



PRESS RELEASE, 01-03-08

# ego wins microsoft's fashion pc award

**STARTING THE YEAR 2008 IN GOOD FASHION, EGO HAS WON THE HEAVILY CONTESTED MICROSOFT FASHION PC AWARD. THE FASHION PC AWARD COMPETITION IS AN INITIATIVE OF MICROSOFT TO ENCOURAGE DEVELOPMENTS TOWARDS HIGHLY PERSONAL, PREMIUM QUALITY DESIGNED WINDOWS BASED PRODUCTS.**

WHEN FASHION MEETS TECHNIQUE INTERNATIONALLY RENOWNED FASHION PHOTOGRAPHER AND CO-HOST OF AMERICA'S NEXT TOP MODEL NIGEL BARKER AND SOFTWARE MOGUL BILL GATES REWARDED EGO WITH THE MICROSOFT FASHION PC AWARD 2008 IN LAS VEGAS. FOR STEPPING OUTSIDE THE BOX, QUITE LITERALLY AND RIGHT INTO A HANDBAG, THE EGO REPRESENTS HOW TECHNOLOGY CAN BE DRESSED BY DESIGN. NOT JUST INNOVATIVE BUT A REAL FASHION STATEMENT NIGEL BARKER THE MICROSOFT FASHION PC AWARD 2008 SHOWS THE MOVEMENT OF THE MERELY TECHNICAL PC INDUSTRY, TOWARDS ONE IN WHICH HIGHER INFLUENCES OF FASHION, PREMIUM QUALITY MATERIALS AND USER DESIRES ARE A CRUCIAL ELEMENT. THE JURY RECOGNIZED EGO AS THE EMBODIMENT OF THIS MOVEMENT.FOR EGO THE FASHION PC AWARD NOT ONLY MARKS A TECHNICAL VALIDATION FOR THEIR LEADING ROLE PLAYED IN DESIGN, DEVELOPMENT AND PRODUCTION OF HIGH END LUXURY CONSUMER ELECTRONICS, BUT ALSO A RECOGNITION FOR THEIR ROLE IN THE FOREFRONT OF DEVELOPING THE TRADITIONAL COMPUTER MARKET TO ONE THAT TAKES USERS' DESIRES AS A STARTING POINT.

RELATED LINK:BBC: GATES ANSWERS YOUR QUESTIONS (MOVIE)MICROSOFT: FASHION MEETS TECHNOLOGY. WELCOME TO THE FUTURE PCSBUSINESSWEEK: THAT COMPUTER IS SO YOUCOMPUTER IDEE: NEDERLANDS BEDRIJF WINT MICROSOFT AWARD CES WEB