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"M" - the Movie

 New screensaver from Design Studio is a fast-paced action thriller now playing at a desktop near you.



By GAYLE ANDERSON

What's in a logo? It's all there in a new animated screensaver produced by the Design Studio.

The "Metro Words Screensaver," available for downloading at "Forms Online," is a compelling compilation of the making of the new Metro logo. And, it can be yours with the click of a button.

The screensaver tells the story of the making of the new Metro logo – a stylized "M" accompanied by the word "Metro." The 20-second Flash movie-turned-screensaver features some 75 words gathered during interviews and research. The words, as varied in size as in meaning, enter the screen, at first boldly, then at an increasingly faster pace, flashing ideas and collecting concepts one by one until they morph into the shape of the stylized "M."

"The screensaver showcases the ideas behind the new logo," said Design Studio Supervisor Neil Sadler. "The words were actually taken from interviews with staff, executives and customers when the logo was in development."

The "Metro Words Screensaver" was designed for employees as part of the new Metro identity program. It is the first in a series of screensavers produced on a quarterly basis intended to illustrate the themes of major campaigns and Metro programs.

How to download Metro Words Screensaver

GO TO>

myMetro.net> homepage>
Forms Online> Metro
Screensaver

Click on the link Download the Metro Words Screensaver

Choose "Save" option of the File Download dialogue box. You will be prompted for a location to save the file. Select MY DOCUMENTS and download the file (metro_words.exe) to your computer.

Open the file

metro_words.exe to install the screensaver. You will receive a successful installation prompt and the screensaver is ready to use.

To preview the screensaver, right-click on your desktop; Select PROPERTIES to open the DISPLAY PROPERTIES dialog box, Select the SCREEN SAVER tab and click

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