The World is Not 2D, and Your Site Shouldn’t Be Either

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“Email is for old people”

15 year old
World Internet Hosts: 1981 - 2009 (Data Source: ISC
https://www.isc.org/solutions/survey/history )

Internet Hosts

Millions

80s 90s 2000s

81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 00 01 02 03 04 05 06 07 08 09

MAKE BIGGER, SHOW OFF YEARS
Chinese Proverb:

“Tell me and I'll forget;
Show me and I may remember
Involve me and I'll never forget.”
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“Tell me and I'll forget; Show me and I may remember; Involve me and I'll never forget.”
How do we engage?
take advantage of technology?
technology + interactive 3D = engagement
gaming technology then

Pacman, 1980

Centipede, 1980

Galaga, 1981
gaming technology now

Halo: ODST, 2009
World of Warcraft: Cataclysm, 2009
COD: Modern Warfare 2, 2009
gaming technology now
(for the web)

Second Life, 2004
FarmVille, 2009
World of Warcraft, 2003
engagement

Old School:

Passive

One-way communication

Modern Companies:

Active

Participative

Communicative
Children’s Cereal
Tom Dixon
Project Spectrum

BONNIE ROSKES, 3dvinci.net
Relieving Anxiety
Adding engaging 3D to your site
Then…

Now…
Pick your Tools wisely
Watch…

Participate…
Who am I?

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