
Public Système Hopscotch Harnesses Its Strengths For Worldwide Launch Of Windows 8

On Thursday 25 October 2012, Microsoft officially launched its new operating system, Windows 8. To support this historic client of Public Système Hopscotch, the Group's agencies employed all their expertise - in synergy - to set the stage for this launch in the Europe and Asia-Pacific regions.



For the launch of its new operating system, *which constitutes its biggest challenge in recent years*, Microsoft was pleased to find all the requisite areas of expertise within the Group, in France and in Asia, which thus had the capabilities to organise the launches in two of the world's five regions.



Le Public Système designed and staged the Windows 8 launch for the Europe region in Paris, with creativity as its watchword. To accomplish this, the agency devised the idea of an exceptional exhibition – the Creative Gallery by Windows 8 – bringing together 37 artists from across the artistic spectrum whose original works have been inspired by, even produced on, Window 8.

To accommodate this multifaceted collection an evolving, vibrant venue was required, a venue open to young design. It was thus held in the heart of the Palais de Tokyo, the biggest contemporary art space in Europe since it reopened last April (and of which Le Public Système is a partner), that this exhibition took place.

Hopscotch handled the media promotion for this launch, inviting almost 200 journalists and influencers to explore the exhibition at an evening event which was also attended by 600 VIPs and key influencers.

The works on show at this exhibition can also be viewed on a website developed by **heaven**: www.windowscreativegallery.com, which also worked on a influencers program.

The **Hopscotch Asia In One** hub prepared the Windows 8 launch for the Asia-Pacific region, with the organisation of an event in **Singapore** attended by over 200 media players and VIPs, around the theme 'Explore your Passions'. Focusing on the user experience, this event provided an opportunity for guests to discover the full extent of the possibilities offered by Windows 8, particularly through the rich catalogue of applications available in the spheres of gastronomy, music, art, travel and fashion.

.....
Press contact :

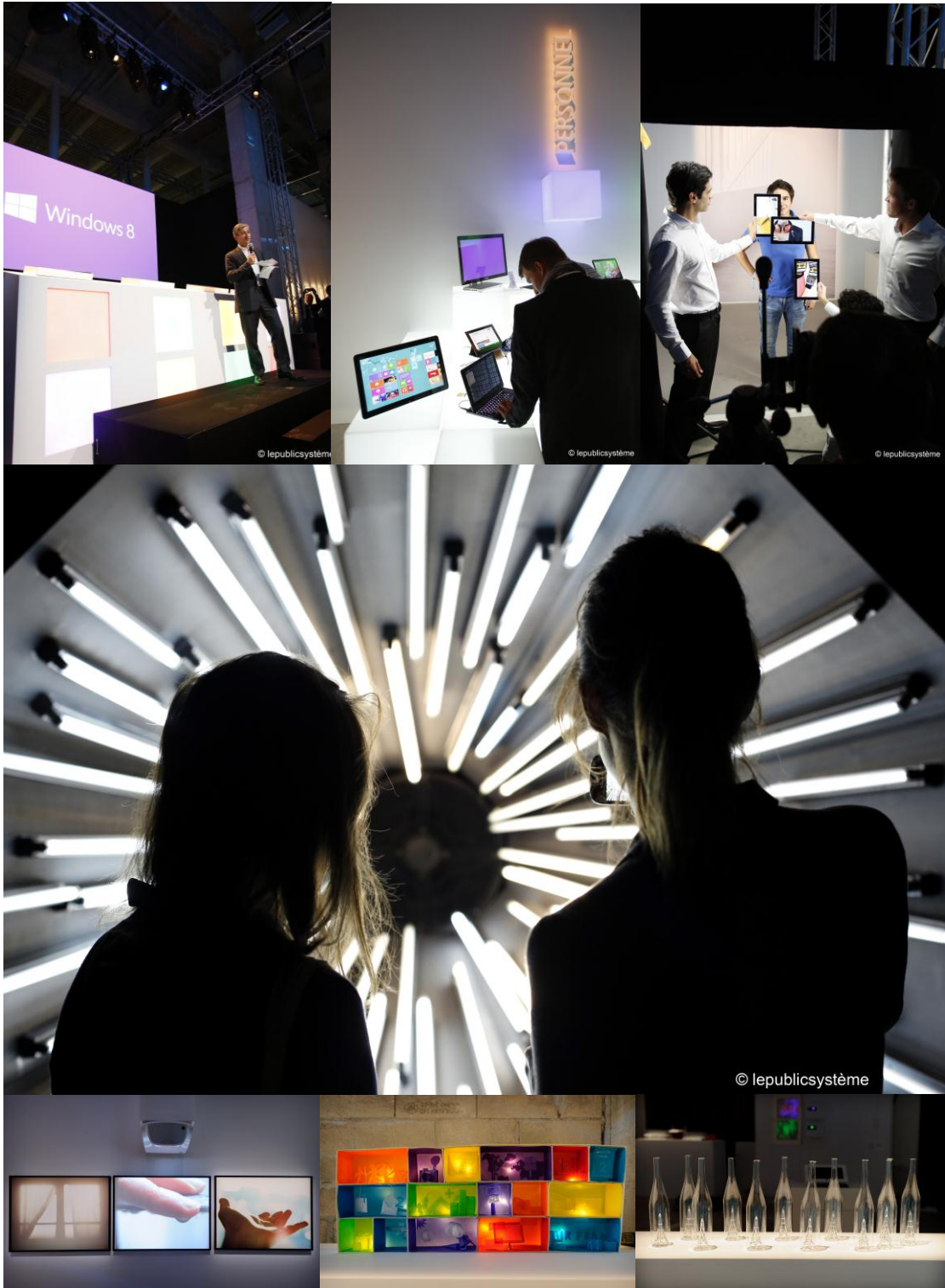
Bernie TORRES / 00 33 1 41 34 22 51

00 33 6 11 67 04 09 / btorres@lepublicsysteme.fr

PICTURES AVAILABLE IN HIGH DEFINITION
(PLEASE CONTACT US)

WINDOWS 8 LAUNCH IN **PARIS** – PALAIS DE TOKYO

© Le Public Système



WINDOWS 8 LAUNCH IN SINGAPOUR

© Hopscotch Asia In One



About Public Système Hopscotch

A Communication Consultancy Group, Public Système Hopscotch is structured around three major brands - **Le Public Système**, an integrated communication agency, **Hopscotch**, a public relations and digital communication agency, **Heaven**, a digital marketing agency - and a number of specialist agencies (such as Sagarmatha, and Human to Human, among others).

The group's **international** presence takes the form of Hubs: Hopscotch Europe In one in Dublin and Hopscotch Asia In One in Hong Kong and Beijing, representing every one of the group's professional areas, and Hopscotch Africa.

Listed on Euronext Paris (ISIN code: PUS FR 00000 6527 8), today the group has a 545-strong workforce. In 2011, it posted turnover of €155 million and a gross margin of €57 million. For more information: www.publicsystemehopscotch.com

The flagship agencies of the PUBLIC SYSTEME HOPSCOTCH Group

