

Remember the first time you stayed up all night
just because you had a great idea?

where do you want to go today?

Microsoft

MICROSOFT IT BRAND IMAGE
1 OF 3

THIS CAMPAIGN WAS DIRECTED TOWARDS THE IT (INFORMATION TECH) AUDIENCE. OUR DESIRE WAS FOR MICROSOFT TO START A RELATIONSHIP WITH IT PROFESSIONALS AND TALK TO THEM IN A LANGUAGE THAT WAS DIRECTED ENTIRELY AND EXCLUSIVELY AT THEM. THIS ONE FEATURES AN EARLY IMAGE OF BILL GATES.

```
230 REM PLOT POINTS IN ARRAY
LIST
180 REM INITIALIZE PROGRAM
190 HGT=12:WUD=253:W2=127
200 DEF FNA(R)=10(EXP(-R*R/1000)*COS(R/5))
210 DIM VA(HGT,WID);REM DIMENSION ARRAY FOR PL
220 GOSUB 700
230 REM PLOT POINTS IN ARRAY
      NT(U):IH=(INT(H);DU=INT(12*(U-IV)):PU=
      U,IH)=VA(IV,UH) OR PU
      B 400;REM ERASE POINTS BELOW PU IN VA
      B 500: REM ERASE POINTS BELOW VA(IV,UH
      Y,X:RETURN
      U=0 THEN RETURN
      J=DU-1 TO 0 STEP -1:J2=2^J
      X=-30 TO 30 STEP .5:FPR Y=-30 TO 30 S
      320 R=SQR(X*X+Y*Y):Z=FNA(R);U=Y*.17-X*.08+Z+HG
      330 H=X*2.88+Y*2.61+WID/2:IF U<0 OR>HGT OR H<0
```

Did you try to convince the administration that this met your freshman language requirement?

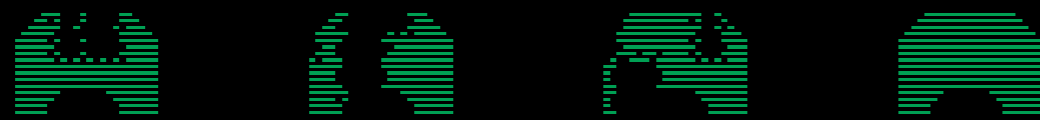
where do you want to go today? **Microsoft**

SCORE<1> HI-SCORE SCORE<2>

8888

8558

8888

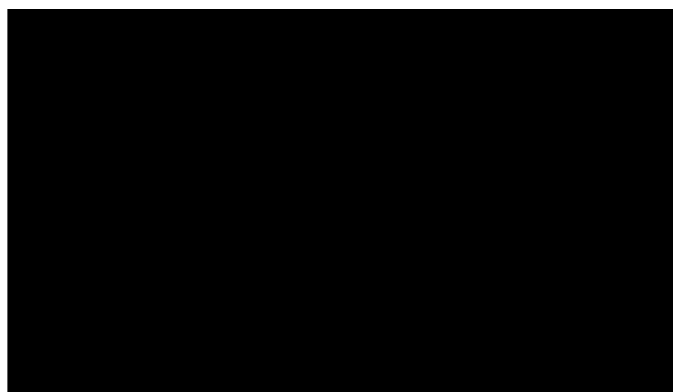


You got the high score. Always.
And you still can.
—

where do you want to go today?
—

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CREBIT 88



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