



## **MEDIA RELEASE**

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### **NASA's Phoenix Mars mission uses MyCyberTwin technology to talk to the world**

PEOPLE seeking information about the successful NASA Phoenix mission to Mars can chat online to the Mars Lander itself – and in keeping with the cutting edge nature of the project, they'll actually be talking to a cybertwin with an artificial intelligence brain.

NASA has created a virtual expert, using artificial intelligence technology created by MyCyberTwin, to act as the spokesperson for the Phoenix mission in the popular online world of Second Life ([www.secondlife.com](http://www.secondlife.com)).

Visitors to NASA Island in Second Life can chat with the cybertwin, who has been trained by the real-life experts at NASA's Jet Propulsion Laboratory in Houston.

The NASA cybertwin brain lives on the Phoenix Lander in Second Life and can field questions about the Mars mission 24/7, acting as a key information conduit for the project.

Tom Soderstrom, IT CTO, Office of the CIO Jet Propulsion Laboratory, NASA, is delighted with the response to the cybertwin.

“It was a wonderful success, and we are thrilled,” Mr Soderstrom said.

The artificial intelligence technology behind the Phoenix cybertwin was developed by MyCyberTwin, a company that is leading the world in the rapidly growing field of intelligent online avatars.

MyCyberTwin chief executive Liesl Capper said the Phoenix Mars mission is a great application of this cutting edge technology.

“MyCyberTwin allows NASA to provide up-to-date information on a fascinating project in an immersive and interactive way. This is the future of communication with clients and customers across a range of industries,” Ms Capper said.

“For NASA, using a cybertwin as their spokesperson in Second Life for the Phoenix Mars mission was a perfect solution. It can handle multiple conversations at once at any time of the day. It brings their virtual world environment to life.”

She said MyCyberTwin had clients across a range of key industries making the most of this new technology. Most clients are using it to virtualise normal websites and to have deeply personal conversations with clients.

“We now have cybertwins acting as frontline representatives for major corporations online, fielding queries about employment, products and services. Cybertwins can also deal with more complex issues such as selling products, helping clients through application forms and troubleshooting.

“It’s like having a fully-staffed call centre online and available around the clock to take queries – but it’s all virtual.

“People would rather talk to a well crafted AI than some distant person in a foreign call centre.”

To see a video of the Mars Phoenix Cybertwin in action, go to:

<http://mycybertwin.com/phoenixcybertwin.jsp>

or to see the Cybertwin in Second Life, go to:

<http://slurl.com/secondlife/Explorer%20Island/129/95/39>

[www.mycybertwin.com](http://www.mycybertwin.com)

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