



**YOUseeMein3D.com invites you to a virtual press-conference**



### **Second Life meets real life**

The capital city Berlin is now part of Second Life! The two founders Jan Northoff (29) and Tobias Neisecke (34) are organising a 1:1 representation of Berlin in the virtual sphere. The real city will come to life once more as newBERLIN. Thus, the attractive capital can be reached from everywhere via internet access. Fans of the city no longer have to travel to experience Berlin's cultural diversity. With their avatars, they can dive into Berlin's club scene, visit sights or just go for a walk around town.

newBERLIN is more than a meeting point for all those loving the city. It furthermore gives Berlin-based companies the opportunity to showcase their location and products. The city's creative potential and its innovative spirit will be as present in the virtual newBERLIN as they are in the real Berlin.

The company behind newBERLIN, YOUseeMEin3D.com, was founded four months ago by Jan Northoff, a system designer with an artistic background, and Tobias Neisecke, a physician. Since then, both have been working in a former gallery in Berlin-Mitte to connect the real world with the virtual world. From a jumble of monitors, computers, laptops, cables and the crucial espresso maker, a new multimedia-based universe has emerged. Moreover, as a contact point for both users and those interested in Second Life, Neisecke and Northoff have „opened“ a Second Life representation in Berlin-Mitte. (Website: [www.sl-vertretung.de](http://www.sl-vertretung.de))

All locations of interest will come into existence in Second Life. For the moment, you can already enter the Alexanderplatz and the Fernsehturm with Sky-Lounge. The next piece of the Berlin puzzle will be the avenue Unter den Linden. Every other location can easily be constructed on demand. The head architect of newBERLIN is RazorT, famous for building and leading an employment centre in Second Life.

### **Jan Northoff und Tobias Neisecke invite you to their virtual press-conference in the Fernsehturm's Sky-Lounge**

In Second Life's highest building you can get a first impression of newBERLIN. An inspection of the first grid square of the virtual city is possible, as well as talks with the founders and their team. Of course you are allowed to take screen shots.

**The press conference will be held on April 16<sup>th</sup> at 5 p.m. You can find the Sky Lounge under this link: <http://slurl.com/secondlife/New%20Berlin/191/178/31>. Please confirm your attendance, giving us your avatar's name. If you are unable to attend the conference, but would like to visit the area and/or meet Lightfoot and Nomura, do not hesitate to contact us – we would be pleased to arrange a meeting for you.**

**For this or further requests feel free to contact us under [ursulaNARR@YOUseeMEin3D.com](mailto:ursulaNARR@YOUseeMEin3D.com) or 0177-8181278**