

MOJAVE: Cheaper than Re-Writing OS

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Microsoft still believes Vista's problems are mainly ones of perception. To prove this, Microsoft put Windows XP users who had negative impressions of Vista on video. They were asked about their impression of Vista, and then shown a "new" OS, code-named Mojave after the Sahara-like desert in USA. More than 90% gave positive feedback.



Then the Vista-haters were told that "Mojave" was actually Windows Vista. Oops, bet that was a stupefying shock...

Microsoft is still trying to figure out how it can use the Mojave footage in its marketing, although they launched a website (of course.)

An image improvement effort, known internally as FTP, will see hundreds of millions spent on a broad campaign to push VISTA. Steve Ballmer promised in a memo to employees that it was now time for Microsoft to "tell our story" on Vista.

In case the Mojave marketing fix proves to be just another dry desert mirage, Microsoft is already at work on Windows 7.

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