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SHREK APPEARS IN MICROSOFT 'MINI MOVIE' BY JONES ADVERTISING

Seattle, WA - 6/29/2004 --- Microsoft called on Jones Advertising to create a new video to promote Windows Embedded Mobility with less than three weeks notice. With no time to spare, the Jones team crafted a 6-minute mini-movie featuring the computer-generated movie star Shrek. The video premiered this morning at the Embedded Developer Conference in San Diego, CA as part of the keynote presentation.

Unlike many technology-driven videos for Microsoft, Jones took a dramatic, cinema-like approach. Featuring a family of four going out to dinner and a movie, the technologies featured were designed to be virtually hidden and secondary to the action. The video incorporates a technique that freezes the action, highlighting the technology featured in the scene, and then starts the action again.

Mark Jones, creative director of Jones Advertising described the approach. "We wanted to illustrate how technology fits into the family members' lives without interruption, so we kept the video fluid as well. To keep the action moving we used long, well choreographed sequences shot on high-definition video with a steady-cam, combined with organic scene transitions. The result is a six minute video with no visible cuts, even though we travel through seven different locations.

"It was one of the most complex videos I've done," he added. "There are over 100 optical effects, original music, 18 different Microsoft technologies featured, and to top that off, the video stars a six year old boy and Shrek himself makes an appearance. We had less than seven days to produce."

"The video has already received outstanding reviews," Jeana Jorgensen of Microsoft's Embedded Group reported. "It was better than Cat's" and, "That made me want to cry, it was so good" were comments passed along from the conference.

"The production team worked with me night and day for a week to pull it off," Jones said. Production credits: North by Northwest Productions, Spokane, WA; Editing and effects: Modern Digital, Seattle, WA; Music and sound design: Glenn Sound Inc. Seattle, WA.

Seattle-based Jones Advertising employs BrandAction—its proven advertising system that combines impactful brand concepts with compelling selling techniques. For more information, contact David Edgerton, 206-691-3124 or visit www.jonesadvertising.com

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