

# Justin Bovington

Contributed by Administrator  
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Justin Bovington, CEO of Red, has been instrumental in developing some Vodafone, Heineken, Sky News, ING Renault F1 and Penguin... to name a few. His company has been present in Second Life since January 2003, and in that time, they've helped develop and form the virtual world immersion market. He is one of the leading creative directors in the media and virtual creative sector.

London based virtual world agency Rivers Run of worlds major virtual launches: adidas, Reebok, name a few. His