

[Dusseldorf/Germany, 6th of September 2007.] Beatenetworks and Sales Tracker today unveiled SLST - a web service for accessing and tracking sales data for Second Life based businesses. It allows business users to track and report sales through a web based subscription service that is integrated with Second Life. The service can be found at the Sales Tracker web site (www.SLSalesTracker.com) The service features custom reporting, activity integration with Second Life in world transactions, and integration to PayPal.

The creator of SLST, Zimbit Vidor (in world) said "businesses in Second Life need the type of robust tools that they have access to in the real world, so the goal of SLST is to give them some of that functionality at a price businesses of all size can afford."

Amongst the key features of SLST are:

- View sales with precise time, date, region, price, product, vendor and customer name
- Sort by any of the above-mentioned categories
- Also, search for any of the above-mentioned categories (This means no more looking through endless transaction pages)
- Make sales visible in adjustable charts/graphs
- Create custom reports and save them for use on future days
- Use any vendor to integrate this tool (scripting may be required in some situations)
- Use the free built in vendors, which come with SLST
- Track freebie sales and see how they affect paid sales
- Chose any period to view sales
- The statistics are not only available 1 month like in the transaction history; they are available for the length of the subscription (Some restrictions apply)
- The end user can download statistics to use in enterprise applications

Alice Klinger, Beatenetworks CEO said "I personally started creating a business when Zimbit asked me to test his invention. The more customer records came together on the website the more fun it was. Now I never want to miss this tool again. I might be a numbers freak, And have fun commanding the numbers and graphs around so it shows My company development in every detail."

SLST is available now.

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Beatenetworks is based in Germany and Silicon Valley. We have extensive experience in working in the confines of virtual worlds such as Second Life, and our expertise and technical solutions can help your business be more effective in getting your message out to the users of the virtual worlds.

SalesTracker is based in the USA, and was created by Zimbit Vidor.