



#9

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MICROSOFT RESEARCH

THIS PROJECTS FOCUS WAS TO COME UP WITH A NAME AND A GRAPHIC IDENTITY FOR THE MICROSOFT RESEARCH DIVISION. THEY FELT AS THOUGH THEIR NAME SHOULD BE SOMETHING COOL, INTRIGUING AND MODERN. WE (MAGGIE POWERS & MYSELF) CAME UP WITH THE NAME "#9" SINCE THE MICROSOFT RESEARCH DIVISION WAS IN BUILDING NO. 9. IT ALSO HAS SOME KIND OF COOL OBSCURE BEATLES REFERENCE THAT I'M FORGETTING AT THE MOMENT.



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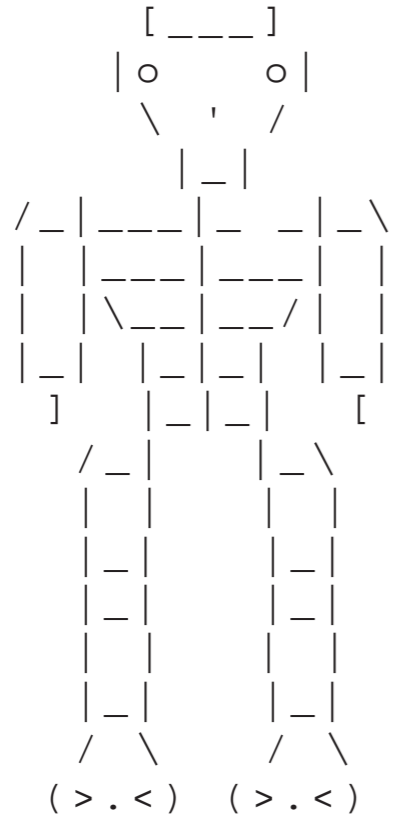
Dennis Adler  
 Group Program Manager  
 Advanced Technology and Research

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**MICROSOFT RESEARCH**

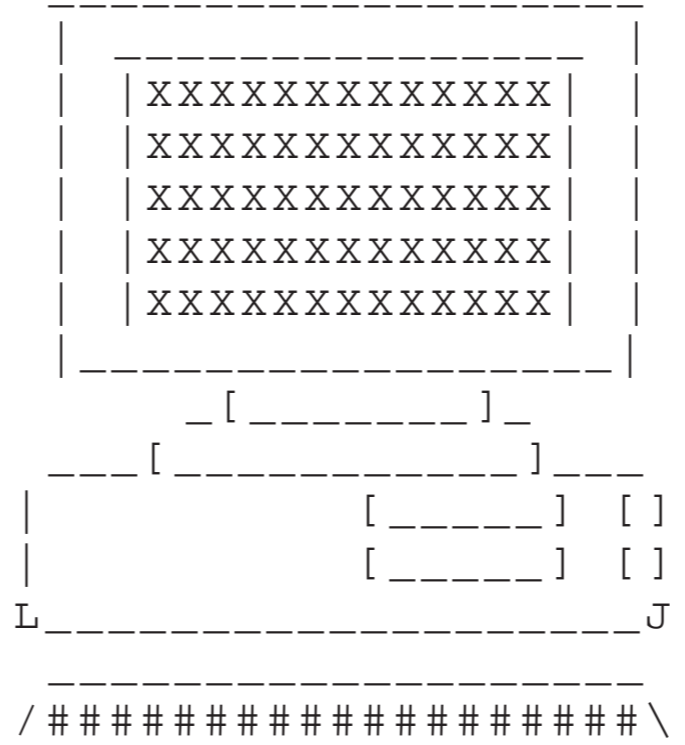
**SOME OF THE THINGS I LOVE ABOUT THE IDENTITY SYSTEM INCLUDE:**

- THE VERY MYSTERIOUS WHITE ENVELOPE WITH THE MISSING LOGO.
- THE WAY EVERYTHING IS CLEARLY SPELLED OUT. NO ABBREVIATIONS.
- THE LISTING OF EVERY CONCEIVABLE WAY OF POSSIBLY CONTACTING SOMEONE, INCLUDING THEIR GPS COORDINATES.



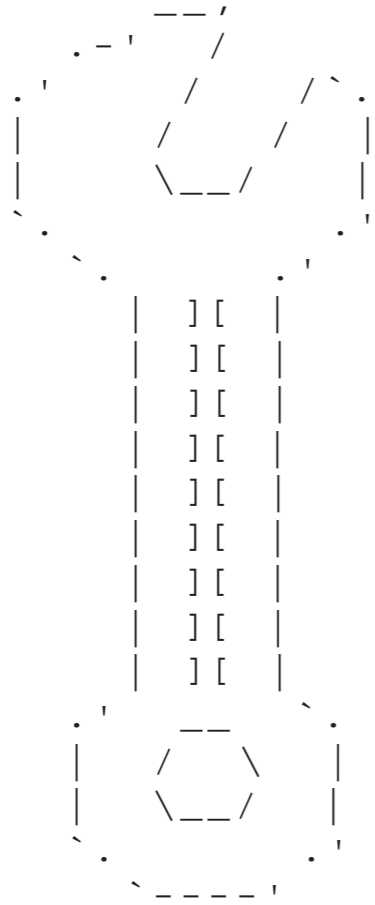
#9

Make something up.



#9

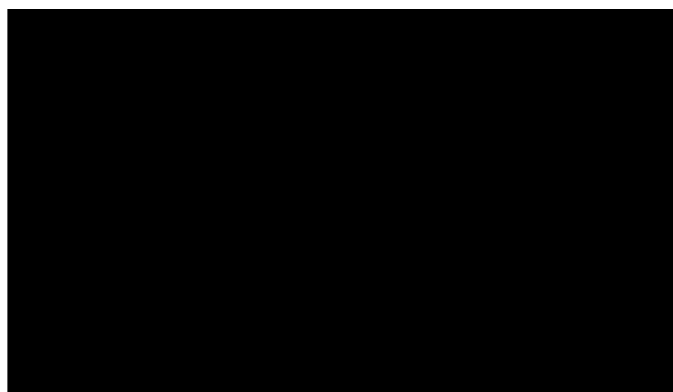
Work with really, really smart  
computer scientists.



Change the world, one bit at a time.



Create the future somewhere  
with a really well-stocked fridge.



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