

Lars Smidt and Andreas van de Castel join Metaversum

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Agency: **The Pacific West Communications**

Metaversum GmbH, developer and operator of the 3D online world twinity.com, expands its team in preparation for the launch.

Lars Smidt (36) and Andreas van de Castel (27) join Metaversum GmbH with immediate effect as Head of Online Marketing and Head of Product Management respectively.

In his new position, Lars Smidt is responsible for all online marketing activities for the virtual world, Twinity. Andreas van de Castel is responsible for the conceptional design and implementation of new community features in Twinity.

“Lars Smidt and Andreas van de Castel have many years’ experience working in successful internet companies. The focus of Lars Smidt’s previous position at FriendScout24 was on the acquisition of new members. He will now be performing this key task for Twinity, as well as promoting communication both with and within the user community. Andreas van de Castel played a decisive role in shaping product development at studiVZ. We are very happy to welcome such capable reinforcements for these key areas,” confirms Dr. Mirko Caspar, CMO of Metaversum GmbH.

Lars Smidt joins Metaversum GmbH from FriendScout24, the largest German-language dating platform, where he worked as Head of Online Marketing. Andreas van de Castel was previously employed as Head of Product Management at studiVZ, Germany’s largest online social network.

You can find out more about Twinity at: www.twinity.com

Indigo Pearl GmbH & Co. KG

Nils Kedeinis

Richardstraße 45 Tel: +49 (0)40 25 33 02 70

22081 Hamburg Fax: +49 (0)40 25 33 02 61

Germany Email: nk@indigopearl.de

About Metaversum:

Metaversum develops and operates the 3D online world Twinity. This visionary endeavor mashes up the real with the virtual world. Twinity offers its members the ability to populate the digital world with their own avatars, design 3D homes, communicate with friends, engage in shared media experiences, work or simply have fun. Members of the Twinity community enrich and expand their lives by integrating real life into the virtual world. Twinity is currently in its private beta phase. Founded in July 2006 and financed by leading venture capital firms, Metaversum has offices in Berlin and Kiev. For more information: www.metaversum.com and www.twinity.com.

[You can find this press release here](#)