



CYBERJUSTICE©
A WORLD WHERE EVERYONE GETS WHAT THEY DESERVE
DON'T GET MAD . . . GET EVEN!

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HOW TO BECOME A JUDGE OR JURY MEMBER

Built around a fictional world, CYBERJUSTICE© is populated by colorful characters designed to help participants solve their problems, air their grievances and get even, with virtual revenge. Stress relief – and all with tongue planted firmly in cheek. The multiplayer CYBERJUSTICE© COURTS pay homage to the traditional justice system, but feature a lengthy list of humorous CYBERJUSTICE© Judges to conduct the trials. In five years, the CYBERJUSTICE© Judges doled out stress relief laced with humor in more than 35,000 hours of live prime time entertainment, featuring celebrities, improvisational comedians and writers hosting the directed-chat role-playing games. *CyberJustice* was featured at The Kennedy Center's Imagination Celebration, covered by *C|NET*, *Good Morning America*, the Discovery Channel's *CyberLife* and featured at the AIMIA conference in Australia.

CYBERJUSTICE© is short-attention span participative theatre. Most multiplayer games aren't about technology; the people who play games online are excited by the social experience. The games depend on the ability of players to interact and the greatest advantage is the ability to enlist players as co-creators. CYBERJUSTICE© provides a context for interaction, with well-understood rules of behavior and well-defined rules of procedure. It's an environment created by and for people, and people are more interesting and better than computers at creating situations that arouse human emotions. CYBERJUSTICE© works on several levels: it's an emotional experience that drives entertainment and the ability to vent safely that drives stress relief.

The **CYBERJUSTICE© Judges** and other characters are the hosts, mediators and referees who create an ongoing relationship, engage and recruit audience participation and collaboration, and empower participants to become co-creators in the entertainment experience.

They ensure continuity, satisfaction and player loyalty, while creating continuity in an entertainment experience and gameplay. The players themselves create the cases and participate in the action. The usual barriers to gameworld entry – the price of the software and/or subscription, the difficulty of learning the games, and particularly the time commitment necessary to play the games – were designed to be as low as possible so that players could get in and connect to the game and to each other without hassle or expense.

SCALING PARTICIPATION: CYBERJUSTICE© works; that's been proven for any demographic. The franchise recognizes that while people may be interested in participating in the community, they may not all feel comfortable in the online



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courts, or may simply not have the time to attend a scheduled CYBERJUSTICE© Court (offered in prime time 24/7 and 365 days per year).

LEVELS OF INTERACTION AND CHOICE OF COURTS: We've scaled the player experience and time commitment required by offering various levels of interaction. Players select the form of interactivity, and whether they choose to play alone or with others.

The interaction can be live, immediate and personal in the **COURTS OF CYBERJUSTICE**, which incorporate chat, graphics, animation, streaming video, Email and Messaging.

The interaction can be indirect and individual in the **COURTS OF QUIKJUSTICE**; players can participate individually, in **Trials by Declaration**, via form-driven templates and interactivities, which are shorter, less complex and time consuming.

In the **COURTS OF KARMIC JUSTICE**, a player may be a passive **spectator**; may participate as a voting member, a **JUROR** of the **Online Jury**; or may actively play a part in the game by assuming the **roles of Plaintiff, Defendant, and/or Witness**.

Players can also become a COURTS OF KARMIC JUSTICE JUDGE. The procedures for apprenticeship, appointment and investiture are documented and easy to follow. Specialty Courts (Family, Sports, Teen, Women and others) have designated time slots and Judges. The **SUPREME COURT OF CYBERJUSTICE** is scheduled to coincide with current events, holidays, and occasions, and are usually hosted by **celebrity (comic) judges**.

Members may suggest a case for consideration, vote on someone else's case, or be their own judge and jury. There's something for everyone and players choose their own level of involvement and participation.