Beat: Technology

GOOGLE And OREO Team Up To Reveal Android OREO

Named After World s Favorite Cookie

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USPA NEWS - On august 21, Google revealed that the Next Version of its Mobile Operating System, Android, is named after the world's favorite cookie1 “ “ Android OREO. Historically, Google has named each successive Android release after Sweet Treats like Eclair, Ice Cream Sandwich and most recently, Nougat....

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Poised to be a Pop-culture Icon, Android OREO channels the playfulness of OREO and intelligence of Android to spread Joy throughout the World. And, like all Iconic Superheroes, the Android OREO Superhero originated from a wondrous, and unique, Moment in Time : the 2017 Solar Eclipse.

To welcome the Android OREO Superhero and celebrate this Major Cultural Moment, Google and OREO unveiled Android OREO's Superpowers, on August 21, during a Solar Eclipse Viewing Event in New York City near Chelsea Market, the location of the Original Nabisco Bakery where the first OREO Cookie was made. The Celebration revealed the Android OREO kinetic statu (a first of its kind for Android). Building on Google's Tradition of creating Giant Lawn Statues for every Android release, which are housed at its Headquarters in Mountain View, California, this New Version of the Android OREO Statue adds a layer of playful interactivity the OREO Brand is known for, together with Android's Rich History with Robotics. Custom OREO Cookies featuring the Android Logo on the Wafer Embossment were also unveiled (an exclusive run created for the event).

The Android OREO Partnership will entail a Variety of Global Initiatives designed to create innovative, playful Experiences for both OREO and Android Fans. Earlier this year, the OREO Brand and Google teamed up for a Unique Take on the OREO Dunk Challenge Campaign, creating a Mobile Site that allowed users to Virtually Dunk an OREO Cookie, launching it into "space" and back via Google Earth and Google Street View.

Source : Mondelez

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

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483 Green Lanes
UK, London N13NV 4BS
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