

Press Communiqué - Tuesday 17th October 2006

Repères: The 1st Marketing Institute on Second Life

● Why are we on Second Life?

Second Life is a logical and unavoidable extension of the association between video games and the Internet. With one major and revolutionary difference being that with Second Life what is virtual is no longer a game. The virtual becomes a reality in itself, something we now have to take onboard. Not only does it cohabit with what we should now call "first life" but it even integrates it: we exchange, inform, train, create, consume and buy and sell as in a society in its own right.

With Second Life a human psychological reality comes into being, at last freed from the body and its corollaries (space, time, gravitation and procreation). In Second Life people's desires, fantasies, emotions, thoughts, aspirations and opinions are revealed. Avatars are truly consumers like any others, except that they may express everything they hold in their imagination.

Passionately involved in studying and developing its knowledge of consumers, REPERES cannot ignore this new limitless and profoundly human dimension.

● What is Reperes-Second Life?

REPERES on Second Life:

- A watch on this new universe in full expansion: behaviours, innovations, new codes being established...
- A space of free and continuous expression for avatars: their opinions, expectations,...
- The creation of a community: a panel of avatars which may be called upon to address issues faced by brands seeking to establish themselves or develop their offer on Second Life,
- A space for tests and innovations: the place for novelties to be tried and evaluated...

Repères Second Life will benefit from all of the expertise of the Reperes First Life teams: qualitative experts, ethologists specialised in observation, quantitative experts, Web specialists...

Visit Reperes Second Life at:

www.reperes-secondlife.com

On Second Life, contact (via the "search" function) one of our representatives:

- Study Contact / Community: Reperes Link
- Virtual Facilitator Contact: Reperes Go

● **A few words about Reperes “First Life”**

Reperes is an independent marketing institute accompanying major clients internationally in the development of their products and offers.

Passionately committed to marketing studies, we are constantly improving our range of tools. We are always innovating and seeking out new methods.

**Visit us on the Web at <http://www.reperes.net>
and on our blog at <http://francoisabiven.blogspot.com>**

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