

Microsoft makes Cannes Lions exhibition digital

Cannes Lions has announced that Microsoft is its innovation technology partner, thus taking the event's exhibitions into the digital realm. The three-year collaboration aims to bring delegates' digital festival experience to life across Microsoft's devices and services.



Interactive experience

Throughout the week, as the 17 juries vote on thousands of pieces of creative work, exhibitions of the shortlisted and winning work will go on display inside the Palais des Festivals for delegates to view. For the first time, running alongside the exhibition boards and product showcases, the Direct, Promo & Activation, Media, PR, Design, Product Design and Mobile Lions categories will be displayed on surface tablets and Windows phones, running Microsoft Windows 8.1, for an interactive experience.

"Our aim is to create services and devices that help people be in moments that matter - and for the creative communications industry, no moment matters more than the Cannes Lions Awards, so it is a natural fit," said Frank Holland, corporate VP of Microsoft's Advertising & Online division.

Effective advertising

"Technology is changing our industry, from delivering consumer insights that inform effective creative advertising, to supporting seamless multimedia campaigns at scale. As a global leader in digital advertising technology, we feel there is no better event for us to showcase what we can do than the Cannes Lions Awards."

Philip Thomas, CEO of Cannes Lions, comments, "We are delighted to welcome Microsoft back to Cannes Lions in 2014, this time in its new capacity as the Technology Innovation Partner for the festival. Enhancing the exhibitions with digital displays will create a truly interactive experience whilst showcasing some of the greatest creative work in the world."

Cannes Lions takes place from 15-21 June in Cannes, France. For more information, go to www.canneslions.com.