Cranial Tap, Inc.
Your Worlds Will Never Be The Same

DAMA Presentation
November 10, 2009
Cranial Tap is a premier virtual world development firm. We specialize in creating enterprise solutions for 3D online environments. Our firm is also recognized for the development of high quality visual environments.

Our solutions are used by companies, organizations and academia to increase productivity and reduce operational costs. Virtual environments can:

• Provide meeting space for global staff members
• Support live, media rich presentations
• Conduct research and development
• Train associates in using highly effective visual curriculum
• Reach the Millennial demographic and conduct interviews

Selected clients include:
Today’s virtual world platforms are used for research, simulation, meetings, learning, sharing of ideas and as a means to collaborate with people from around the world. These goals are only now being met. Efforts of the past, such as VRML, were hindered by slow data connections, under-powered graphics and steep learning curves.

Several virtual world platform exist today, with many more in development:

- Second Life
- Forterra
- Wonderland (Sun)
- Teleplace (formerly Qwaq)
- OpenSim
- Active Worlds, Vivaty, 3DXplorer and more...
Cranial Tap continually develops tools to help realize the full potential of virtual environments.

Data can be fed into the DataViz solution locally or through live database connections. Multiple sets of data can be overlaid to produce a rich immersive experience. Changes to data made within 3D environments can then be saved to the database store.
NIC is the largest provider of eGovernment services. The firm has developed the official web portals for 23 states, and hundreds of regional governments.

Developed for NIC, these interactive displays provide state related data on demand. Each state in the display is clickable with various data types overlaid.
The WeatherBug panel in Second Life offers residents access to their own city data.

The Cranial Tap WeatherBug Panel in Second Life provides real-time data from thousands of tracking stations.
The future of data visualization using 3D environments holds great promise. Complex scenarios can be layered with extensive data sets using simple interfaces to manage them.

Looking Ahead

- Total informational awareness
- Massive data sets
- Object manipulation to affect change
- Filtering of real time data
- Any geographic location
- Historic data
- Weather, hazards, services, population, traffic, geology, air/water quality, power grid, local economy, demographics.
The Cranial Tap Grid Monitor platform reports thorough environment performance using a rich media, web based application.

- **Live traffic maps**
- **Unique and return visits**
- **In depth user data**

Tracking is web managed. No need to be logged into environment.
Presentations

The Cranial Tap Media Display platform presents rich media content streamed and managed from the web into 3D environments.

Support for streaming video, images, text, web pages and Flash

Provide tiered security access for staff and users

Dynamic text field and built-in pointer

Record meeting dialog

Controls support live presentations
Virtual World Environments

Market
Invent
Share
Train
Recruit
Present
Redefine
Collaborate
Demonstrate
NIC Environment Video:
www.youtube.com/watch?v=M60B9Xj3iuk

Cognizant Training Video:
www.youtube.com/watch?v=YwzhQpzRmY4
Cranial Tap is a Linden Lab - Second Life Gold Solution Provider. This honor recognizes us as a top virtual world development firm.