

MSN-8 Launch

Groove 11 created a 20' x 60' interactive wall in Central Park for the launch of MSN-8. The Flash-driven environment allowed animations of the butterfly and other icons to be omnipresent during presentations by Bill Gates, Steve Baumer, and other senior executives. While PowerPoint-driven stories were controlled by the executives on stage, Groove 11 independently controlled background images and video segments, creating a virtual world that was not hard-coded. This forward-thinking environment created a powerful visual presence while allowing unparalleled flexibility for the presenters.

