



## Virtual World Best Practices in Education (VWBPE) 2010

Thank you for agreeing to participate as a Guest Presenter for this year's conference.

Your presentation is scheduled for:

Date/Time: Saturday, March 13, 12:30 p.m. – 01:30 p.m.

Location: West 2 Upper Level

Please complete the following, as the information will be sent to the moderator:

### **Name:**

Presenter: SL: Xon Emoto RL: Hanno Tietgens  
Presenter: SL: Boerger TUVNORD RL: Frank Boerger

### **Contact Information:**

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### **Title of Presentation:**

“Driving Knowledge in a Knowledge-driven Enterprise: TÜV NORD Group in 3D”

### **Description of Presentation:**

TÜV NORD Group is a mid-sized company with about 8,500 employees, including more than 6,700 with a technical and scientific background. TÜV NORD Group ([www.tuev-nord.com](http://www.tuev-nord.com)) is one of the largest technical service providers in Germany, operating in over 70 countries in Europe, Asia, Africa, and the Americas under the motto “Making our world safer.” TÜV NORD Group is also a European pioneer in the adoption of user generated 3D worlds and Second Life, closely collaborating with BÜRO X Media Lab in various R+D projects since the summer of 2007.

Frank Boerger of TÜV NORD Group will be co-presenting the session, adding his practical experience.

Manifold use has been made of the user generated, social 3D environment of Second Life and the benefits it has to offer for teaching, learning and creating knowledge:

- Long Distance Collaboration and Education in an international organization
- 3D visualisation of learning materials, giving intuitive access to complex technologies (i.e. a virtual 200 ft. fuel cell with a learning path)
- Game based learning applications in fields like climate and environmental protection (i.e. an installation where avatars can act as TN experts using ground penetrating radar technology)
- Interactive learning installation „Training for Traffic“ for kids
- 3D devices to support the explanation of processes like welding or pressure exchange control
- Recruiting talent by supporting university projects (internships, diploma thesis' etc.)
- Preparing staff and experts (many of them from a brick-and-mortar-world, most of them non-gamers) to smoothly adopt avatar communication and successfully make use of the new medium

We hope to inspire enterprises and academia to set up collaborative projects fostering the development of 3D applications, while at the same time experiencing the benefits this holds for them today.

TÜV NORD Group's investment in long distance trainings (using a virtual 3D auditorium in a secluded part of the region named TUV NORD in Second Life) has created return on investment within just one year – saving immense cost on travel expenses. We are ready to deliver the figures, and we hope this will encourage others.

We will also report about a diploma project started to follow up on the carbon footprint of these trainings, as compared to trans-continental (and even regional) real life meetings.

We plan to make use of the multi-media facilities SL holds for us (slides and film). We will start out with 3 to 5 provoking theses on the question of „Why should one get started in 3D now?“ and think the case then delivered will give some convincing answers and the basis for a lively discussion to improve and extend the list.

As TÜV NORD's activities cover so many different aspects from training kids to adult education and international collaboration, we think this will be of interest and practical value for a variety of educators in enterprises and academia, and should result in good arguments for lecturers, librarians, corporate staff and others to get similar projects started in their own company or institution.

### **Links and materials.**

Explore the ‚TUV Nord‘ region in Second Life:  
[http://slurl.com/secondlife/TUV Nord/44/224/27](http://slurl.com/secondlife/TUV%20Nord/44/224/27)

Text, films and pictures on the project (mostly in German) can be found here:  
<http://www.buerox.de/tuev-nord/>

Machinima docu „Virtual Worlds as Green Workspaces“ by Draxtor Despres  
embedded here: <http://www.buerox.de>

A case study published by VITAKO magazine (in German) is available here:  
[http://www.buerox.de/tuev-nord/Documents/TN3Dsonder\\_Vitako309.pdf](http://www.buerox.de/tuev-nord/Documents/TN3Dsonder_Vitako309.pdf)

A multi-lingual case study will be ready to be shared by the time of the event.

### **Short Bios:**

**Frank Boerger**, Dipl.-Ing. (FH)  
TÜV NORD Group, Head of Client Management Department

Frank has graduated in 1995 as an electrical engineer from Fachhochschule Dieburg (University of Applied Sciences), specializing in communications engineering. In September of the same year, he started working for TÜV NORD Group as a network and PC administrator. Since 2006, he holds responsibility for the Client Management Department with a staff of more than 40 employees, taking care of some 10,000 PCs in the group's international organisation.

Frank had his first avatar in Second Life early in 2007, and has been head of TÜV NORD Group's Web3D-projects from day one.

### **Hanno Tietgens**

50 years of age, two kids aged 12 and 7, avid book readers both, and very real life.  
Owner and managing director of BÜRO X Media Lab in Hamburg, Germany.

BÜRO X has been pioneering crossmedia solutions in brand advertising and corporate communications since 1990. Major projects include Hanno's work for market leaders like public broadcaster ARD Das Erste and reinsurance company Munich Re. BÜRO X Media Lab has been promoting the convergence of classical and digital media since 2006, with a focus on immersive education in virtual worlds and the Web 3D. Hanno has initiated "Campus Hamburg in 3D", a collaborative platform for the University of Hamburg, HCU HafenCity University and others, also a starting point for joint efforts of academia and enterprise, creating new forms of R+D. This project is supported by the City of Hamburg. BÜRO X Media Lab is also building the Hamburg Islands region in Second Life, and has been consulting international TÜV NORD Group on their knowledge-driven Web 3D projects since 2007.

### **Special Requests:**

(( We will be holding the presentation and talk in English, with the option to translate into German, if needed; we don't need a translator. ))