtual worlds are becoming integrated with our daily lives. Dr. Ciaramitaro holds a Ph.D. from Nova Southeastern University with a graduate certificate in Information Security, a M.S. from Central Michigan University and a B.A. in Psychology from Wayne State University.

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Paul Blowers is Director of IT Enterprise Architecture and Chief Architect for Kelly Services. Kelly is a world leader in workforce management services and human resources solutions. Paul joined Kelly in 2007 and has more than 14 years of global Information Technology experience in systems architecture and large, complex systems integration delivery. Previously, he worked at Accenture and has traveled internationally working on IT systems initiatives around the world. He holds a bachelor’s degree in Mathematics and Psychology from Kalamazoo College. Paul lives in Royal Oak, Michigan with his wife and two cats. With a “real world” little boy on the way, he finds less and less time to spend in Virtual Worlds.

William G. Burns III is the CEO and Project Manager for Andromeda Media Group, and former CTO for VR5 Online. He is the recipient of multiple awards for virtual environment excellence, an executive consultant for multiple corporate interests, and has worked closely with the gaming and virtual environment industries since the mid-1990s. A member of the Association of Virtual Worlds, contributor to the Metaverse Roadmap, and cited in various industry research publications, William is an unsung hero in today's virtual environment innovation. His disciplines extend across a wide range of subjects while focusing on the core of virtual environments, strategy, and architecture. In the course of his career, William has worked for small businesses, celebrities, Fortune 500 companies, and research initiatives bringing his unique understanding and dynamic trend forecasting abilities to the table, with often brilliant results. Since the early 1990's, William has been a driving force for the virtual environment industry with contributing research and designs for multiple projects, consulting and collaborating with members of the video game industry as well as various marketing companies and technology innovators. His leadership and insight have created a level of excellence in virtual environments which
continue to set the bar of future projects for countless virtual environment users worldwide. Often called the "Steve Jobs of Virtual Environments" by some industry experts, William continues today as an accurate compass of the virtual environment industry for the future. For further information or inquiries, he may be reached via email via darianknight@gmail.com, via Twitter feed at http://www.twitter.com/darianknight, or directly within Second Life under the name Aeonix Aeon.

**Maria del Puy Carretero** studied Computer Science at the University of the Basque Country UPV (2004). She was an intern during the summer of 2002 at Telenor S.L. and carried out her final year project at Vicomtech (July 2003-february2004). Since October 2004 she has worked as a Scientific Collaborator at Vicomtech, within the area of 3D Animation, Interactive Virtual Environments and HCI. She is currently pursuing her doctoral studies and has research interests in Interaction with Virtual Characters on mobile devices and the Internet.

**Alex Garcia-Alonso** studied Mechanical Engineering at the University of Navarre (1980) and obtained his Ph. D. (1990). He has collaborated in six books, two video, thirteen papers in journals, four invited conferences, thirty five communications, directed six Ph. D., collaborations with four research institutions (CEIT, EUVE, LABLEIN and Vicomtech). He has imparted invited lectures in five universities, worked or directed many I+D for the industry such as Mechanical Dynamics Inc., Aerospatiale, Alenia, CASA or the European Space Agency. He has collaborated with more than thirty companies.

**Greg Gogolin** spent almost 20 years in IT before becoming a professor at Ferris State University in 1999. He has worked as a programmer, database administrator, systems analyst and project manager at small and multi-national corporations. Dr. Gogolin actively consults and is a licensed Private Investigator specializing in digital forensics cases. He has degrees in Arts, Computer Information Systems, Applied Biology, Computer Information Systems Management, and Administration, with his doctorate from Michigan State University. He holds CISSP, EnCE and PMP certifications, and is particularly thankful to have the opportunity to teach some of the brightest students in the world in the Bachelor of Science in Information Security & Intelligence and Master of Science in Information Systems Management programs at Ferris State University.

**Arman Gukasyan** is Chief Executive Officer of 3DreamTeam LLC. He is leader of the team and the source of inspiration for the whole project, making the things work and move on. His excellent communication and presentation skills and strategic vision make the company grow worldwide. He has international experience and all-round education in Marketing and Law.

**S. R. Gulliver** received a BEng. (Hons) degree in Microelectronics, an MSc. degree (Distributed Information Systems) and a PhD in 1999, 2001, and 2004 respectively. Gulliver worked within the Human Factors Integration Defence Technology Centre (HFI DTC), before getting a job as a lecturer at Brunel University (2005-2008). Now, as a lecturer within the Informatics Research Centre (IRC) within Henley Business School (Reading University), his research interests relate to the broad topic of pervasive Informatics, and primarily relates to human factors, perceptual and information acquisition aspects of computer and multimedia systems. Dr Gulliver currently supervises research relating to content including: VR information acquisition, dynamic scene description, attention analysis, context-aware
analysis, intelligent building and security systems, display adaptation and content personalisation of multimedia perception.

**Tracy Harwood** is a Senior Research Fellow at the Institute of Creative Technologies, De Montfort University, Leicester, UK. She has previously held the position of Principal Lecturer in Marketing and senior management posts in medical supplies, commodity trading and publishing industries. She was awarded a National Teacher Fellowship in 2004. She gained her PhD in 2003 in buyer-supplier negotiations from De Montfort University. Current research interests are in relationship marketing within the context of digital culture, virtual communities, particularly focusing on identity, co-creation and participation, social networking and impact upon business model evolution. She is also interested in machinima, the making of original films using 3D computer games engines in real time, and its socio-cultural and relational implications, having directed the First European Machinima Festival in 2007 at the IOCT. Most recently, she has project managed the university's investment in Phoenix Square digital media centre, which opened to the public in Autumn 2009.

**Daniel Hoops** is an Assistant Professor, Business Law and Taxation Department, at Walsh College. In addition, Mr. Hoops has been a practicing attorney since 1995. His areas of expertise include estate and business planning and taxation. Mr. Hoops is a graduate of the University of Michigan (BMA, Trumpet Performance – 1991), the Michigan State University-Detroit College of Law (JD, cum laude – 1994) and the University of Miami Graduate School of Law (Master of Laws, Estate Planning – 1995). Daniel Hoops is a frequent lecturer on estate planning topics nationally and is a co-author of several legal publications, including Planning for Estates and Administration in Michigan (WestGroup), Family Estate Planning Guide (WestGroup), How To Build A Successful Estate Practice (WestGroup), Bringing and Defending a Will Contest in Michigan (MSU-DCL Law Review, 1997) and Connecting the Dots: Tyree Guyton's Heidelberg Project (Wayne State University Press, 2008). In addition to his law practice, Daniel Hoops is a board member of the internationally recognized Heidelberg Project, Detroit, Michigan. ([www.heidleberg.org](http://www.heidleberg.org))

**Lee Hwang** is an experienced senior producer whose background in virtual worlds began in 2000 at There, Inc. As one of the original producers and designers for There.com, she was responsible for the features and systems that made up the social architecture of that virtual world, including Groups, Events, and Forcefield. In 2003, Lee designed a feature called PortaZones, inspired by Wile E. Coyote’s® Acme Portable Hole, which later became the foundation for a new and unique model for virtual land use. In 2006, Lee produced the launch of Virtual Laguna Beach for Makena Technologies and MTV Networks Music Group, a project which won a National Academy of Television Arts & Sciences Technology & Engineering Emmy Award for Outstanding Achievement in Advanced Media Technology for Creation of Nontraditional Programs or Platforms, four months after its launch. Lee also produced the launch of CC Metro for Makena Technologies and The Coca-Cola Company in 2007 and led the management of Coca-Cola's line of virtual branded products to an average of nearly double their original value. Nadezhda Ilyina is Business Development Officer of Vizerra.com project. After 3 years experience in 3D GIS systems she became one of those who started Vizerra to life. Nadezhda's passion for travel and history and her vision of future gave basis to many interesting projects and ideas.
Jim Jones has worked in the information security field for the past 15 years with government, commercial, and research organizations. During this time he has led multiple security projects, directed a security operations center, led a digital forensics team, and served as the principle investigator for research projects with DARPA, DHS, and AFRL. Professor Jones actively consults in the areas of digital forensics, information security, and intelligence analysis. Dr. Jones holds a B.S. in Industrial and Systems Engineering from Georgia Tech, a M.S. in Mathematical Sciences from Clemson University, and a Ph.D. in Computational Sciences and Informatics from George Mason University. Dr. Jones is a Principal Scientist with Science Applications International Corporation and a professor at Ferris State University.

Susan K. Jones is a Professor of Marketing at Ferris State University and the owner of Susan K. Jones & Associates, a consulting firm focused on direct and interactive marketing and advertising. Professor Jones joined Ferris State in 1990 and started SKJ & Associates in 1980. Her teaching and research specialties include direct marketing, advertising and e-commerce marketing. She has authored, co-authored or edited nearly 30 books on marketing, collectibles and time management, including Creative Strategy in Direct and Interactive Marketing, Business-to-Business Internet Marketing, The IMC Handbook: Readings and Cases in Integrated Marketing Communications, and Marketing Convergence. Professor Jones holds a Master's Degree in Advertising from Northwestern University, where she was inducted into the Hall of Achievement of the Medill School of Journalism. Other awards she has earned include: an Alumni Service Award from Northwestern University; the Charles Downs Award (lifetime achievement) from the Chicago Association of Direct Marketing; the Robert Clarke Award (educator of the year) from the Direct Marketing Educational Foundation; and the Andi Emerson Award for contributions to the direct marketing creative community from the John Caples International Awards. Professor Jones lives in Grand Rapids, Michigan with her husband, William T. Jones. The Joneses have two grown sons.

Rita J. King is the CEO and Creative Director of Dancing Ink Productions, a company that works globally with various companies, think-tanks, universities and not-for-profits toward a new global culture and economy in the Imagination Age. She is a Senior Fellow at two think-tanks: The Carnegie Council for Ethics in International Affairs and the Center for the Study of the Presidency and Congress. She is Innovator-in-Residence at IBM's Analytics Virtual Center in support of Smarter Planet. Her photographs, essays, journalistic work and art have been widely published and exhibited internationally.

Joerg H. Kloss is one of the early pioneers of interactive 3D graphics on the Internet. He started to build Virtual Worlds already years ago, hold lectures on symposia, and published articles and books about the 3D standards VRML and X3D. He holds a Master's degree in Computational Linguistics, Psychology and Economics, and currently works as a telecommunications professional and consultant in Germany.

Markos Kyritsis graduated in 2002 and was awarded a BSc (Hons) in Computer Science. He then undertook a part-time PhD in Brunel University, which focused on Virtual Reality Training. He successfully completed his PhD in 2009. Although he spent most of his time working as a developer for a variety of I.T. companies, mostly developing 3D and 2D games, he has a list of publications that mainly focus on the area of Spatial Knowledge Acquisition. His research interests include: Virtual Reality information acquisition and training, interaction on small hand-held devices, and gaming (especially 3D games).
Alexander Lavrov is Chief Technology Officer at 3DreamTeam LLC. He is Fellow of the ACM, IEEE, IGDA, AIAS and Eurographics. Also he is senior lecturer at Moscow State University of Culture and Arts. Previously he was technical director in science films studio, advertising studios and instructor in computer graphics school.

Kecheng Lui is the director of the Informatics Research Centre at the University of Reading. His current responsibilities include but not limited to being the director of informatics programmes, the deputy director for sustainable built environments (TSBE), the programme director of MSc Applied Informatics, MSc Informatics by Research, MSc Informatics (delivered in Beijing), and PhD supervision with more than 10 completions and on-going projects in various subject fields: semiotic methods for organisational analysis, modelling business processes with norms, adaptive information systems architecture, business intelligence for decision support, context-aware modelling for collaborative work, requirements articulation and web service composition, service integration using pragmatic web, intelligent pervasive spaces for living and working, semantic processing of imagery and sensory data in healthcare, agent technology for smart homes, performance assessment for intelligent and green buildings, interoperable services in e-government systems, and dynamic agility of inter-organisational value chains.

Sonali Morar received an BSc (Hons) in Information Systems and a PhD in 1998 and 2002, respectively. She worked as a lecturer at Brunel University for five years, during which time she published work relating to Virtual Environments, Human Factors, User Experience, and Mobile Displays. Despite continued association with Brunel University, Sonali has since moved professionally into industry where she has worked on usability projects in the UK and internationally. Her usability projects have been within various sectors including wireless, healthcare, energy, online finance and travel. Currently, she works as a User Experience consultant in the US.

Amalia Orriz studied Computer Engineering in the University of Deusto ESIDE (2000). In 2001 she studied a master in Virtual Reality in the University of Deusto ESIDE. She has been the head of the Edutainment and inclusion department in Vicomtech until 2009. This department has been hardly involved in the Virtual World research field. She has published in several national and international congresses related with computer graphic and finished her PhD thesis in the Computer Engineering Faculty of the Basque Country University.

David Oyarzun studied Computer Science in the University of the Basque Country (2002). From October 2002 to April 2003 he gave coaching about Artificial Intelligence. At present time he is working in Vicomtech as project manager in the 3D Animation, Interactive Virtual Environments and HCI department and he is a PhD candidate in the area of avatar animation and interaction in virtual environments in the University of the Basque Country. He has several publications in international conferences and journals, and coordinates a Spanish research working group on Virtual Worlds composed by about 40 members including companies, universities and research centres.

Khulood Rambo is holding MSc degree in information systems management from the University of Greenwich (2007). Currently she is pursuing her PhD degree in informatics at the Informatics Research Centre in the University of Reading. Her current research aims to understand the influence of culture on both technology adoption and technology design, to bridge the gap between the notions of ‘culture’ and
‘technology’. More specifically she is capturing the socio-cultural norms and requirements influencing the adoption of e-commerce by online female consumers in Saudi Arabia. More importantly, she is aiming to formalise these norms to Interface design guidelines and patterns using methods from the socio-technical analytical approach organisational semiotics. The areas of research that she is interested in include human computer interaction, semiotics, organisational studies, cultural studies, psychology, sociology, philosophy, and information and communication technologies.

Charles P Schultz is currently a Software Architect at Research in Motion, leading the development of enterprise social networking applications for BlackBerry smartphones. In his career, Charles has made contributions to the fields of software engineering, software quality, personal robotics, education, telemedicine and gaming. His numerous publication and presentation credits include the Florida Instructional Computing Conference, IEEE Latin America Test Workshop, Games for Health, and the Wireless Enterprise Symposium. Charles' book Game Testing All In One was published in 2005 and he currently serves as a Board Member of the South Florida Chapter of the International Game Developers Association (IGDA). He has 16 US Patents issued and is accredited as a Certified Software Quality Engineer, Six Sigma Green Belt, and Frisbee Master.

Yesha Sivan is a senior lecturer at the Department of Software Engineering at the Shenkar College of Engineering and Design. He is also the founder of Metaverse Labs (MVL) - a leading think tank focusing on connecting virtual and real worlds. Dr. Sivan professional experience includes developing and deploying innovative solutions for corporate, hi-tech, government, and defense environments (see for example: the Harvard 9-Keys for Knowledge Infrastructure). He published numerous papers in the areas of Strategy and IT, knowledge, 3D3C virtual worlds, and standards. Dr. Sivan received his doctorate from Harvard University. His avatar is Dera Kit, and his blog is http://www.dryesha.com. He has taught EMBA, MBA, engineering and design in the areas of strategic value of IT, the emergence of virtual worlds, and software development in virtual worlds.

Shenlei Winker is the Founder and CEO of the Fashion Research Insituted located in New York City. She is a 30 year veteran of the fashion industry. Her work spans both couture and mass market design and development for the real life apparel industry. Winkler has also enjoyed success in Second Life, where she has designed fashion since 2005, with three popular brands including Prim & Proper (one of the top Second Life earners in 2006), Flash & Trash, and Debutante. Her educational background includes three design degrees, including two from the prestigious Fashion Institute of Technology. Ms. Winkler has been instrumental in developing large-scale creative installations in OpenSim-based worlds, most notably Shengri La Spirit. Winkler may often be found in the Fashion Research Institute Shengri La regions in Second Life, where her seminal orientation program for immersive spaces may be experienced.