



Microsoft India – Vista Launch (All India)

Challenges

Microsoft India on the launch of their new Operation System Windows Vista at different locations in India, Microsoft required that they could centrally monitor the Windows Vista Launch Campaign & also wanted a special software to take a snapshot of the visitors at the Microsoft booth and replace the backdrop to paris,rome or some exotic location. So that the visitors could click,print and email pictures from the booth.



Solution

Livedarshan provided a custom software control for the campaign which made this user experience possible.

At the same time cameras were setup at all booths such that the campaign could be centrally monitored.

Advantages

- The software could take snapshots or record 15 seconds video for the people who visited the Windows Vista launch.
- This software aided in promoting the Improved Imaging on Windows Vista.
- Via the web, the campaign sites could be monitored from Microsoft India, Delhi Office. Saving Time and Energy of traveling to each Windows Vista launch campaign site.