

'Smokin' Aces: Second Life Assassin' Game Proves an Unprecedented Hit in Virtual World

by Bend Weekly News Sources

To complement the opening of action thriller "Smokin' Aces" on January 26, 2007, Universal Pictures created "Smokin' Aces: Second Life Assassin," which has now become one of the largest in-world events in Second Life history. The online phenomenon Second Life (www.secondlife.com) is a 3D world with "residents" from 100 countries around the globe.

"This game is a solid way for fans to become a part of the action of 'Smokin' Aces,'" said Doug Neil, senior vice president, digital marketing, Universal Pictures. "To see so many online gamers interacting with the film proves the power of the virtual world to not just promote, but to fully engage users in this movie."

Second Life is a 3D online world with a rapidly growing population of over 2 million registered residents from 100 countries around the globe, in which the residents themselves create and build the world which includes homes, vehicles, nightclubs, stores, landscapes, clothing, and games.

The object of "Smokin' Aces: Second Life Assassin" is to acquire the highest bounty points by knocking off the competition, with a total of up to \$1 million Linden (the in-world currency of Second Life) given away over the course of the game. Registered members of Second Life are invited to visit game headquarters in the lobby of the Nomad Hotel, the setting of the hit on Buddy "Aces" Israel. There, each player receives game instructions, a virtual starter weapon and his or her hit list of virtual targets. After a hit is complete, the assassin will assume his or her prey's list, thus giving more potential targets. To learn more about the game, visit www.virtualnbc.com.

Last Wednesday, Aces' avatar, armed with deadly throwing cards and voiced by actor Jeremy Piven specifically for the game, entered "Smokin' Aces: Second Life Assassin" and raised the stakes of the game with a bounty of 10,000 points.

Today, the film's director, Joe Carnahan, will appear at the Nomad Hotel in Second Life for an interactive Q & A session. The session will be open to game players and Second Life residents alike.

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