

Douglas Gayeton Joins Millions of Us, Inc. as Chief Creative Officer

Virtual worlds agency gains pioneering filmmaker, social network developer, game author.

San Francisco, CA (PRWEB) July 11, 2007 -- Millions of Us, Inc., an agency specializing in virtual worlds, has hired documentary filmmaker and social networking pioneer Douglas Gayeton as its Chief Creative Officer. Gayeton's role will be to define and extend the agency's services in three areas: social media content, machinima / film production, and in-game advertising.

Gayeton's documentary film Molotov Alva: Video diaries from my Second Life (<http://youtube.com/watch?v=wa7u0a9pUSs>) was the first machinima ever screened at the Cannes Film Festival and is the first piece of its kind to be acquired for distribution as a television series. Prior to joining Millions of Us, Douglas also worked with MTV on their virtual world initiative.

As machinima and traditional filmmaking converge at an accelerating pace, Gayeton will bring artistic and technical expertise to Millions of Us' clients in the entertainment industry and beyond. His arrival is a key development in Millions of Us' strategic plan to assemble the world's leading talent across multiple virtual world and social media platforms.

Beyond his work as a filmmaker, Gayeton is a noted game author and developer, with experience in the design, technical and narrative aspects of game production. He has worked on games for Electronic Arts, Sony and Ubisoft since the early 1990s. Among other titles, Gayeton directed, designed and co-wrote "Johnny Mnemonic," a Full Motion Video (FMV) game from whose plot closely resembles the 1995 motion picture (based on the original short story by cyberpunk author William Gibson).

Gayeton was also among the earliest architects of social networking technology, having built applications for AOL, Microsoft, Vivendi and Napster. With deep experience in these complementary disciplines and a wide-ranging network of contacts in Europe and North America, Gayeton will lead Millions of Us' expansion as a vertically-integrated social media company.

About Millions of Us, Inc.

Millions of Us, Inc., is an agency specializing in virtual worlds. Founded in 2006 and based in San Francisco, the agency is dedicated to helping businesses understand and harness the power of all social media. The agency's clients include 20th Century Fox, Warner Bros., Toyota, Microsoft, Intel and Coca-Cola.

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