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RocketOn Rolls Out Virtual Goods Shops Across The Web

Today the layered Web-based virtual world [RocketOn](#) announced the rollout of its Virtual Storefronts, essentially in-game shops selling virtual goods that can only be accessed by taking your RocketOn avatar to the particular Webpage that hosts the shop. RocketOn will be presenting the Virtual Storefronts at both [Engage! Expo](#) and [TV of Tomorrow](#) on March 10th and 11th.

"We view the Web as a virtual landscape that's now undergoing a real estate boom," said Steven Hoffman, co-founder and CEO of RocketOn. "A few years from now, we'll have tens of thousands of virtual stores and objects placed all across cyberspace, so every location you think of as a major destination will also have a corresponding virtual environment waiting to be explored and experienced."

RocketOn offers three different types of virtual goods: goods that can be bought directly via RMT, goods bought with a point-based virtual currency that can only be earned by spending time in the platform, and hidden virtual goods that must be found by exploring Webpages. The hidden virtual goods in some cases will be branded to promote a partner company and in those cases may be distributed from a partner's website. The Virtual Storefronts will offer goods that can be purchased with real money and points, but must be discovered on individual Webpages in the manner of the hidden virtual goods.

This is all part of the [unique nature of the RocketOn virtual world](#), which is "overlaid" on the Webpages that a user goes about browsing. When the RocketOn app is activated, users can have their avatars acquire virtual goods or interact with other users as they all browse the same webpage. RocketOn essentially transforms major URLs into virtual world destinations. The Virtual Storefronts are a clear effort to get more RocketOn users to keep the program on constantly while browsing, in hopes of discovering hidden sources of virtual goods.

RocketOn's selection of Virtual Storefronts include Virtual Hair Salons, Vintage Clothing Stores, Fast Food Restaurants, Virtual Costume Shops, Pet Stores, Roach Motels, Grocery Stores, Virtual Vending Machines, and Virtual Gifts Shops. Each type of Storefront specializes in a particular type of virtual good, ranging from items for virtual pets to special clothing piecing for avatars.

RocketOn cites the \$2 billion dollar size of the virtual goods market as an indicator that the revenue potential of the Virtual Storefronts is substantial, but its approach to sales is unique in the space. It will be interesting to see how this gambit works out for RocketOn in the future.