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Vista Breathing Down XP's Neck

In the 2008 Beijing Olympics

Microsoft's latest platform, Windows Vista is breathing down Windows XP's neck in the race for the 2008 Olympic Games in Beijing, China. Although initial reports revealed that Vista had not managed to qualify for the 2008 Beijing Olympics, new information points out that Microsoft will integrate the operating system into the event. Xie Long, director of Olympic sponsorship for Lenovo's Olympic Business Department denied back in May that Vista will boot on any computers involved in the infrastructure of the 2008 Beijing Olympics. The fact of the matter is that while Chinese computer manufacturer Lenovo will use exclusively Windows XP, Microsoft used its sponsor position to get Vista into next year's Olympics. The Redmond company and the 2008 Beijing Olympics organizing committee informed that Microsoft China will serve as the official systems and software supplier for the sports event. This is simply a great chance to get international exposure for Windows Vista, and Microsoft made sure to grab it. The confirmation that Windows Vista will participate in the 2008 Olympic Games came from Microsoft vice-president and chief Executive Officer of Microsoft Great China, Chen Yongzheng. According to [China Knowledge](#), Microsoft will have to deliver race management and management information systems for the sports celebration. Vista will also be squeezed into Microsoft's sponsorship. While Lenovo has already completed the arrangements for the desktops, notebooks and servers that it will make available for the competition, the Chinese computer manufacturer is working with Microsoft on the integration of Vista in the 2008 Beijing Olympics. This move is nothing short of an excellent marketing strategy for Microsoft. Having the Wow present at the 2008 Beijing Olympics will offer a healthy amount of publicity for the operating system. By the Olympic Games in China, Microsoft would have already - at least theoretically - launched both Windows Vista Service Pack 1 and Windows XP Service Pack 3.