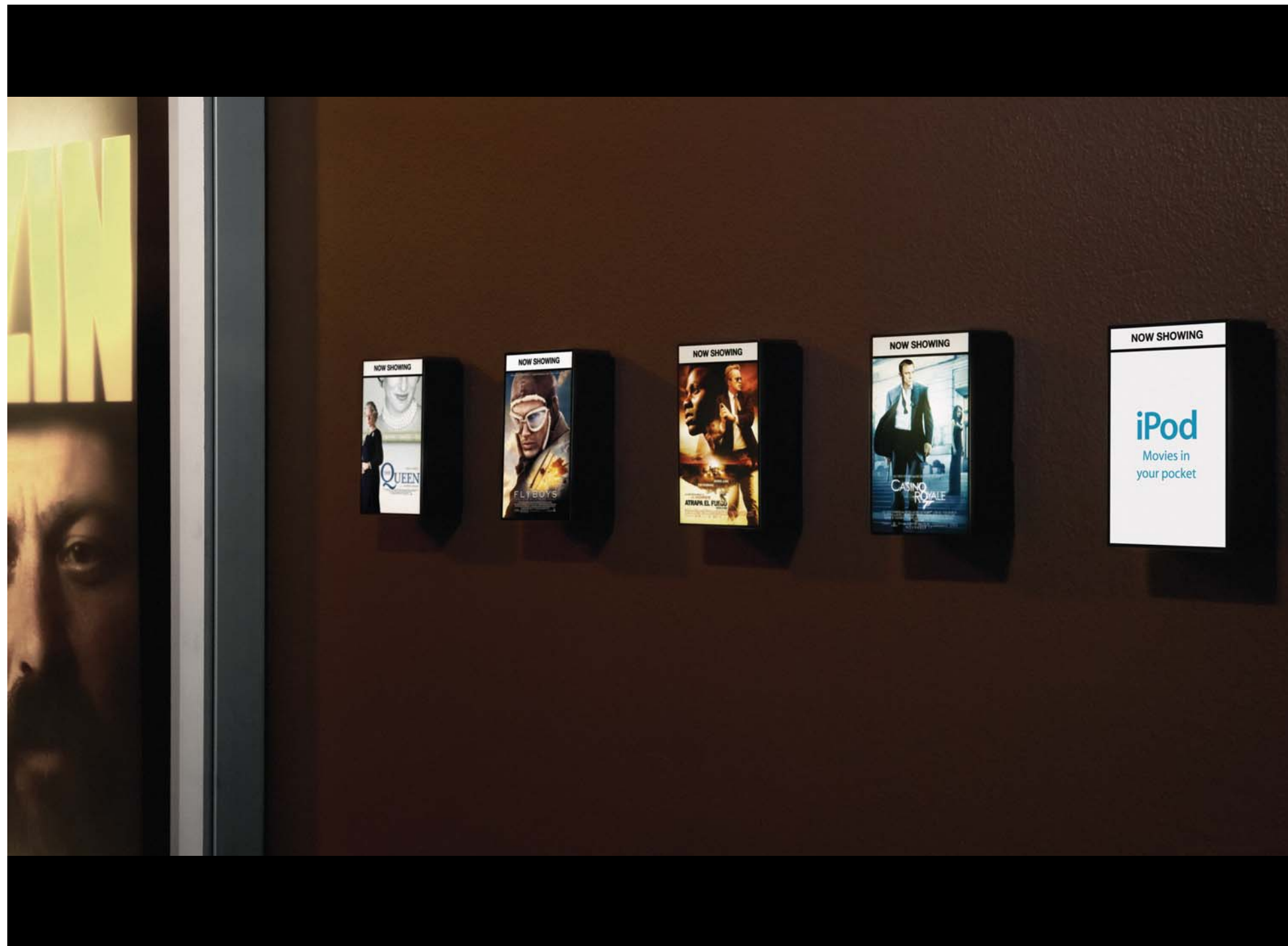


To promote the movie function of the iPod, we activated cinemas by miniaturizing the movie going experience. This movie trailer played at a fraction of its normal size. The campaign idea was "Movies in your pocket".

iPod



(ACTUAL SIZE)

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