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## Visa takes to Second Life

Visa takes out an island on Second Life to join a virtual law firm

by Ryan Haynes published on 27 April 2007

Second Life appears to be fast becoming First Life as more and more companies attempt to market themselves in the virtual community.

Credit card company Visa, has announced that it has staked its claim in the virtual world with the purchase of an entire island.

Available to Second Lifers to access it through teleportation, users will be asked for feedback on building plans and what experiences they would like to participate.

Sandra Alzetta, senior VP of innovation at Visa, said: "Visa has approached Second Life in the interactive manner of the world itself. What we have created is very much a work in progress which we are hoping to see grow organically through user participation, we are looking for visitors to our island and our member banks to input into our presence in their world".

However the company has yet to say whether they will be offering online credit to allow Second Lifers the chance to rack up massive debts in game.

Visa however isn't the only company to get involved this week. Following hot on the heels of big brands like Nike, Calvin Klein and Dell, UK Law firm Field Fisher Waterhouse has realised that just like the real world you need solicitors in the virtual world.

Offering its services online, the City law firm has set up shop in a two-storey virtual office containing meeting rooms, art collections, massive presentation screens, roof terrace and a water feature.

Mr Naylor, an intellectual property partner at Field Fisher Waterhouse, devised the office with the



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intention of putting FFW at the forefront of a fast  
-emerging market for legal advice on how to  
conduct business in alternative digital worlds.