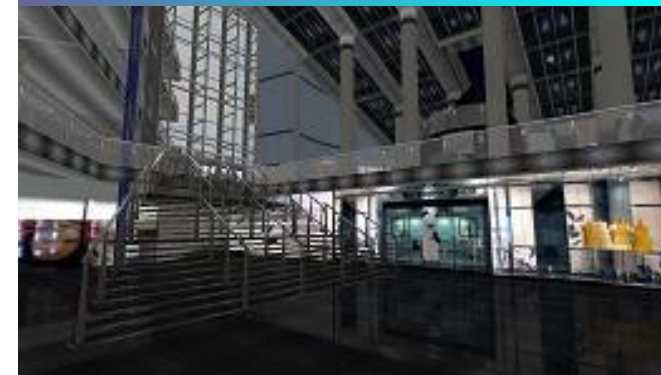


**DADEN
LIMITED**

Daden Limited

**Making Real Sense of
Virtual Worlds**

**David Burden
Daden Limited**



Who Are We?

- Virtual Worlds and Characters solution provider
- Involved in the technology since mid/late 1990s
- Daden founded 2004
- World-class expertise and innovation in virtual world integration and Artificial Intelligence
- Six full-time, one part-time, three contractors
- Member, Serious Games Institute
- Based in Birmingham UK

Who We've Worked For

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MINISTRY OF DEFENCE

UNIVERSITY OF
Southampton



DIGITALFUTURES

Elevate East Lancashire
New life for neighbourhoods in **Blackburn with Darwen**



Awards

- 2007: West Midlands Most Innovative ICT Company
- 2008: Finalist, British Computer Society Machine Intelligence Competition
- 2009: Winner, Times Higher Education Awards, Most Innovative ICT Project
- 2010: 1st and 2nd Place in US Federal Government's Federal Virtual World Challenge

Research Collaborations

DADEN
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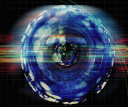
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- **Coventry University** – Learning in Virtual Worlds, JISC funded
- **Birmingham University** – Avatar navigation, TSB funded
- **Wolverhampton University** – Emotions in autonomous avatars, AWM/Index funded
- **Coventry & Aston Universities** – Chatbot technology and Data Visualisation in Virtual Worlds, MOD Centre for Defence Enterprise funded



UNIVERSITY OF
BIRMINGHAM

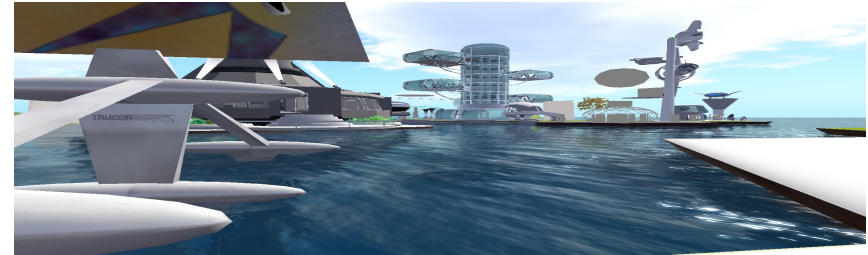
Technology Strategy Board



MINISTRY OF DEFENCE

What is a Virtual World?

“A computer generated 3D multi-media environment...”



“inhabited by (mostly human controlled) avatars...”



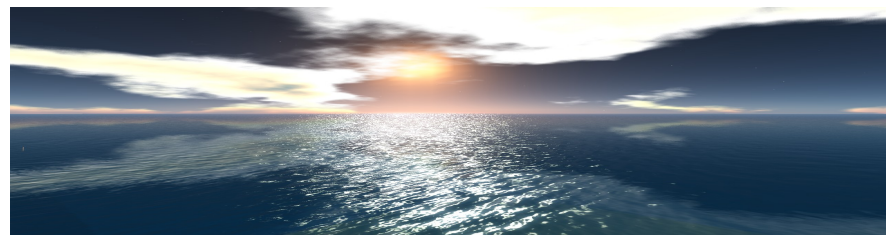
“who can meet and chat, interact and learn, buy and sell, work and play,”



“who can build, make, change and influence the world”



“and who set their own goals.”



What is a Virtual World?

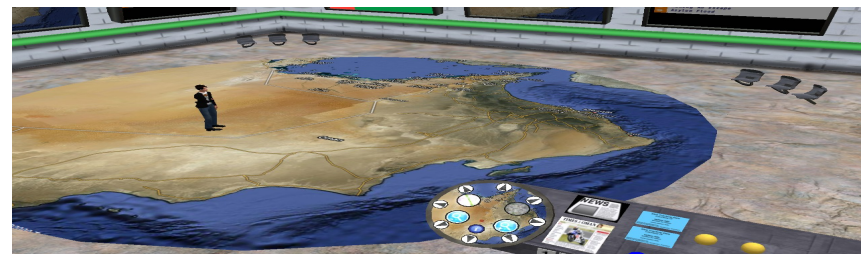
“A 3D development platform...”

“accessible by employees,
partners and customers from
across the world...”

“who can meet, collaborate, plan,
visualise, train and learn,”

“on a single system, reducing
development, training and
support costs”

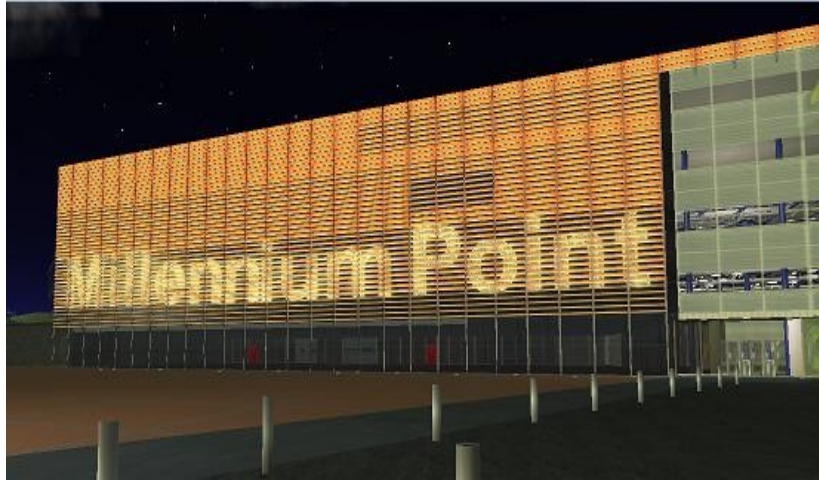
“in order to create a more efficient
and effective organisation”



What We Do....

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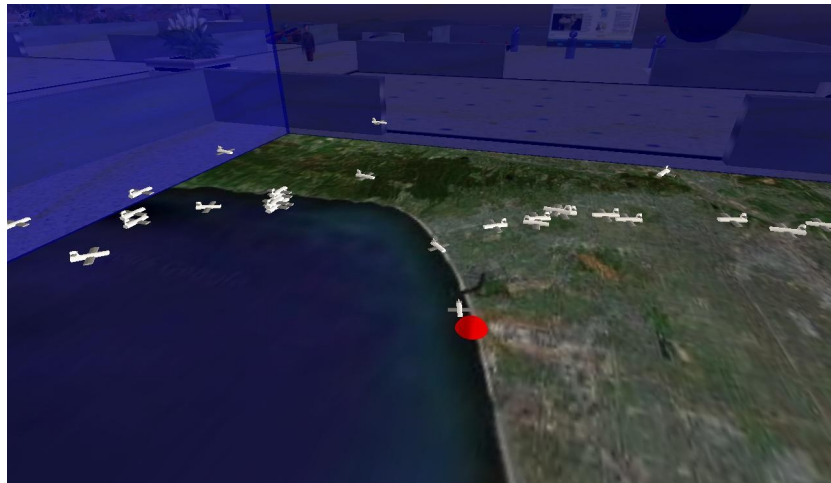
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**Built Environment Visualisation
and Consultation**



Learning, Training and Education



**Collaboration, Meetings
and Data Visualisation**



**Artificial Intelligence
And Virtual Characters**

Videos



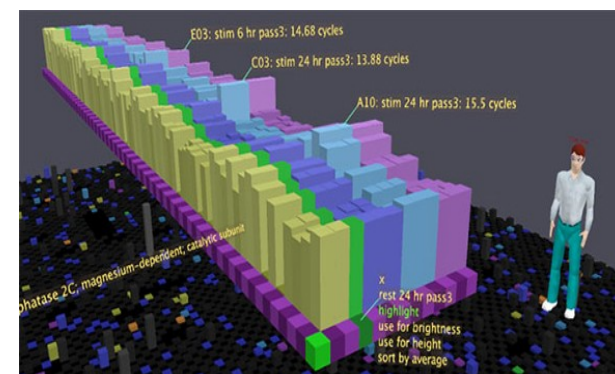
Birmingham b-scape – city and information visualisation



Emergency Management Training for a major US City

Why are Virtual Worlds Important?

- They are a super-set of:
 - Machinima/Digital film making
 - 2D and 3D Games
 - Serious Games
 - Simulations
- They can provide a common user interface to almost any spatial/social application:
 - Remote meetings/conferences/events
 - Building and Data visualisation
 - Training, education and eLearning
 - Socialising and Entertainment
- They offer the best potential space in which to create a “true” artificial intelligence



What People Say About Us...

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*"Every now and again work comes to your attention that makes you think 'wow' - Daden Ltd have imported Google Maps into Second Life and it has just eaten up most of our morning."
(Digital Urban, UCL)*

"It was a pleasure meeting you at the Federal Consortium on Virtual Worlds. Of all the innovations on display and be discussed, I felt PIVOTE to be one of the most compelling. (John Low, Carney Inc.)"

"In about three years, we will see the widespread availability of robust and easy to use authoring tools and environments, mostly with the functionality described in the upcoming The Complete Guide to Simulations and Serious Games (and foreshadowed in PIVOTE)" (Brandon Hall Research)

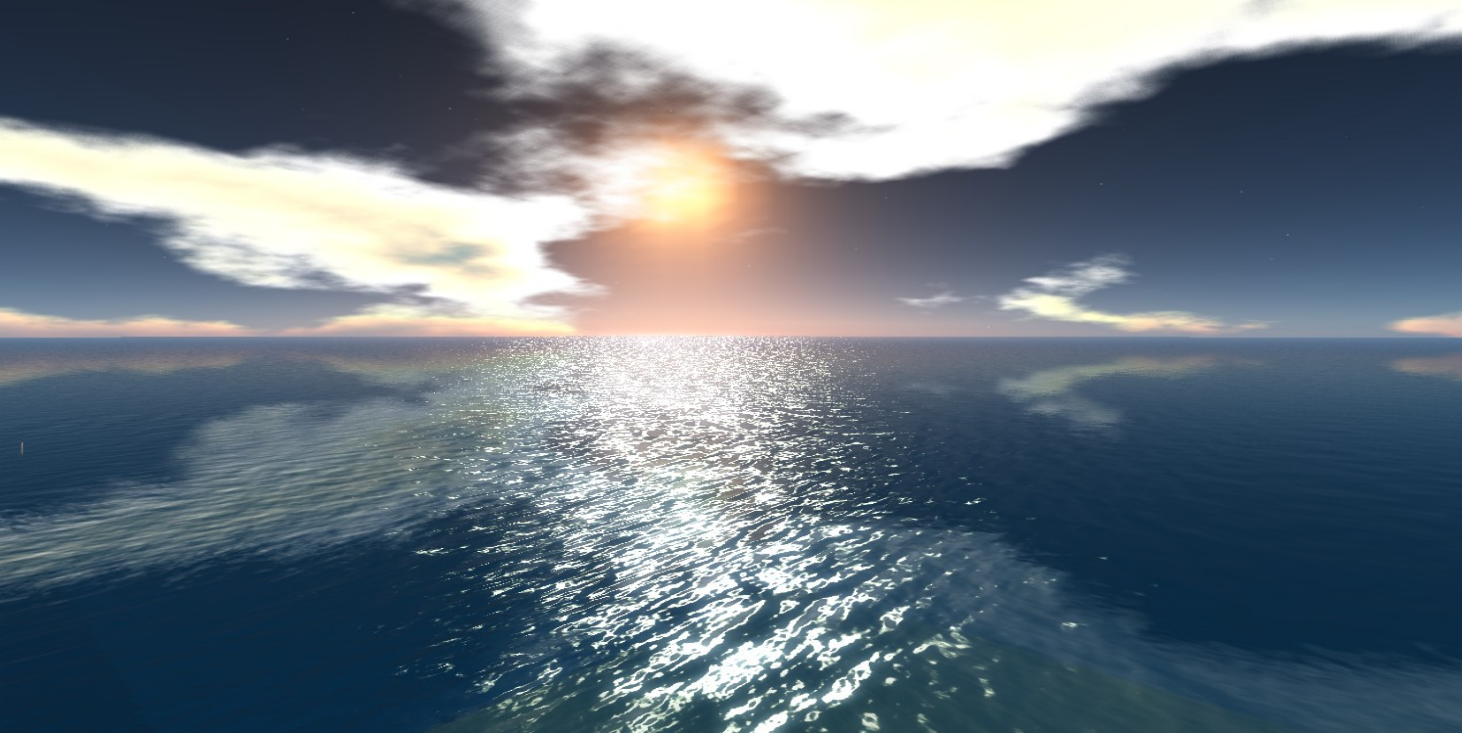
*"Daden Limited have cooked up yet another **potentially transformative** application..... an interface for accessing, navigating in, and interacting with Google Maps...." (New World Notes)*

"The real progress towards a fusion of Second Life and Google Earth is going on outside their home companies....Daden, a company from Birmingham England is bringing Google Earth into Second Life." (MIT Technology Review)

*"There are a number of ways of gaining external support and in particular building support ... However, **one of the most reliable companies in the UK is Daden** who understand the practices and parameters of higher education and offer a sound and conscientious service." (JISC Getting Started in Second Life guide)*

*PIVOTE isn't the first integrated training solution using virtual worlds, but **it's certainly progressed things considerably.**
(Metaverse Journal)*

*"Many years ago, I remember Jerry Wagner, CEO, was our host for a demonstration of his war room for corporate financial analysis. It was one of these 'a ha' moments. Today I had a ThinkBalm briefing by David Burden of **Daden Limited**. David pulled a Jerry! ...not in the real world, but in the 3D virtual world of Second Life... This is the emergence of new technology that will **change the landscape of corporate business intelligence** over the coming years"
- Richard Hackathorne,
BeyeNetwork*



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Twitter: daden5
Second Life: Corro Moseley
Second Life sim: Daden Prime