

About IMA

The core team at IMA is driven by both community and customer needs – including those established and refined over the past five years. The collective goal of the membership at large is to advance the development of virtual worlds technology and adapt to both virtual and augmented reality (mixed reality) future markets. While there are far greater details that will be addressed by membership Working Groups (the bulk of IMA), five foundational pillars were refined to provide IMA's business focus.

To accomplish the mission, the team identified a need to streamline source code development, implement coding standards with a refined architecture framework, help move volunteer open source code projects forward, and facilitate "design thinking" so that we all benefit in the use of these technologies. Together, we identified the need for one unifying organization to function as a research organization (typically non-profit), a development organization (typically for-profit), and a standards organization (typically a business and academic consortium). IMA's approach is a community-driven foundation that functions in all three capacities as a financially transparent Limited Liability Company... Anyone can be a part of something greater at IMA - we are only limited by our IMAginations... We believe the Infinite Metaverse will become the future of the Internet and can change the world as we know it. Join the Infinite Metaverse Alliance so we can build the future together.

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Infinite Metaverse Alliance (IMA)

Description:

Infinite Metaverse Alliance® (IMA) is a Research and Development Philanthropic Foundation formed in response to open source community needs for maximizing societal benefits. Our core mission is a focus on inclusive "design thinking" to advance virtual worlds, virtual reality, and synthetic environments. In IMA you have a champion to make the most of virtual worlds to meet your needs and to push the technology to meet the future as it unfolds.

Stakeholder(s):

Laxton Consulting, LLC :

The team at Laxton Consulting, LLC, with inputs from researchers actively working with virtual worlds, identified the need for one unifying organization to function as a research organization (typically non-profit), a development organization (typically for-profit), and a standards organization (typically a business and academic consortium). IMA's approach is a community-driven foundation that functions in all three capacities as a financially transparent Limited Liability Company.

Lisa Laxton :

Chief Executive Officer (CEO) – Core Sustaining Engineering / Lisa Laxton has 15+ years experience in software engineering, programming, and consulting as well as 25+ years experience in the public, government, and private sectors. Specific experience includes programming standards compliant immersive online Web3D simulations; designing interactive online multi-user environments; developing innovative GIS-based DEM modeling techniques with tiled overlay capability; and managing emerging technology solutions including Open Simulator. Additional areas of expertise are backed by a Bachelor of Science in Process Monitoring and Control Systems, Computer Systems Design, and Computer Science along with eleven years engineering experience in computer and communications systems, systems integration, and both ground-based and orbital networks and six years providing technical instruction and training. Ms. Laxton, President of Laxton Consulting, LLC (LC), is a former member of the Project MOSES: Military Open Simulator Enterprise Strategy community supporting research and development at United States Army Advanced Training Systems Division (ATSD). She is also active in the Open Simulator server community, the Open Simulator third-party viewer community, commercial Open Simulator grids, Open Simulator community events, Open Simulator social networks, and non-profit Open Simulator projects in education and the arts. Recent activities include active participation in Human Computer Interface research conducted in Virginia using Open Simulator technology sponsored by Nova Southeastern University. Ms. Laxton was also the 2014 Overall Winner of Naval Postgraduate School (NPS) Massive Multiplayer Online War-game Leveraging the Internet (MMOWGLI) Business Innovation Initiative (BII). She was cited by NPS as the most influential Idea Card author and most prominent Action Plan

collaborator. As CEO of IMA, Ms. Laxton brings a broad range of expertise and experience not often found at the head of other organizations.

Jo Querrien :

Chief Digital Content Officer (CDCO) – Core Content Management / In keeping with the virtual world presence, our Chief Digital Content Officer is 'Jo Querrien' in any of IMA's grids. She has 7+ years virtual world experience and a presence in multiple virtual world spaces including being a long-time creator in Second Life and multiple Open Simulator grids. Ms. Querrien is an expert in the creation of avatar shapes, tailoring skins to those shapes for realism, avatar eye textures, and accessories. She is also experienced in object creation - specifically realistic architectural details backed by a degree in Mechanical Engineering with a minor in Art. She maintains a focus on usability and immersion in virtual world design encouraging the use of animations, scripted object behaviors, lighting, and sound. Ms. Querrien is familiar with technology limitations that impact scripting and building considerations like camera limitations, movement, animations, etc and has experience with the intricate nature of creator interaction when it comes to setting permissions for sharing and sales of digital content. She will likely extend her expertise into writing tutorials for beginners, novices, and experienced users and provide member resources on IMA's community forum. The broad experience Ms. Querrien has developed allows her to contribute a wide range of skills needed to create high quality realistic digital content for training and education simulations. As CDCO, she will also contribute to User Interface Design and assist subscribers with their content creation to be shared in the IMAginations Store.

Georgia Laxton, PhD :

Chief Research Officer (CRO) – Core Research Review and Support / Georgia Laxton has 25+ years experience in research as an analyst, programmer, and researcher. Her educational background, which includes a BS in mathematics and a PhD in Experimental Psychology, provided a sound basis upon which to develop her skills from both a programming and research perspective. Dr. Laxton has provided analytical support for research projects and evaluations of intervention programs. She has also managed projects, which included applications

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Stakeholders (continued)

development, systems analysis, air traffic control research and collecting and analyzing data from a number of sources for a national government agency. Among the areas which Dr. Laxton has provided support and research expertise are Criminal Justice, Alcohol and Other Drug Abuse in military and civilian settings, Alcohol and Other Drug Abuse in adults and juveniles, Clinical Drug Trials, Air Traffic Control, Child Support, and Learning Disabilities. Additionally, Dr. Laxton has extensive experience in database development, quality control, database applications development, database maintenance and database reporting. Additional areas of experience include authoring, editing, and proofreading of publications. Her analytical skills, project management experience, and demonstrated expertise aligned Laxton Consulting's vision for success. Dr. Laxton contributes strategic value to the research branch of IMA.

Marion DeGhetto :

Chief Procurement Officer (CPO) – Core Procurement and Compliance | Marion DeGhetto has 15+ years experience managing accounts and team members as a Licensed Optician and Retail Manager. Responsible for product testing, review, administrative tasks, and marketing support, Ms. DeGhetto has superior customer service knowledge with excellent coaching and team building skills. Keen on organizational objectives, Ms. DeGhetto has demonstrated the ability to deliver results. Ms. DeGhetto has specific experience which includes modeling and inspiring associates through clear team objectives and goals. Her sound judgment in anticipating challenges and seeking the right resources ensures Laxton Consulting, LLC maintains a positive and diverse team culture. This skill set, combined with a vested interest, makes Ms. DeGhetto a natural fit to keep the IMA team in compliance with procurement rules.

IMA Advisory Board**Will Burns :**

Advisor: Standards ~ "I want to make a dent in the universe. To change the world, both figuratively and literally, by putting that power into your hands." LinkedIn: <http://www.linkedin.com/in/wgburns>

Lisa Laxton :

Advisor: Engineering ~ "We can redefine world-class collaborative virtual worlds by advancing virtual technologies through our shared vision and collective efforts." LinkedIn: <https://www.linkedin.com/in/llaxton>

Gentle Heron :

Advisor: Accessibility ~ "Enable people with a wide range of disabilities by providing a supporting environment for them to enter and thrive in online virtual worlds." Website: <http://www.virtualability.org/>

Dr. Cynthia Calogne :

Advisor: Human Computer Interface ~ "Use of VR in business spans prototyping designs, strengthening leadership and trust to modeling ideas and forming strong relationships." Slide-share: <https://www.slideshare.net/lyrlobo/>

TBA :

Acceptance Pending, Advisor: Education

Mike Lorrey :

Advisor: Industry ~ LinkedIn: <https://www.linkedin.com/in/mikelorrey/>

Roland Wampers :

Advisor: Commerce ~ LinkedIn: <https://www.linkedin.com/in/rolandwampers/>

Selby Evans :

Advisor: Community Interests ~ "Virtual worlds are made of people." Blog: <https://virtualoutworlding.blogspot.com/>

Shawn Maloney :

Advisor: Virtual Radio and Sounds ~ "IMA gets people together to get things done." Google+: <https://plus.google.com/communities/114169752868963421906>

Dieter Heyne :

Advisor: Web Based Virtual Worlds ~ "Providing easy access for everyone to virtual worlds for education, collaboration and leisure." Website: <http://www.cybalounge.com>

Cinder Roxley :

Advisor: Alchemy/Radegast/LMV ~ LinkedIn: <https://www.linkedin.com/in/cinder-roxley-b25635ab/>

Dahlia Trimble :

Advisor: Web/Client Viewer Research ~ "I'd like to see IMA help facilitate modernizing the state of the art of virtual worlds and making them more accessible to more people and on more platforms." Google+: <https://plus.google.com/107885716178378202591>

Tim Elliott :

Advisor: Accessible Device Research ~ I love the idea of transporting people other worlds. I want to make virtual worlds accessible for people that have physical challenges. LinkedIn: <https://www.linkedin.com/in/tim-w-elliott-09487529/>

Dr. Doug Maxwell :

Advisor: Government Research ~ LinkedIn: <https://www.linkedin.com/in/douglas-maxwell-ph-d-54679aa/>

Sunbeam Magic :

Advisor: US News Media ~ "Virtual worlds open the door to a more inductive robust online society with unimpaired interactions that include self-esteem boosting qualities." Google+: <https://plus.google.com/u/0/+SunbeamMagic>

Mal Burns :

Advisor: International News Media ~ "I want to see the interoperability of virtual spaces across all platforms and devices. This can change the online metaphor from pages to spaces." LinkedIn: <https://www.linkedin.com/in/malburns/> YouTube: <https://www.youtube.com/c/MalBurnsMetaworld/live>

Vision

A virtual worlds platform that embraces our values ...

Mission

To advance virtual worlds, virtual reality, and synthetic environment technology

Values

Community: In essence, IMA is a new kind of community organization with a hybrid structure that is both aspirational and innovative.

Aspiration

Excellence: We want to maximize excellence using design thinking - taking what is good and making it great!

Collaboration: Through our collective efforts, we will be redefining world-class using collaborative virtual worlds.

Shared Vision: But the impact extends far beyond virtual worlds - we can change the world as we know it through our shared vision. The paradigm shift to social virtual reality is coming... join us!

Virtual Worlds: that embrace the following values:

Security: is secure and easy to use.

Ease of Use

Configurability: users can configure to meet their individual needs for a positive user experience.

User Experience

HCI: supports various human computer interface devices.

Enablement: enables people with disabilities at reasonable costs.

Assistance: can be used to provide assistance to elderly and home bound citizens.

Quality of Life: can be used by children, teens, and adults to enhance their lives.

Empowerment: empowers communities to realize their dreams.

Creativity: allows unlimited creativity and sharing.

Sharing

Knowledge: enhances knowledge of different cultures and languages without barriers.

Culture

Language

Cost-Effectiveness: has manageable costs for businesses, schools, government agencies, and non-profit organizations.

Societal Connection: serves as a societal connector for agencies, organizations, and education systems.

Innovation: can be used to accelerate innovation, reduce waste, and save precious resources.

Efficiency

Conservation

Jobs: creates jobs for people of any kind to provide administration, customization, and content.

Teleworking: supports teleworking and telemedicine.

Telemedicine

Safety: provides low cost safe training spaces for harsh events.

Training

Timeliness: can be used to provide just in time solutions for real world problems.

Pervasiveness: becomes pervasive in use by therapists, doctors, and researchers.

Rensitivity: can be used to provide sensitivity, first responder, and disaster response training.

Responsiveness

Re-Enactment: can support accident re-enactments, law enforcement training, and historic recreations.

Law Enforcement

Historic Re-Creations

Peace: can be used to defeat terrorism and promote world peace.

Scalability: is scalable and sustainable for the future.

Sustainability

Extensibility: is extensible yet gives users the ability to connect with other virtual worlds.

Connection

Growth: is poised for growth and interoperability between virtual world technologies.

Interoperability

Accessibility: is finally accessible and inclusive by design.

Inclusiveness

Grand Scheme of Life: all virtual worlds users are a part of the grand scheme of life.

1. Engineering Services

Provide sustaining engineering services related to open source code.

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2. R&D Working Groups

Support R&D Working Groups including standards development.

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3. Source Code

Develop safe, secure, production grade source code capable of supporting a commercially viable in-world economy.

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4. Software R&D

Conduct software research and development using virtual worlds and virtual reality.

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5. Philanthropy

Contribute via philanthropy to the user community and facilitate Working Group participation.

Administrative Information

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