

By: February 2007, Technology News Editor

Sub-Zero Windows Vista

Feast your eyes on the Windows Vista on the rocks

And when I say sub-zero Windows Vista that is exactly what I mean. Microsoft has backed the Wow marketing campaign for Windows Vista with in excess of \$500 million dollars. Now half a billion dollars is a hefty amount to spend on marketing an operating system. But is there a limit to what you can do? Actually, this contradicts Microsoft's approach to selling off Windows Vista. Because there is nothing the Redmond Company wouldn't do to convince users to cough out the money for one of the Windows Vista editions. In fact, Microsoft has already built an online/reality puzzle game where the main prize was a trip into space. Microsoft has also put a [Windows Vista ad on the 421 meter high Jin Mao Tower](#) in Shanghai, China. Nothing seems to be too large or too extravagant for a Windows Vista advertisement. An ice house just fits right in there. This brings me to the sub-zero reference. Microsoft has built a Digital Ice House in Dundas Square, Toronto, Ontario. And it has packed wall to wall with Windows Vista. Just take a look at the pictures included herein. Not a too shabby abode if I might say so. The fact of the matter is that all that ice would probably get in the way of your mundane tasks. Just imagine having to edit the registry at sub-zero temperatures. Not your most PC friendly environment, if I might say so. However, Windows Vista on the rocks is an indisputable Wow moment. Images courtesy of [TerraS](#) and [photojunkie](#).