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## MAXIMIDIA AD POKES FUN AT "CUTTING EDGE" TECH



Sao Paulo-based ad agency Moma has created a smirk-inducing ad for Brazil's MaxiMidia advertising seminar series. The ads, drawn in sepia tone, depict people using retro technology and style reminiscent of the 1960s in order to access Facebook, Skype and Youtube. The slogan "Everything Ages Fast. **Update.**" appears nearby. Since being uploaded yesterday, the ad has been popping up all over the internet. With the implicit message that Facebook, Skype and Youtube are already yesterday's news, the ads also inspire that age-old (or is it retro?) question "what'll they think of next?" Maybe the answer will be found at the seminar in October.

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