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April 18, 2008

Web3D: The Next Major Internet Wave

by Erica Driver

with [Connie Moore](#), [Paul Jackson](#), [TJ Keitt](#), [Claire Schooley](#), [Jamie Barnett](#)

THIS IS A DOCUMENT EXCERPT EXECUTIVE SUMMARY

The Internet is on the cusp of its next major evolution: Web3D. Within five to seven years, Web3D will deliver an interactive, immersive experience much richer than the static, text-oriented or even interactive graphical interfaces of today's Web. In the new world of work that Web3D will enable, people will be represented visually by avatars that can move in space, communicate with others, and interact with objects and information — making the digital world seem more like the real world. Yet Web3D won't leave the old world behind; it will integrate with the Web technologies we use today as well as existing and not yet invented business applications. Workers will use Web3D to teach and learn, innovate collaboratively, communicate and network, interact with and present information, and manage real-world systems.

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- Forrester interviewed more than two dozen vendor companies and virtual world experts in organizations including 2b3d, Altadyn, BP, Cisco Systems, Forterra Systems, Green Phosphor, IBM, Linden Lab, Microsoft, Millions of Us, Proton Media, Qwaq, Rivers Run Red, ROCKETON, Semper International, Stanford University, Sun Microsystems, The Electric Sheep Company, Transmutable, Virtual Heroes, VRWorkplace, and others that wish not to be named.

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