

A PREMIERE: THE FIRST SECOND LIFE MIXED-REALITY EVENT IN BELGIUM !

"MY BRUSSELS... IN MY FIRST LIFE AND IN MY SECOND LIFE"

A PHOTO EXHIBITION IN THE HALLES SAINT-GÉRY WHICH CAN BE VISITED INTERACTIVELY ON THE 3D INTERNET WORLD OF "SECOND LIFE" AS WELL

Brussels, 23th of May 2007 - Photographer Jean Marc Henry and the bluepill GROUP, the specialist in virtual reality consulting, combine their individual strengths and talents in a mixed-reality exhibition that presents itself as a Belgian premiere. The art show with Brussels city photographs will both take place in the real world of the Halles Saint-Géry and in the virtual world of Second Life, where the 3-D avatars of art-aficionados from around the world can navigate inside a faithful reproduction of the Halles, contemplate the photographs or discuss them with their fellow "residents". As a bonus, the Internet users will be able to view 50 additional pictures that will not be exhibited in the authentic Halles.

Even the opening cocktail of this exposition will simultaneously occur in both worlds. So, when Jean Marc Henry toasts with his guests, friends and partners, the clinking of glasses will not just resonate in the old vaults of the Halles but through the audio boxes of all worldwide visitors of the Second Life's version as well.

The Internet-based 3D exhibition hall, as well as the location of photographs inside it, will be exactly similar to the "live" one. It goes without saying that this rich reality mix will be exploited to the fullest: inside the real exhibit room, an Internet point will provide visibility to the Second Life experience so the physical guests will be able to enjoy the extra 50 photographs conjointly with their virtual counterparts.

To go one step further, both 'first life' visitors as well as 'second-life' avatars will be able to buy Jean Marc Henry's photographs.

Opening cocktail (real & virtual): June 6th 2007, 19.00, Halles Saint-Géry, 25, Place Saint Gery, 1000 Brussels

Exhibition: June 7th - July 1st 2007: Halles Saint-Géry, 25, Place Saint Gery, 1000 Brussels

More information can be found on <http://www.bluepillgroup.com/projects.php>

About the artist

Born in the French South-West, Jean Marc Henry's career as a photographer took off when he collaborated with American fashion photographers, for fashion houses such as Dior and Balmain. During the sixties, he portrayed countless Parisian and international artists and performed photo assignments in Turkey, Iran, Afghanistan, Pakistan as well as Morocco, Senegal and Mali. After which he settled for a ten year period as a fashion photographer in New York, most notably for the Elite agency. In the big apple, he also captured famous showbiz celebrities as well as unknown but talented musicians .

In the eighties, he stayed in Barcelona and Ibiza from where he brought back photo testimonials of the daily life of the notoriously hard to approach local gipsy community.

Since then, the artist has settled in Brussels, where the city's diverse and somewhat chaotic architecture, the changing and difficult light, the cultural and social mix give him ample occasions to frame an expressive shot or a puzzling perspective. The "My Brussels" exhibition mirrors this personal perspective of his chosen home town.

About Second Life

Second Life is an Internet-based 3-D virtual world entirely built and owned by its users or "residents". Since opening to the public in 2003, it has grown explosively and today is inhabited by well over 6 million people from around the globe.

The downloadable client program enables its users to interact with each other through motional avatars, providing an advanced level of a social network service combined with general aspects of a metaverse (a virtual online representation of reality). Residents can explore, meet other residents, socialize, participate in individual and group activities, create and trade items (virtual property) and services from one another.

About the bluepill GROUP

The bluepill GROUP is a specialised consulting company with a clear focus on virtual worlds. Since 2004 it has been actively involved in Second Life and has been exploring and researching virtual worlds and its resulting in-world and real world opportunities.

Today the bluepill Group has 7 full time employees and focuses its activity on the usage of virtual worlds for marketing, collaboration, communication, education/training, simulation and branded entertainment.

The company has a proven track record of successful ebusiness and large scale web and software projects for multinational corporations in Europe. It can pride itself on strong experience in consulting, project management and the conceptualisation of business IT, web and virtual world projects. It engages both in ongoing research and active collaboration with different universities to explore virtual worlds. The bluepill GROUP team includes experienced in house 3D design and coding experts as well as an established freelance network of individuals and companies outside and inside virtual worlds.

The company strongly believes that a large part of the web will evolve into infinite 3D metaverse applications in the near future which will massively influence the future of marketing, collaboration, communication, education, simulation and entertainment.

The bluepill GROUP's core competence is to enable its clients virtual world growth path from Vision to Venture to Value.

Contact

<p>Agent Jean Marc Henry Fabrice Rogister T: +32 487 540 147 fabrice.rogister@gmail.com</p>	<p>bluepill GROUP Arnd Schöter Business Development Director Rue de Namur 8 1000 Brussels/ Belgium T : +32 473 86 9797 Arnd.schoeter@bluepillgroup.com www.bluepillgroup.com</p>	<p>VADEMECOM Marc Henri De Bruyne 173 Avenue des Croix du Feu 1020 Bruxelles T : 32.(0)2.269.50.21 T/F: 32.(0)2.269.50.01 M: 32.(0)486.96.49.49 mh@vadecom.be</p>
--	---	---

<p>bluepill GROUP SL Frank Gaugel Managing Director C/Aribau 15, 5e 4a, 08011 Barcelona, Spain +34 650 499 992 frank.gaugel@bluepillgroup.com www.bluepillgroup.com</p>
--