



3D Web Environments for Your Businesses

How to use exciting new 3D web capabilities to promote your business with games, simulations and interactive displays.

A Creative Development Proposal

Visit the companion web site at <http://demo.wishfarmers.com/g>



People. Art. Innovation. | wishfarmers.com



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The Opportunity in 60 Seconds or Less

What can The Wishfarmers do for you - and why?

- ✓ 3D is exciting: It attracts attention like nothing else.
- ✓ Modern browsers and fast computers make 3D more accessible than ever.
- ✓ The Wishfarmers develop 3D interactions, games, simulations and displays - for *your* business.
- ✓ Integrate 3D with your website, social networks, sales materials, DVDs - and much more.
- ✓ The results can be distributed freely at *no cost* - recurring promotional benefits can last years.
- ✓ The Wishfarmers are experts, who know how to put 3D to work for you. We handle everything!
- ✓ 3D development from The Wishfarmers is easier and less expensive than most magazine ads - and much more fun!

Custom 3D development for your business is *within your grasp today*. Read on to learn more about our unique development service and how they can benefit your business – then contact us at **wishfarmers.com!**



The Unique Wishfarmers Development Service

The Wishfarmers work with you to understand your product, clients and marketing philosophy. Our combined expertise in design, 3D graphics and web development will help you determine the best way to use 3D to your advantage.

And then we make it happen – for clients ranging from employment leader Kelly Services to the University of Wisconsin Medical Center.

How could your business benefit from all this cool new 3D? Should you enhance your website with a game involving your product? Would your customers like a catalog showing your products in detailed, movable 3D? Location-based business can provide a 3D “fly through” tour of the location, with interactive displays for each of the attractions.

All of these possibilities and more are now available to you – let us help you take advantage of them!

How to Get Started

Have you got your own ideas already? Of course you do! We're eager to hear your vision and make it a reality.

Getting started with The Wishfarmers couldn't be easier. If you're excited but not sure to do – give us a call! Brainstorming a unique 3D application or experience for your business is what we live for.

And it won't cost you a cent, because **initial consultation is free!**

Visit us on the web wishfarmers.com

Call us any time (925) 568-0022

Mailing address PO Box 64
Sunol CA 94586

Read on for an example proposals, and more...



Example Proposals

For an idea of how we work, here are a few example proposals for different sorts of businesses. Each is shown with an estimated time and project cost.

You'll note that each of these share certain objectives in common:

- ✓ Be exciting, new and fun!
- ✓ Increase awareness and 'connection' to brand
- ✓ Create a base for an on-going experience that can grow over time
- ✓ Engage customers in new and novel ways to stand-out from the competition

Remember that to take the best advantage of 3D capabilities, your project should be designed to match your *specific* brand, product and goals.

For a Golf (or Mini-Golf) Course

Course Tour and Practice: The Wishfarmers create a complete 3D “flyover” tour, including every tee. Visitors to your web site can view the entire course, plan their outing and print a guide, or practice specific holes with a simplified golfing simulation. High scores are kept for prosperity. **8 weeks - \$7,000**

Golf Assassin: For use with Facebook and other networks, this 2-player 3D golf game has a new twist. In Old West style, players face-off to duel at a distance. But not with pistols: Golf Assassins must hit their targets golf balls! Distributed via social networks, with extensive branding and links to your web sites. **14 weeks - \$15,000**

For an Art Gallery

Gallery3D: We recreate your gallery space – or even a fanciful space - in beautiful 3D. The environment is filled with the works on display, with the ability to change them out at any time. Visitors to your web site can now experience the exhibits “first hand” as they choose, and get a taste of your gallery space. Each artwork links to a page where visitors can learn more about the artist, or purchase the work! **4 weeks - \$5,000**

Read on for more examples...



Example Proposals Continued

For a Jeweler

Virtual Collection: The Wishfarmers recreate your signature pieces in glorious 3D – for distribution in the virtual world of Second Life (and its 1 million users). Players can select from an online catalog of your jewelry and get a *free* 3D version to use with their 'avatar' in the game. **4 weeks - \$3,500**

For a Clothing Store

Virtual Collection: Like the jewelry version previously described, this also lets users of Second Life collect your signature pieces, which they can wear on their 'avatar'. **6 weeks - \$4,000**

Dream Outfit: Using 3D recreations of clothing line, visitors to your web site can dress a mannequin by combining pieces from your collection. When they are happy with the look, they can save it in their “wish list”, complete with current pricing for the combined outfit. The system reports these outfits to you, and an option allows you to offer special deals, which show in the listed price. **8 weeks - \$6,000**

Dream Outfit – The Competition: Building on the same basis as “Dream Outfit”, this allows web site visitors to recreate and collect “outfits”, and submit them to a monthly contest. The winning outfit is determined by votes from web site visitors - the prize is for you determine! **10 weeks - \$7,600**

For a Hair Salon

HairSim: Visitors to your website can use an interactive 3D simulation to understand what damages hair and how to avoid it. Microscope-zoom demonstrations show how different types of hair become dry or split. By selecting from several standard hair types, your customers can simulate the addition of different colors to their hair – and see exactly which color to order from you. **4 weeks - \$3,600**

For Your Business

Every business deserves a specific design tailored to its unique needs, and marketing philosophy. Contact us, and we will brainstorm your 3D promotion together!

Visit us on the web

wishfarmers.com



About The Wishfarmers

The unique Wishfarmer service begins with “**what if?**”

- **What if** your business could have a new venue, accessible 24/7 from anywhere in the world?
- **What if** your business could offer “freebies” that increase visibility and sales, with no per-unit cost?
- **What if** you could engage clients and partners in a way that is more active and personal than the web?
- **What if** you could easily increase your reach to international markets?
- **What if** your business could stand out among competitors and attract hip new clients?



3D and virtual worlds are growing exponentially in popularity, as computers become more powerful.

Like the “flat web”, 3D and virtual worlds can give your business a venue that is always-on. But unlike the traditional “document model”, 3D offers your the unique capability to engage visitors in an *immersive* environment that can feel just like visiting your real business -or even something completely new!

Drawing on the combined expertise of our team of talented designers and developers, we infuse every project with our original blend of inspiration, vision, and technological innovation.

Complete solutions require complete understanding. The Wishfarmers develop a solid understanding of your product and business, in order to truly leverage these technologies to help you reach your goals.

The Wishfarmers are *not* a consultation business, but a team of *working* artists, designers and technologists. We deliver *complete* solutions built on the extensive experience of our members, each of whom have over 10 years in art, engineering and design.

And if we think something you have in mind is a poor utilization of these techniques, or will fail to achieve your goals, we will tell you. This is a valuable part of the service we provide.

The Wishfarmers have been deploying creative projects in 3D and virtual spaces since 2004!

Before most people had even heard of these technologies, we were developing the expertise and experience to bring your business into this new level of interaction.

The 3D Internet is waiting for you – what are *you* waiting for?



Company Information

Founded by a team of previous 3D and virtual worlds collaborators dating back to 2004. Incorporated January 2007 as a California Limited Liability Company.

Our management team includes professional technologists and designers, each with expertise in their own field, as well as a background in virtual worlds, 3D and VR technologies.

Gary Douglas CEO and Chief Creative Officer

A professional with 15+ years in engineering, development and info security at Wells Fargo Bank, Yahoo, PeopleSoft, Oracle and many others, Gary is a lifetime technology nut. But he is also a published artist with a background in drawing, painting, writing and photography. Obsessed with both virtual realities and fine art, he was predestined as a virtual worlds evangelist. Founding “Chief Executive Wishfarmer” and designer, he also serves as a principal systems developer.

Sebastian Goodwin Chief Operating Officer

Sebastian is a published technology consultant, and accomplished entrepreneur and manager. He brings a wealth of experience managing teams and developing business internationally for his own start-ups and for Fortune 500 corporations.

Rachel Leigh Director of Wishfarming

Rachel is an Fine Arts major and renowned Second Life “*fashionista*” with a reputation for realism and a wide range of design skills,. As our Director of Wishfarming, her unyielding attention to detail and keen aesthetic sense guide our most critical works.

Christopher Fisher Director of Operations

Web developer, computer geek, and programmer: If it’s done on a computer, founding member Christopher has the chops. He combines this knowledge with imagination to help us produce our virtual creations. He earned a Business degree from Cal State Polytechnic University Pomona, and serves Wishfarming as a project manager, and developer.

Lisa Rein Director of Marketing

Lisa is a prolific communicator and researcher, able to move seamlessly from wide-angle to macro focus on matters of community, law and politics, artificial intelligence, technology, music, fine arts and more. Her extensive publication credits include everything from technical articles for C|Net and O’Reilly Publishing, to political analysis for Wired Magazine. She is a founding member of the Creative Commons council, and a co-author of the XML standard.

Starting from as little as an idea, or sketch, The Wishfarmers have design, develop and implement content and richly themed 3D environments with often extremely advanced integrated systems.

We continue to provide this unique service to clients including global employment leader Kelly Services, USC Media Lab, Accuweather.com, University of Wisconsin, and many others.