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**Brand** > Strategy : Naming : Design : Communications : Advertising : Culture

## The Best in TV Plus All your Media in One Place

### Microsoft Mediaroom launched by SALT

**SAN FRANCISCO, California**, June 17, 2007 – At NXTcomm 2007, Microsoft announced Microsoft<sup>®</sup> Mediaroom™, the evolution of its award-winning IPTV software platform for enabling new, personalized TV and entertainment experiences. Now incorporating media sharing capabilities, this new multimedia platform provides Service Providers around the world with a competitive product to deliver the best in TV plus easy access to personal music, videos, photos and games to their subscribers. SALT<sup>®</sup> Branding has partnered with the Microsoft TV Business group to develop this new product brand as well as its internal and external launches to both industry and consumer audiences.

Microsoft Mediaroom will be available through some of the world's leading Service Provider brands including AT&T, BT, DT, Telecom Italia, Reliance and China Telecom and in conjunction with other Microsoft brands to offer advanced TV functionality including the Xbox 360™. Microsoft Mediaroom is an ingredient brand that supports the lead brand in delivering a truly global, superior software solution to its customers.

"TV, video, music and games are converging to create an anytime, anywhere experience for consumer entertainment," said Christine Heckart, General Manager, Marketing, Microsoft TV. "We wanted an aspirational brand that captured the essence of our vision for connected entertainment, enabled Service Providers to leverage the power of the Microsoft brand in the acquisition of customers, and quickly communicated the brand promise to consumers. SALT was our secret ingredient in delivering on this goal."

SALT began working with Microsoft TV in early 2006 when it was exploring the best way for the business to support their customers' launch and marketing efforts. Developing a new brand strategy, brand positioning, messaging, name, logo and visual identity system were all key deliverables in helping to establish a clear role for Microsoft in the crowded television ecosystem. One of the key drivers for the ingredient strategy was gleaned from consumer research insights. Although TV viewing habits vary around the world, most consumers immediately understood and supported the value Microsoft could bring to any service provider in delivering the future of TV. Microsoft is becoming a stronger consumer brand, and its ability to connect powerful consumer experiences together is one of its strongest assets. Service Provider customers who license the Microsoft Mediaroom software platform will leverage that asset for delivering the best in TV, plus all your media in one place – the simple idea behind the launch campaign.

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“The name Mediaroom is reflective of the new nomenclature for “home theater” – an entertainment experience that includes TV, movies, music, photos and gaming. A promise we deliver on with our latest product release with media sharing and browser capabilities,” said Bridget Steele, Global Brand Manager, Microsoft TV. “The new logo has been developed to create immediate association with the navigation buttons on a TV remote control. The logo is a powerful linking element that will appear at several points of the consumer experience, helping them understand the role that the Microsoft technology plays in the experience.”

The creative process for developing this new global brand was extensive. With technology companies offering more and more cross-functional solutions the lines between computing, entertainment and communications are blurring. Brands not only have to clearly communicate what they are, but avoid the minefield of international trademark law. “Developing an ingredient brand presents specific challenges,” said Paul Parkin, Principal at SALT Branding. “Consumers need to clearly understand Microsoft’s role in the experience. The new name and visual identity clearly communicate this, helping them join the dots between the software, the on-screen guide and the remote control in their hand. This strategy supports the service provider brand by leveraging the Microsoft name as a key visual ingredient in their service.”

The Microsoft Mediaroom brand launch campaign, customer and partner communications were developed by SALT and will be deployed with customers throughout 2007–2008 as their new services goes live.

For more information about Microsoft Mediaroom, please visit [www.microsoftmediaroom.com](http://www.microsoftmediaroom.com).

For more information on SALT, please visit: [www.saltbranding.com](http://www.saltbranding.com) or contact

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### **About SALT Branding**

SALT is a full-service branding, design and communications company that builds leading brands. SALT combines new thinking, an integrated strategic approach and breakthrough creative to provide a full range of branding services including strategy, naming and design delivered through communications, advertising and corporate culture programs integrated across all mediums. SALT has developed leading brands and programs for a diverse set of companies ranging from Fortune 500s including Coca-Cola, Disney, EMBARQ, eBay and Microsoft to VC-funded start-ups including GLU, Mobile 365, SmugMug and Vinfolio.

**SALT — *The essential ingredient for Branding Leaders™***

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