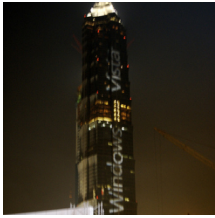


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By: Marius Oiaga, Technology News Editor



## [The Largest Windows Vista Advertisement](#)

*On a 421-meter tall building*

Microsoft has redefined the meaning of "subtle" advertising. Just feast your eyes on this prime example of Windows Vista advertising. Microsoft is reportedly pouring no less than \$500 million in the marketing campaign for Windows Vista. By comparison, the Redmond juggernaut spent just \$200 million on the publicity for Windows XP. But with Windows Vista, Microsoft aims to turn over a new page, and the ad illustrated in the adjacent images is an example of the effortlessly applauded "The Wow Starts Now" campaign. The largest Windows Vista ad has the 421 meter high Jin Mao Tower in Shanghai China as background. Advertising on one of the tallest buildings in Asia makes sense, at least in theory. Displaying Windows Vista on a 421 meter high building in a country where pirated copies of Windows Vista are sold for \$1, is an initiative meant to push the real thing from Microsoft over the bootlegged offerings. Microsoft is sparing no effort and certainly no amount of money in its global push of Windows Vista. As part of the Vista Wow campaign, Microsoft will also offer a trip to space to the winner of the Vanishing Point puzzle game. Additionally, the Redmond juggernaut has contracted NBA star LeBron James to perform in Vista advertisements. The Redmond Company also bought Bill Gates an invitation on the Daily Show with Jon Stewart, on Comedy Central on the eve of Vista's commercial availability. Image courtesy of [Jakob Montrasio](#).