



3B BACKGROUNDER

Introduction

Founded in 2003, 3B (www.3B.net) is an international software development and services company dedicated to creating the next generation 3D online experience. 3B provides a platform that enables users to socialize, shop and browse within a 3D environment.

Experiences

Personal spaces (villages)

3B's online social experience enables users to hang out and chat in customizable 3D spaces called villages. These spaces are built to display their MySpace pages, their friends' pages, their favorite websites, their flickr photos and more. In addition to creating a personalized avatar which they can dress and design, the user can personalize their village by choosing a 3D theme for their space and changing some of the elements inside the village.

Some examples of 3D themes available include art gallery, auto, beach, emo, girly, the lounge, New York, party, prom, retro cafe, sky lounge, soccer, spa, techno, hiphop, weddings, football and basketball.

Shopping

3B has a 3D mall featuring more than two hundred 3D retail stores displaying products such as accessories, apparel, toys, houseware, food, gifts, games, electronics, sports and outdoor equipment, as well as many eBay categories. In the future, there will be numerous mall types within 3B.

Browsing (cities)

3B enables users to rapidly browse through hundreds of websites on a particular topic by organizing carefully selected websites in a mall-like layout. This kind of environment is referred to as a city. The 'comic city,' for example, has hundreds of high quality sites with topic-specific sections, such as action and adventure, fantasy, humor, manga and science fiction.

This new media rich approach to using the web benefits everyone involved including users, advertisers, and retailers.

- 3B enables a fun and rich social experience in 3D on the web
- People find 3D browsing a fun and intuitive alternative to keyword and logic-based searches
- Advertisers can display full web pages in a context appropriate to their target audience
- Retailers can leverage 3B's virtual property model to generate new revenue streams

The Team

The team behind 3B, led by CEO Nicole Morris, was previously involved with formula1.com, the unofficial web site that was the market leader covering the racing series. This was sold in 2002 to the race organizers. Web traffic was 1.4m monthly users.

Contact

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