

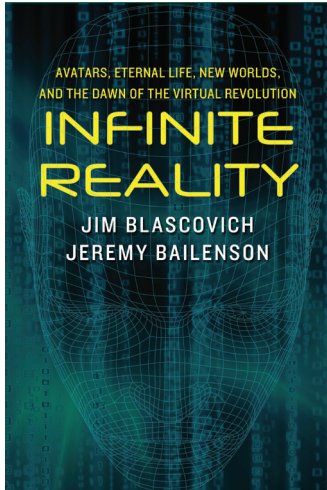
4-7-2011

# Infinite Reality: Avatars, Eternal Life, New Worlds, and the Dawn of the Virtual Revolution

New York Law School



Invites you to come celebrate the publication of:



*Infinite Reality: Avatars, Eternal Life, New Worlds, and the Dawn of the Virtual Revolution*

**By Jim Blascovich and Jeremy Bailenson**

April 7, 2011

12:30 p.m.–2:00 p.m.

185 West Broadway, W320

**Books will be available for purchase.**

*Infinite Reality: Avatars, Eternal Life, New Worlds, and the Dawn of the Virtual Revolution* (Harper Collins, 2011) is the provocative new book from virtual reality's most prolific authorities, Jim Blascovich and Jeremy Bailenson.

*Infinite Reality* takes readers on a mind-bending journey through the universe of virtual reality, exploring notions of consciousness, perception, neuroscience, media technology, social interaction, and popular culture as they pertain to virtual reality. Blascovich and Bailenson examine how radical new developments in digital technologies will free the potential of the mind and change our understanding of what it means to be human.

**Jim Blascovich** is Director and co-founder of the Research Center for Virtual Environments at the University of California, Santa Barbara, where he is Distinguished Professor of Psychology. A pioneer in the science of virtual social interaction, Professor Blascovich has served as the president of major international scientific societies.

**Jeremy Bailenson** is founding director of Stanford University's Virtual Human Interaction Lab, which has been featured in the media, including on PBS's *Frontline*, NPR's *All Things Considered*, NBC's *The Today Show*, and in *Time*, *Discover*, *Chronicle of Higher Education*, and *The New York Times Magazine*.

**RSVP to Naomi Allen at [Naomi.Allen@nyls.edu](mailto:Naomi.Allen@nyls.edu) by March 29.**