

at \$299. They're in a sense serving as entry-level versions of HoloLens. # " The goal here is to make 3-D more mainstream because all creativity in 2-D falls flat, pun intended, " Kipman says. # Kipman says today's teenagers are particularly attuned to creating content and doing so in innovative ways. " Our news is that we're bringing a lot of that 3-D magic to the PC ecosystem that so many of them use, " he says. # Nadella seconds the notion of Microsoft targeting the upcoming generation of creators, citing the example of the myriad worlds built by the players of Minecraft, the online gaming franchise bought by Microsoft in 2014 for \$2.5 billion. # " Since I became CEO (in early 2014), two big things have happened, " Nadella says. " We bought Minecraft, and that allowed us to see what a younger generation was passionate about building. And we gave birth to HoloLens, which is a new computing medium that mixes the creative and real worlds. You put those together, and you start to democratize the world of 3-D. " # Nadella, who grew up in India, says he credits his future employers with " providing the tools for my own future because through computing I got interested in coding and off I went, I started to build things. I want to rekindle that at large. " # Microsoft is continuing to pivot under Nadella from a staid if lucrative software peddler to a cloud-first enterprise that hopes to empower companies and individuals through largely work-focused tools. # The Microsoft Surface Dial is a circular tool that allows creators to click through a range of application options, and it can be affixed directly to the