

PRESS RELEASE FROM NATURE PUBLISHING GROUP
30 September 2008
For immediate release

Contact: Grace Baynes (Corporate Public Relations) or Ruth Francis (Head of Press)
Nature Publishing Group
T: +44 (0)20 7014 4063 or +44 (0)20 7014 4562
g.baynes@nature.com or press@nature.com

The Macmillan Building
4 Crinan Street
London N1 9XW
UK
T: +44 (0)20 7833 4000
F: +44 (0)20 7843 4640
www.nature.com

***Nature Video* premieres documentaries in Second Life**

Avatars can walk down a virtual red carpet this week at a film premiere in Second Life. On Thursday *Nature Video*, a new initiative from Nature Publishing Group (NPG), will screen two documentaries on the future of physics in *Second Nature*, NPG's island in the virtual world.

The two short films are the first in a series from *Nature Video*. Recorded at the 2008 Nobel Laureate Meeting in Lindau, the five films capture conversations between eight young researchers and five Nobel Prize winning physicists: George Smoot, David Gross, Gerardus 't Hooft, John Hall and William Phillips. Join them as they grapple with dark matter, dark energy, the Large Hadron Collider, space-time and quantum computing.

The five films will be released, one each week, on iTunes and nature.com starting on 3 October 2008. The first two films will be premiered at a special screening in Second Life on 2 October 2008 at 10am Pacific, 1pm Eastern and 6pm British Summer Time. The event is open to all, RSVP is essential (email secondnature@nature.com) as space is limited.

The *Nature Video* films provide a unique insight into the Lindau meeting. From 29 June to 4 July 2008, 24 Nobel Prize winners and 557 young scientists from 67 countries gathered in the Bavarian town of Lindau, on the bank of Lake Constance for the 58th Annual Lindau Meeting of Nobel Laureates. The meetings were initiated in 1951 under the patronage of Count Lennart Bernadotte whose great-grandfather, the Swedish King Oscar II, had presented the very first Nobel prizes. The aim of the meetings is to bring Nobel Laureates together to address an international audience and the focus alternates each year between physics, chemistry, and physiology and medicine, with every fourth year an interdisciplinary mix of all three. The 2008 meeting focused on physics, while the 2009 meeting, dedicated to chemistry, will take place from June 28 to July 3, 2009.

Nature Video extends NPG's work with video into documentaries and films. The new venture builds on NPG's reputation for innovation, developing timely and award-winning solutions to scientists' information needs. Winner of the 2008 Webby Award for best science website, Nature.com is one of the most popular scholarly websites; serving 12 million visitors a month with over a million registered users. Nature.com provides access to all NPG publications and services, including the weekly *Nature Podcast* and films from *Nature Video*.

-ENDS-

Useful links

RSVP to secondnature@nature.com.

Instructions are available on how to create an account in Second Life:

<http://www.nature.com/secondnature/events/lindau/index.html>

Teaser trailer and more details:

<http://www.nature.com/secondnature/events/lindau/index.html>

Report on the Lindau meeting published in *Nature Physics*:

<http://www.nature.com/nphys/journal/v4/n8/full/nphys1048.html>

About Nature Publishing Group (NPG):

Nature Publishing Group is a division of Macmillan Publishers Ltd, dedicated to serving the academic and professional scientific and medical communities. NPG's flagship title, *Nature*, was first published in 1869. Other publications include *Nature* research journals, *Nature Reviews*, *Nature Clinical Practice* and a range of prestigious academic journals including society-owned publications. NPG also provides news content through *Nature News*. Scientific career information and free job postings are offered on *Naturejobs*.

NPG is a global company with principal offices in London and New York and offices in Basingstoke, Boston, Buenos Aires, Delhi, Hong Kong, Madrid, Melbourne, Munich, Paris, San Francisco, Tokyo and Washington DC. For more information, please go to www.nature.com.