

# Web Technology Workshop

Innovation,  
Collaboration,  
Ubiquity and Mobility

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## 3D social network

Simon Newstead

The Internet and social networks in particular are on the verge of the next great wave of innovation and opportunity. One major new trend emerging is integration of 3D gaming technology together with social networks. 2007 has seen a huge number of innovative new hardware and software from the Wii to Crysis, nearly all with strong online components. On the social networking side we saw the continued growth of MySpace, Facebook and many local and regional players in Asia Pacific such as Xiaonei.

Simon Newstead, Building a 3D Social Network (Morning)

### Audience:

Business strategists, Technology strategists, IT managers, Developers, Entrepreneurs creating new services, media, web designers, and any individual interested in the technique.

### Key Topic:

- ✓ Building a 3D Social Network
- ✓ Identifying the market opportunity and business planning
- ✓ Designing a 3D social network
- ✓ Building it – engineering challenges and how to overcome them
- ✓ Launching – marketing and making it a success

### Speaker Bios:

Simon Newstead is the CEO and Co-Founder of Frenzoo. Simon has been in senior roles within the Internet industry across Asia Pacific over the past 10 years, most recently as the Asia Pacific Regional Director of Juniper Networks Advanced Technology business. Simon is an active member of the online community, presenting at events such as Ad:Tech Beijing, Asia Digital Marketing Association and a number of Web 2.0 conferences during 2007. When not busy bring out Frenzoo, Simon enjoys learning Putonghwa, playing table tennis and of course, Video Games!