



# Linden Lab™

## WHAT IS LINDEN LAB?

Linden Lab is a privately held company founded by Philip Rosedale in 1999 to create a revolutionary new form of shared experience as rich and complex as the real world. Through the Second Life® world, Linden Lab offers a truly collaborative, immersive, and open-ended 3-D virtual environment created and inhabited by people from around the globe.

Linden Lab is funded by a group of notable investors including Mitch Kapor, Catamount Ventures, Benchmark Capital, Ray Ozzie, Omidyar Network, Globespan Capital Partners, and Bezos Expeditions.

### The Basics

*“What would feel like success? Not money — But I will look back and say, did we do as much as we could to reach as many people as possible? Can we reach a billion people?*

*That would be cool!”*

— Philip Rosedale, USA Today, 6/05/07

[http://www.usatoday.com/printedition/money/20070205/secondlife\\_cover.art.htm](http://www.usatoday.com/printedition/money/20070205/secondlife_cover.art.htm)

Linden Lab’s mission is to connect us all to an online world that improves the human condition.

Linden Lab has an egalitarian work style and company ethos that is described as “The Tao of Linden.” It emphasizes transparency, collaboration, and distributed decision making. Linden Lab’s employees (who are sometimes referred to as “Lindens”) are encouraged to choose their own work, collaborate extensively, communicate their intentions, make weekly progress, and do it all with style.

### A Brief History of Linden Lab

Linden Research, Inc., was originally located on Linden Street in San Francisco, CA. Commonly referred to as Linden Lab, the company now has a distributed office structure with a main campus in San Francisco’s North Beach district and additional nodes in the US cities of Mountain View, Seattle, and Boston. Linden Lab is currently

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expanding its operations into Europe and Asia. The company employs a wide variety of developers and administrators who work on Second Life and related services. Originally, Linden Lab's goal was to develop virtual reality interface hardware. While significant progress was made in this direction. The small developer team refocused its efforts on creating a virtual environment instead, and the software project "Second Life" (originally named LindenWorld [http://www.slhistory.org/index.php/Linden\\_World](http://www.slhistory.org/index.php/Linden_World)) was born.

## Some Product Milestones

Second Life was released for beta testing in 2002. In June 2003, Second Life went live to the public and immediately garnered interest from the tech community.

In October of 2003, Linden Lab introduced Second Life v1.1, an updated version that included more detailed and realistic 3D landscapes, an improved mapping and navigation system, an economic system that allowed groups of residents to jointly own and govern land, and the ability to create and drive a variety of vehicles.

In November of 2003, Linden Lab changed Second Life's Terms of Service to recognize the ownership of in-world content by the SL Residents who make it. This enabled residents to retain full intellectual property protection for the digital content they created.

In June of 2004, Second Life Version 1.4 was released with a variety of new features enabling Residents to more fully develop and personalize their identities and online experience through sound and motion: custom character animations, live streaming audio support, XML-RPC, and a profile option that enabled Second Life couples to make their relationships official.

In December of 2005, Linden Lab celebrated 100,000 registered users of Second Life. Positive word of mouth, a community of enthusiastic residents, and national and international press fueled an extraordinary growth rate. In October 2006, Second Life hit 1 million registered users, and by July 2007, that number had climbed to 8 million with as many as 48,000 concurrent users online.

Linden Lab, Second Life and its related services continue to expand.



## Executive Management Team

Linden Lab's senior management team brings together expertise in physics, 3D graphics and networking. Team members have previously worked at leading entertainment companies such as Electronic Arts, Midway, Disney, THQ, Acclaim, Hasbro, and Mattel, as well as many Web 2.0 companies.

### **Philip Rosedale - Founder & CEO**

Rosedale served at RealNetworks as Vice President and CTO. In 1999 he joined Accel Partners as an Entrepreneur-in-Residence and began the basic research that would become the technology behind Linden Lab. Rosedale holds a BS degree in Physics from the University of California at San Diego.

### **Robin Harper - Vice President, Community and Support**

Harper was the Vice President of Marketing at Maxis, a division of Electronic Arts (EA), where she established SimCity as one of the most recognized brand names in entertainment software and was named one of the marketing 100 by Advertising Age/Newsweek. She holds an MBA in marketing from the University of Chicago.

### **Joe Miller - Vice President, Platform & Technology Development**

Miller's previous senior executive positions include posts at Atari, Koala Technologies, Epyx, Convergent, and Sega of America. He was a founder and CEO of the Knowledge Universe Interactive Studio, a co-founder and president of CyberVision, Inc., and president of MindQ Publishing. Miller's product design company, Perilux Group, was engaged to develop several award winning products now offered by LeapFrog, Bright Things, Apple, and Fitniks.

### **Cory Ondrejka - Chief Technology Officer**

Ondrejka's previous experience includes Lead Programmer for Acclaim Coin-Operated Entertainment's first internal coin-op title and work on Department of Defense electronic warfare software projects. Ondrejka is a graduate of the United States Naval Academy, where he was a Presidential "Thousand Points of Light" recipient and became the first person to earn Bachelors of Science degrees in two technical majors: Weapons and Systems Engineering and Computer Science.

### **Ginsu Yoon - Vice President, Business Affairs**

Yoon was general counsel at Airespace and a principal at KTB Ventures. He practiced law at Venture Law Group and at Kirkland & Ellis in New York. He received an A.B. degree from Princeton University and a J.D. from New York University School of Law.

### **John Zdanowski - Chief Financial Officer**

Zdanowski was CFO at HouseValues and co-founded Affinity Internet, Inc. He holds an MBA from Harvard Business School, an MS in Electrical and Computer Engineering from Syracuse University, and a BS in Electrical Engineering from Clarkson University.

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## Resources

- **Linden Lab press room**  
<http://lindenlab.com/press>
- **Genesis of Second Life idea**  
[http://www.inc.com/magazine/20070201/hidi-rosedale\\_pagen\\_2.html](http://www.inc.com/magazine/20070201/hidi-rosedale_pagen_2.html)
- **Second Life history**  
[http://www.slhistory.org/index.php/Main\\_Page](http://www.slhistory.org/index.php/Main_Page)
- **Economic stats and key metrics**  
[http://secondlife.com/whatis/economy\\_stats.php](http://secondlife.com/whatis/economy_stats.php)
- **Full executive and board of directors bios**  
<http://lindenlab.com/management>
- **Second Life in the news**  
<http://lindenlab.com/news>
- **Mission of Linden Lab blog post by Philip Rosedale**  
<http://blog.secondlife.com/2006/11/06/the-mission-of-linden-lab/>
- **The Tao of Linden**  
<http://lindenlab.com/employment/tao>

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