



## Press release

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For Immediate Release  
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### White Horse Studios Produces Audio for Nike's "House of Innovation" at the Beijing Olympics

*White Horse Studios produced the audio segments for Nike's interactive tour "House of Innovation" at the 2008 Beijing Olympics. The multimedia display showcases Nike innovations and features a voiceover by famed Olympian Carl Lewis. All of the audio segments were produced in both English and Chinese.*

Portland, Ore. August 14, 2008—White Horse, a leading digital agency and recording studio, announced that it produced the audio portion of an interactive tour for the Nike "[House of Innovation](#)" (HOI) at the Beijing Olympics, which has been described by [Sneaker Freaker](#) magazine, as "definitely worth the price of an airline ticket to China."

The HOI is a living multimedia display that showcases the incredible innovations Nike has developed through the years. White Horse directed and recorded voiceover (including the tour guide—famed Olympian Carl Lewis, as well as many of the designers from Nike), sound design, music selection, and mixing.

Over 100 audio segments were produced that instruct, educate, and entertain the listener who is simultaneously viewing text, video, or even physical artifacts of Nike's history.

All of the audio segments were produced in both English and Chinese to provide multi-cultural access to this truly innovative display. White Horse producer and studio manager Josh Millman spearheaded the project, working closely with Nike production design and marketing teams.

White Horse has also been working with Nike on digital advertising campaigns for its Nike 6.0 products, which focus on the next generation of action sports. It has created contest microsites as well as digital advertising to drive traffic to the microsites. A past contest was the [6.0 Woody Air Mogan Mid Ramp Contest](#) targeted to BMX enthusiasts. The promotion platform was then reused for the [Heart and Sole Air Zoom Cush](#) contest and will form the foundation for more Nike 6.0 contests during 2008.



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### **About White Horse**

Founded in 1980, White Horse is a privately held digital agency with headquarters in Portland, Ore. Its client roster includes global, national, and regional clients, including Columbia Sportswear, Mountain Hardwear, Celestial Seasonings, KinderCare, and Nike.

The agency specializes in B2B and B2C Web marketing for retail and consumer brands, healthcare, and B2B companies. Its services include Web strategy, social media marketing, Web advertising and media buying, Web promotions, e-mail marketing, Web site design, Web development, and usability. Its Studios division, with more than 25 years experience, features state-of-the-art audio and video production and has recorded such artists such as Everclear and Pink Martini and voice artists regularly select White Horse Studios to record tracks for a variety of popular video games, online marketing, and business applications.

For more information, visit [www.whitehorse.com](http://www.whitehorse.com),  
<http://www.whitehorse.com/studio/> or call 1-877-471-4200.

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