

Bill Gates uses SA ad in keynote address

Microsoft chairman Bill Gates recently made use of one of the four HTC commercials - produced and animated by local animation and visual effects specialist company Depth VFX - for his keynote address at the 2007 International Consumer Electronics Show (CES) held in Las Vegas, Nevada.



Depth VFX says that it is thrilled to have some of its "pride and joy" displayed during Gate's address, especially considering the impact and power he has under the Microsoft brand.

Tytyn, which was flighted in South Africa during 2006, was used in the billionaire's CES keynote speech, where he spoke of and demonstrated Microsoft's new generation of connected experiences. Gates, who delivered the address to an estimated 3000 people, US congressman and journalists from all over the world, was joined by Robbie Bach, president of Microsoft's Entertainment and Devices Division, in announcing several new offerings from Windows Vista, Xbox 360, Microsoft TV and more.

The HTC commercials depict aliens abducting technology from Earth, and panicking after seeing the advancements that HTC has made default in its range of products, which uses features traditionally found only on PDAs and laptops.

Comments Brandon Leigh of Leaf Wireless, who was present at the presentation, "We made Leaf history when our advert for the HTC Tytyn was played. The ad was played from start to finish so the whole world saw not only the ad but also the Leaf logo in lights. Congratulations to all those involved in making this ad the great ad that it is!"

To view the HTC commercial shown during Bill Gate's keynote address, go to www.microsoft.com/events/executives/billgates.mspix.