

Jon Jacobs
“NEVERDIE”

London native Jon Jacobs, aka NEVERDIE, is a triple threat. Film, music and gaming are all among the talents he’s developed throughout his 19-year career.

Jacobs has worked the independent film circuit since 1988 when he directed, produced and narrated *Metropolis Apocalypse*, which was an Official Selection of the Cannes Film Festival. Since 1988, Jacobs has worked on many award-winning independent films, including *Johnny Famous* (winner of the Hungarian Academy Award for Best Picture), *Lucinda’s Spell* (winner of the Golden Warrior at Cannes) and *The Wooden Gun* (voted “Best Western of 2001” by the Washington Post). In addition to being part of critically acclaimed films, Jacobs has also been the recipient of the Maverick Actor Award at The Method Fest 2001.

The multi-talented Jacobs has also had success in the music industry as a songwriter and performer and is a well-known DJ in the club circuit. Jacobs has seen notable achievement in the convergence of music and virtual worlds. In 2004, Jacobs had the distinction of releasing the first hit record in the virtual Entropia Universe with more than 500,000 downloads of the song *Gamer Chick*. The music video for the song subsequently went on to become the top video game video on the ifilm.com Web site.

Jacobs’ music career has extended into his life in the virtual world through both the aforementioned *Gamer Chick* single and his creation of Club NEVERDIE on an asteroid he purchased in Entropia for \$100,000 (U.S.) in 2005. As the resident DJ and owner of Club NEVERDIE, as well as the asteroid it’s situated on, Jacobs has become one of the only people to claim the title of millionaire solely from holdings/transactions in the virtual universe. Club NEVERDIE on average, sees 500 visitors per night. As the iconic avatar, NEVERDIE, Jacobs has become a symbol of entrepreneurial success in the Entropia Universe. He was voted the Most Outstanding Citizen of the Universe last year by Entropia Forum and is so entrenched in the culture that he even married his wife, Cheri London, in the first legal virtual wedding. In addition, NEVERDIE transcended the Entropia Universe and is also present in Second Life by a sim which Anshe Chung, Second Life millionaire named after him.

Most recently, Jacobs has partnered with Anshe Chung to create the Virtual Worlds Academy to recognize the accomplishments of individual avatars and companies involved in the virtual world industry.