

# Press Release

For immediate release

March 18, 2008



## **moove into a virtual green world**

**In today's environmentally sensitive world, the protection and efficient use of resources has never been so important. Serverfarms are very expensive to set up and are energy and cost intensive to run. This was the motivation for the moove team to think about cheaper and less resource intensive solutions. The 3D Online world from moove delivers through peer-to-peer-network technology a real enhancement compared to other worlds.**

The two owners, Lothar Bongartz and Dr. Alexander B. Kozan originally developed the architecture so that running moove Online is decentralised. Each online member in moove creates a room or rooms, and visitors are allowed by invitation, so each member has control over who they communicate with and what they do.

moove is based on powerful peer to peer technology. Unlike most virtual worlds, there is little interaction between moove itself and the member. Costs are reduced for moove compared to other virtual worlds, because it requires only a connection server. Most virtual worlds require dedicated server space for each member and as numbers grow, the number of servers has to increase. Saving energy and resources has been at the heart of moove's strategy from the very beginning. Adding new members, and increased commercial use of moove doesn't require ever more server space. Since moove is infinitely scaleable with little increase in required server space, the maintenance of the system is not an undefinable risk according to Lothar Bongartz, Managing Director of moove Germany.

The moove 3D Online world offers its business clients broad scope to develop all sorts of applications, all integrated to Google as well through the state of the art interface. moove has its own flexible programming language - Doors allows integrations to another world, Webpages or a desktop.

# Press Release

For immediate release



March 18, 2008

Bongartz believes that the business possibilities of 3D online Worlds are just beginning to be understood. The market today wants to see more than a solid, static 3D World. Homepages and 3D homes have to be fully integrated.

3D offers advertisers and big companies great ways to promote products, and services in the best way online worlds can offer. Bongartz says: The market is looking for business solutions in 3D-worlds that are easy to maintain. The moove 3D Online-World will help companies and members to combine work and fun while working on moove.

+++++

moove – founded in 1994 - was one of the first 3D Online Chat Worlds. From the very beginning the moove team – a team of experienced computer language and system developers – were convinced that the only future of 3D online worlds would be to provide a cost efficient and flexible technology capable of use both by businesses and social users. moove today boasts 770.000 members in one of the most sophisticated worlds technically, with a high degree of privacy. A strong community and a high degree of acceptance are significant for moove. moove online is accepted by business clients as well as for entertainment purposes. Interactive 3D graphic and chat worlds offers a variety of application possibilities and are the pillars of the virtual world of moove Online

[www.moove.de](http://www.moove.de) oder [www.moove.com](http://www.moove.com)

Contact – for UK and USA

George Fletcher  
UK, 18 Langley Hill,  
Kings Langley, Herts, WD4 9HD, UK

Phone (+44) 7831 541599  
email: [george\\_fletcher@msn.com](mailto:george_fletcher@msn.com)