

Mercedes-Benz Opens New Virtual Brand World In Second Life

{mosgoogle right}I have a confession to make: while by no means a hardcore gamer, I have been known to play the occasional video game. In fact, I own a Nintendo Wii. Sure, maybe part of it was the fact that I bought a few Nintendo shares last summer in anticipation of their new console launch (a fact that has paid off quite nicely, I might add); but after playing it, I'd be hard pressed to find anyone that denies the humor of seeing two adults wildly swinging their Wii-motes during a round of Wii Tennis. As for Second Life, however - that is an entirely different story. A virtual world that allows users to 'design and shape their virtual environment and fill it with life,' Second Life attempts to emulate real life via 'sophisticated 3D representations of objects and people.' Far more exhaustive than any games I wish to partake in, that hasn't stopped Mercedes from entering into Second Life, announcing the creation of a 'Virtual Brand World' that will allow the world's inhabitants the ability to experience MB vehicles on a virtual test track.

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