

By: [Aparna Chakraborty](#), Technology News Editor

[Unleashing IT24-7 from Microsoft - New Wallpapers, Screensavers and Info](#)

[Windows Server 2008](#)

With the Windows Vista wallpapers old news over a year since the operating system hit the shelves, and with Vista SP1 bringing nothing new, Microsoft has turned to the latest Windows platform for the delivery of new content. Via the IT24-7 robot and the Server Unleashed website, the company's Toy Box comes complete with new wallpapers and screensavers. IT24-7 is the "face" of the Server Unleashed ad campaign for Windows Server 2008. And even though the advertising campaign [went live](#) a short time after the latest Windows server operating system was made available on February 27, 2008, it's only now that Microsoft is sharing some details. In Microsoft's perspective "super-human reliability, stability, management and security" can only be associated by default with the Windows Server 2008 IT24-7 robot. In this regard, [Server Unleashed](#) is a complete source of resources from backgrounds and screensavers to product information, case studies and downloads. "Why IT24-7?" a [member](#) of the Windows Server Division asked. "Across IT infrastructures, both integration and consolidation are happening at ever increasing rates. This can bring huge benefits for IT Pros and enterprises, but it also puts great pressure on the server OS to deliver unprecedented levels of security, manageability and reliability. As the infrastructure becomes more interconnected, the OS must deliver rock-solid reliability." Microsoft has introduced the Server Unleashed ad campaign for Windows Server 2008 in no less than 31 markets around the world. The Redmond company, of course, aims for a more hands-on interaction with IT professionals, and this is why the campaign is focused online. By providing training, evaluation data, [videos](#) and additional resourced Microsoft wants to position Windows Server 2008 as a game-changing solution for infrastructures everywhere. "To bring this to life we created the Server Unleashed campaign which rests squarely on the strong shoulders of the 'IT24-7' Robot, who embodies innovation, strength, and unstoppable reliability. The IT24-7 robot is the server's potential unleashed. It is a server OS that finally combines the forward-thinking features that IT Pros want with the never-failing reliability that they need," the Windows Server Division member added.