

603 Stewart Street  
Suite 915  
Seattle, WA 98101

T 206.691.3124  
F 206.691.3495  
www.jonesadvertising.com



Contact: David Edgerton  
Company Name: Jones Advertising  
Phone: 206-691-3124  
Fax: 206-691-3495  
E-mail: david@jonesadvertising.com  
Web: www.jonesadvertising.com

### MICROSOFT CALLS ON JONES FOR TELEPHONY VIDEO

Seattle, WA - 4/1/2004 --- Redmond-based Microsoft launched a new video today that opens with sounds from Alexander Graham Bell's first voice transmission and travels to the future of communications technology. The three minute video, premiering at the Windows CE Developers Conference was written, directed and produced by Jones Advertising to demonstrate Microsoft Windows' Voice over Internet Protocol (VoIP) technology.

The video demonstrates how the Internet can add amazing new features and functions to ordinary wired and wireless telephones, like video, voice recognition and customer relationship management software. The video simplifies the concept of VoIP technology by starting with the sound of a dial tone and the question, "What is a phone?" Visual representations of sounds morph into pictures and video as the features of VoIP are revealed.

"We thought it (VoIP) would be a difficult concept to convey" explained Balz Wyss of Microsoft Windows Mobility team. "But (Jones) came back to us with this very clear concept, that started out so simple that any layperson could understand. But somehow it still talked at a level that even our top developers were impressed. They used language that made sense to everybody, which is exactly what we needed."

Early feedback has been outstanding. Microsoft already credits the video with making inroads with one of the world's largest telecommunications companies. The telecom even requested a copy of the video for its internal use.

Seattle-based Jones Advertising employs BrandAction—its proven advertising system that combines impactful brand concepts with compelling selling techniques. Client experience includes: VoiceStream, Eagle Hardware, PetsMart, The Bon Marché, Mattress Gallery, The Dairy Farmers of Washington, Rescue Pest Control and Washington Lottery. For more information, contact David Edgerton, 206-691-3124 or visit www.jonesadvertising.com

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