

# gaming/entertainment

## The future of the gaming industry



In 2016, the North American games software market is forecast to have a value of \$25.137.2 million - an increase of 62.6% since 2011.

### Serious Fun

UX Platform believes fun is a serious business, especially when the business is serious. We celebrate birthdays with cupcakes, dance outside, play whirlyball - you name it.

Laura Butler - Partner Development Manager, Windows Phone

**Forza Motorsport** is the **highest-rated** racing franchise.

In 2012, **Xbox 360** reached 47% market share.



**Xbox 360** hosts a triple core Xenon CPU, capable of processing up to 6 threads simultaneously

## KINECT

Kinect is revolutionizing industries from medical to education, helping doctors save lives and aiding autistic children in communicating.

## SmartGlass

is at the forefront of immersive entertainment. Progressive levels of interactive apps, brand/series specific activities and episode/movie activities empower both the user and the creator of entertainment. **What does this mean?** You can control and enrich your entertainment experience seamlessly across multiple devices and platforms, including iOS and Android.

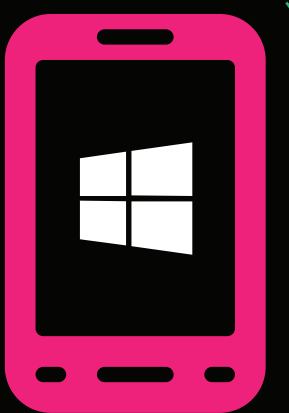
Kinect uses three sensors to detect the world:

- RGB Camera
- 3D Depth
- Multi-Array Mic

## mobile

### Want your pc game on your phone?

When Windows Phone 8 arrives in the fall, it will include full C and C++ support, sharing a 'common core' with the Windows 8 operating system for the PC. It will also support gaming middleware, such as Havok Vision Engine, Autodesk Scaleform, Audiokinetic Wwise, and Firelight FMOD, as well as native DirectX-based game development.



All of this means that developers won't have to spend a bunch of time rewriting code and can, instead, quickly port PC games to Windows phones.

## Surface

VaporMg, the molded magnesium casing, allows Surface to weigh a thin **1.5 pounds**.

You like **WIFI**? Surface's 2x2 MIMO antenna means lots of wifi. LOTS.

## KINECT

Is a groundbreaking NUI platform. Using your entire body as the controller, you are immersed in the experience you control.

**It's all relative**  
A touch interface brings a unified windows experience to all of your devices, and helps create new classes of devices, like **Surface**.

### Did you know?

PixelSense on the Samsung SUR40 device is able to recognize and react to more than 50 points of contact simultaneously.



## Bing for Mobile

Utilizing HTML5 to deliver a robust user experience, faster updates, more consistency between platforms, and added search functionality, Bing delivers great mobile experiences. Whether getting tickets to the hottest new movie or reservations at a five-star restaurant, Bing does it faster, smarter, easier, and with elegance.

mobile penetration has reached **85%** globally that's around **5,974,650,000** phones



"Most of the work that we do in my team can be described as **MacGyver meets Sherlock Holmes**."

Juan José Mejía  
Senior Test Lead, Windows Phone



## ux/nui

A natural user interface (NUI) is an electronic input system that is either invisible to the user or quickly naturalized so it's perceived as invisible.

### The Four Main Components important to the PixelSense interface:

- direct interaction
- multi-touch contact
- multi-user experience
- object recognition

## Across the NUIverse

Did you want to be an astronaut when you were a kid? With the ability to render up to 100,000 stars in real time, presented in a seamlessly fluid visual-touch experience, NUIverse for PixelSense is the next best thing.

## Windows 8 brings touch to windows

Your complete living room experience is just a touch away.

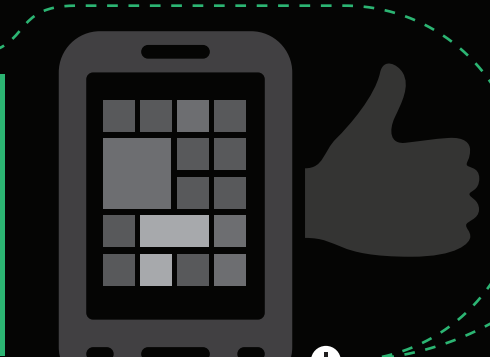
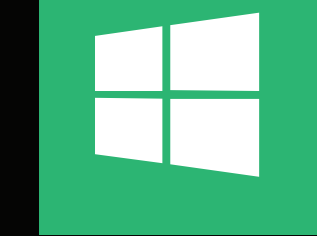
Of people polled in the United States:  
84% believe NUI will help improve life quality  
81% believe NUI will help stimulate economy

## Windows 8

It's Windows reimagined and reinvented from a solid core of Windows 7 speed and reliability.

It's an all-new touch interface.

It's a new Windows for new devices.



## Windows 8 Phone your phone your way

Based on the rock-solid technology core of Windows 8, capabilities include multi-core processor support, Micro SD support, NFC wireless sharing and easier development of applications. This means cooler apps and games, better maps and directions and a start screen that is all you.

## OS

## Windows RT

It's Windows for ARM devices. That same great windows experience, but more ARMier than usual.

## That's fast bootin'

The new **fast startup mode** is a hybrid of traditional cold boot and resuming from hibernate, resulting in Windows 8 boot times up to 70% faster with virtually zero power consumption when in standby.

## HTML 5 & Expression

Create beautiful standards-based websites with the best technologies for the job at hand: HTML5, CSS3, PHP 5.3, JavaScript, ASP.NET, ASP.NET AJAX, or Silverlight.

## developer tools for developers, by developers



## Visual Studio 2012

helps you develop the big picture like never before. With Windows 8 style application development (including ARM), Blend for Visual Studio, ALM (Application Lifecycle Management) with style templates; upgraded XAML and Blend designers; the Animation library; PowerPoint Storyboarding; and a new DLL project template for C++ development.

## Windows Azure If you know Visual Studio, you know the Cloud.



## Blend

Part of Expression, and now included with Visual Studio, Blend gives you the tools to create beautiful apps for Windows 8, Windows Phone, and the web!

**Microsoft Office** is now reported to be used by over **1 billion** people worldwide.



Office 365 is available in 33 different languages\*  
\*including Estonian!

## SkyDrive + mobile

Windows Phone has built-in access to SkyDrive right from the Office and Pictures hubs. It can also automatically upload pictures that you take to SkyDrive for easy access.



## skype

You know about voice, video, and instant messaging over the Internet. But did you know it's now available on Windows Phone?

Never before has it been so easy to connect with the people you care about most.

**WorldWide Telescope** brings cloud computing to the stars. Aggregating scientific data from major telescopes, observatories, and institutions, it makes temporal and multispectral studies available through a single, cohesive Internet-based portal.

## Office on the cloud!

Office 365 provides worry-free, secure, anytime access to Microsoft Office, email and calendars, Office Web Apps, instant messaging, conferencing and file sharing making it easy to communicate create and share in a 99.9% uptime cloud.



## IE is just HOT.

More screen space than any other browser, shockingly fast (won Webkits SunSpider speed test over Chrome and Firefox), and blocks 2.5% more threats than Chrome according to NSS. IE9 makes experiencing the web fast, lean and modern.

## Windows Live & Windows 8

Microsoft has reimagined Windows Live enhancing the way you interact with your mail, calendar, people, photos, messaging, and SkyDrive. Best of all, you can start using the apps and services on Windows 8, your Windows Phone, on the web with Hotmail or SkyDrive, or on your other devices.

gaming/entertainment  
xbox  
kinect  
smartglass  
windows phone  
microsoft game studio

mobile  
bing  
windows phone  
smartglass  
surface  
windows rt

ux/nui  
kinect  
windows 8  
pixelsense  
surface  
smartglass

OS  
windows 8  
windows rt  
windows phone

developer tools  
visual studio  
expression  
windows azure

applications  
office 365  
skype  
internet explorer  
cloud  
skydrive  
windows azure  
windows live

search/social  
bing  
skype  
windows phone

**Bing Translator for Mobile**  
Translate any printed language - whether it be from street signs, posters, transit schedules, or restaurant menus. Windows Phone makes translating a snap.



What could be more social than voice, video, and instant messaging over the Internet?

## search/social



## Search goes social

Bing is revolutionizing search through social by integrating trusted friends, collective IQ, and conversation enablement into search results, so you can spend less time searching and more time doing with confidence.

# Microsoft Technologies: choose your adventure