Technavio - Gaming Console Market Records a CAGR of over 6% by 2025 with Dominant Players including Dell Technologies Inc., Mattel Inc., Microsoft Corp., and NVIDIA Corp. | Technavio

741 words
25 August 2021
ENP Newswire
ENPNEW
English

Release date - 24082021

Technavio - Set to grow by USD 14.59 billion during 2021-2025, Technavio's latest market research report estimates the gaming console market to register a CAGR of over 6%.

With a focus on identifying dominant industry influencers, Technavio's reports present a detailed study by the way of synthesis, and summation of data from multiple sources. This report offers an up-to-date analysis regarding the current market scenario, the latest trends and drivers, and the overall market environment.

Technavio offers an up-to-date analysis regarding the current global market scenario and the overall market environment.

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The enhanced features of next-generation gaming consoles, diversified gaming population, and enhanced technological features and product innovations will offer immense growth opportunities. In addition, increasing use of gaming consoles for non-gaming activities, the growing prominence of games-as-a-service (GaaS), and the surging emergence of gamification will aid in accelerating the market's growth during the forecast period.

Gaming Console Market 2021-2025: Segmentation

Gaming Console Market is segmented as below:

Type

TV Consoles

Handheld Consoles

Application

Casual Gamers

Hardcore Gamers

Geography

APAC

North America

Europe

MEA

South America

Learn more about the factors assisting the growth of the market, download a free sample:

https://www.technavio.com/talk-to-us?report=IRTNTR70487

Gaming Console Market 2021-2025: Vendor Analysis and Scope

The gaming console market is concentrated, and the degree of concentration will accelerate during the forecast period. Atari Inc, Dell Technologies Inc., Mad Catz Global Ltd., Mattel Inc., Microsoft Corp., Nintendo Co. Ltd., NVIDIA Corp., Razer Inc., Sony Corp., and Valve Corp. are some of the major market participants.

To leverage the current opportunities and help businesses improve their market position, vendors must strengthen their foothold in the fast-growing segments while maintaining their positions in the slow-growing segments. Backed with competitive intelligence and benchmarking, our research reports on the gaming console market are designed to provide entry support, customer profile & M&As as well as go-to-market strategy support.

The report also covers the following areas:

Gaming Console Market size

Gaming Console Market trends

Gaming Console Market industry analysis

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Global Gaming Chair Market by Type, Price, and Geography - Forecast and Analysis 2020-2024

VR Gaming Market by Type, Application, and Geography - Forecast and Analysis 2020-2024

Gaming Console Market 2021-2025: Key Highlights

CAGR of the market during the forecast period 2021-2025

Detailed information on factors that will assist gaming console market growth during the next five years

Estimation of the gaming console market size and its contribution to the parent market

Predictions on upcoming trends and changes in consumer behavior

The growth of the gaming console market

Analysis of the market's competitive landscape and detailed information on vendors

Technavio's in-depth market research reports now include a thorough analysis of the COVID-19 impact on various markets to help industry leaders navigate their business through the new normal.

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[Editorial queries for this story should be sent to newswire@enpublishing.co.uk]

Document ENPNEW0020210825eh8p0004o

telecompaper

Microsoft to bring cloud gaming service to Xbox consoles by year-end

188 words
25 August 2021
Telecompaper World
TELWOR
English
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Microsoft announced plans to extend its subscription cloud gaming service to the Xbox Series X|S and Xbox One consoles later this year. This means Xbox Game Pass Ultimate subscribers will be able to stream over 100 games from the cloud directly to their box, with no downloads or installation required.

Microsoft said it would start testing the service under its Xbox Insider programme this autumn, before a release for the year-end holiday season. Further details on pricing and distribution will be announced later.

The launch was announced at an event ahead of Gamescom, where Microsoft also unveiled upcoming games for Xbox. Titles coming to Xbox Game Pass include Microsoft Flight Simulator for Xbox Series X|S and Psychonauts 2, as well as Age of Empires IV, Forza Horizon 5 and Halo Infinite.

The cloud gaming service first launched last September with a dedicated app for Android devices. It has since expanded to Apple and Windows devices as well as the web, and Microsoft said it's also working on bringing the service to smart TVs.

Document TELWOR0020210825eh8p00004

Business

Microsoft expands Xbox cloud gaming to consoles

Tony Owusu
216 words
24 August 2021
The Toronto Star
TOR
English
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Microsoft (MSFT) announced plans to bring its cloud gaming service Xbox Cloud Gaming to Xbox consoles later this year, allowing gamers to stream games instead of installing them on their device.

Xbox Cloud Gaming will follow up the company's successful Game Pass service which allows users to download games from the library for a flat monthly fee.

Cloud gaming titles are hosted on remote servers and bypass the need for users to install the games, which take hours to download normally.

Currently, Xbox Cloud Gaming is only available on mobile devices and PC's. Earlier this year the company announced plans to develop dedicated streaming hardware that will hook up to users' televisions

"Cloud gaming is truly a breakthrough experience," said Microsoft Chief Executive Satya Nadella. "It's a really fast, easy way to get into gaming."

Microsoft originally launched its Xbox cloud gaming service in September 2020 at $1 for new users' first month in a "major drive to attract casual gamers with the promise of cutting ties to the living room," Reuters had reported. It was available to Xbox consoles, Android devices and PCs.

Shares of Microsoft were down 0.5 per cent to $303.07 (U.S.) a share Tuesday at last check.

Document TOR0000020210824eh8o001gx

A Look At Microsoft's Competition As It Targets Holiday Season For Cloud Gaming Launch

Anusuya Lahiri
172 words
25 August 2021
00:51
Benzinga.com
BNZNGA
English
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* Microsoft Corp(NASDAQ: MSFT) is preparing to add cloud gaming service to Xbox consoles later in 2021as planned.

* Xbox Cloud Gaming, which lets players stream games, would arrive on its new Xbox Series X, Xbox Series S consoles, and the older Xbox One machines this holiday,CNBC reports.

* Microsoft also remains focused on the Xbox Game Pass subscription service, offering library access to over 100 titles for about $15 a month.

* PeersAlphabet Inc's(NASDAQ: GOOG) (NASDAQ: GOOGL) Googlealready has acloud gaming presence.Sony Corp's(NYSE: SNE) PlayStation Plus subscription offers access to online multiplayer and selected free games every month.

* Recently,Facebook Inc(NASDAQ: FB)launched its cloudgaming service toApple Inc(NASDAQ: AAPL) devices whileTencent Holdings Ltd(OTC: TCEHY) and Sony haveramped their cloudgaming investments.

* Price Action:MSFT shares traded lower by 0.53% at $303.34 on the last check Tuesday.

Document BNZNGA0020210824eh8o001bg

The Xbox Series S has less graphics power than the X Series or the PlayStation 5, but it's less than half the price, and it can still run the latest generation of games. The new generation of video game consoles is taking hold around the world, with Microsoft's Xbox X Series S, and the PlayStation 5; Sony reported selling ten million PS5s a few weeks ago. And, as we all know, jumping on the next-gen console bandwagon at an early stage ensures 6 or 7 years of being able to run the latest games that are released. While Playstation opted to launch a single console that comes in versions with or without Blu-ray player, Microsoft presented two different consoles, and that target different audiences.

On the one hand, its most powerful console, the Xbox Series X (which we reviewed here); on the other hand, the Xbox Series S, a video game console that has a lot of potential in the region and especially in our country, mainly because of one particularity: its lower price, which makes it more accessible than the other two. A new generation console at a low cost Prices in Argentina for the Xbox Series S are around $80,000 and can go up to $89,000 (you can also get combos with two controllers and a memory expansion card). That said, I was struck by its affordable price, especially considering that it only costs a little more than a Playstation 4 Pro, a previous generation console, which is around $75,000 on Mercado Libre. For comparison, a Series X is around 160,000 pesos, while the PlayStation 5 has a local price of 170,000 pesos or more. In relation to the above, according to Ignacio Bergallo, general manager of Xbox Latin America for Spanish-speaking countries, "the Xbox Series S is the ideal console for the Argentine gamer for its combination of performance, quality, backward compatibility and price. In addition, for those who have never bought a console, this is the best gateway to the Xbox world. In that sense, in the coming months, we will continue to work so that every user has the best technology when it comes to play. From Xbox Game Pass on PC to wireless controllers and headsets. Xbox Series S can be used both upright and lying down. First touch Upon receiving the box with the console, the unboxing dynamic was interesting and pleasant. When we opened the box, we found a sash that welcomed us to the Xbox world. We also found a small booklet that explains in four simple steps how to connect the console and synchronize the controller. Removed that, the white console (characteristic of the S Series) is in the center of the box. When I took it out I noticed what the pictures and videos were saying: it's tiny compared to the X Series and the Playstation 5. In another compartment, you'll find the HDMI cable to connect the console to the TV and the power cable; plus the controller (also white) that came in the kit. User experience Connecting the console and getting it up and running takes just a few minutes. If you don't have an Xbox account, you'll need to create one and choose an avatar. After the first boot, we had to refresh the system, which took a few minutes. The main menu is clearly the same as on the X Series and Xbox One. This is a good thing, because the learning curve will be non-existent if we migrated from the previous generation Xbox. Clearly, in order to achieve the price at which the console is getting, cuts have been made to its technical features compared to what the brand's most powerful console, the X Series, has to offer. The good news is that the processor is the same as in its bigger sibling: the S Series is powered by AMD's 7nm Zen 2 architecture; it's an eight-core processor clocked at 3.6GHz, a little less than the 3.8GHz that the X Series achieves. Accompanying the processor is 10 GB of RAM and a board that reaches 4 TFLOPS (well below the 12 TFLOPS of the X Series). Expansion ports on the Xbox S Series, including the slot for memory expansion With this configuration, the S Series allows you to run next-gen games at a maximum resolution of 1440p and at a maximum of 120 frames per second (of course, not all games can run at this FPS). While it falls short of 4K resolution (that's what the X Series is for), the games we tested performed very well. At this point there are two things that are important to clarify: the S Series is positioned as a good option for those who don't have a 4K resolution TV yet, or for those who have one and can't afford a more expensive console. The Achilles heel of the console is storage space. It has a 512GB internal solid-state drive (which is fast and snappy), but its usable space is only 364GB. That said, we installed Flight Simulator (it takes up 150GB) and Gears 5, and we're already running low on space. In this sense, the memory expansion slot on the back of the console comes in handy. There you can install a 1TB expansion (we tested some Seagate ones here) to expand the storage capacity of the S Series. The good thing about this alternative is that the external memory is developed with the same technology as the internal memory, so the loading times of the games will be the same. With the external memory installed, we were able to move games from the internal drive to the device in a matter of minutes, freeing up space for future system updates. At SSD speed As we said in the previous paragraphs, the experience of using the S Series was fantastic. It loads games in seconds and thanks to its

ray tracing technology, we were able to enjoy the lighting effects included in the latest titles. Games that exploit the features of the S and X Series, are identified in the Xbox store with a logo that highlights that we will get better performance if we play them on these consoles. This is especially important for multi-generational games, which are also available on Xbox One. The quiet operation of the Xbox Series S is achieved with a huge fan that keeps the machine well cooled. The first game we installed was Flight Simulator, a graphics-heavy title; ideal for testing the console's potential. The performance was as expected: except for a few micro-cuts when moving the camera quickly while flying over a big city, there were no major issues and the game could be enjoyed to the fullest. On the memory expansion card we installed the new Back 4 Blood , a frantic first-person co-op zombie shooter from the creators of the acclaimed Left 4 Dead franchise. We also enjoyed some drifting and speeding down the straights in the classic Forza Horizon 4, one of the best car titles out there. If all of the above didn't sound like enough, the Xbox S Series has a powerful partner that makes it an even more complete product: Xbox Game Pass. Microsoft's game subscription service offers a huge catalog of titles from its studios and third parties, including games from the EA Play service and Xbox-exclusive games from day one, for a monthly fee of 599 pesos. After playing for several hours, we noticed that the Series S dissipated the temperature very well. We chose to use it horizontally; it can be placed vertically (it has rubber bumpers on one of its sides), but being a very thin console, it didn't feel stable and, personally, I was afraid that, at the slightest movement of the table, it would fall on one of its sides. In conclusion The Xbox Series S is an excellent new generation console that is available at a very reasonable price for the local market. My experience of use was excellent, both in the performance with the games, as the ability to install the latest titles on the market.

Document NFINCE0020210820eh8k00604

Mobile Handheld <mark>Gaming</mark> Market To Witness Excellent Long-Term Growth By 2027 | Supercell, <mark>Microsoft</mark>, Ubisoft Entertainment

The Latest research study released by HTF MI "Worldwide Mobile Handheld Gaming Market" with 100+ pages of analysis on business Strategy taken up by key and emerging industry players and delivers know how of the current market development, landscape, technologies, drivers, opportunities, market viewpoint and status. Understanding the segments helps in identifying the importance of different factors that aid the market growth. Some of the Major Companies covered in this Research are NVIDIA, Microsoft, Ubisoft Entertainment, King, Supercell & The Walt Disney etc.

Click here for free sample + related graphs of the report @:
https://www.htfmarketreport.com/sample-report/3431418-worldwide-mobile-handheld-gaming-market

Browse market information, tables and figures extent in-depth TOC on "Worldwide Mobile Handheld Gaming Market by Application (Handheld Game Consoles, Smartphone & Tablet), by Product Type (, Mobile Handheld Gaming markets by type, iOS, Android & Other), Business scope, Manufacturing and Outlook – Estimate to 2025".

for more information or any query mail at sales@htfmarketreport.com

At last, all parts of the Worldwide Mobile Handheld Gaming Market are quantitatively also subjectively valued to think about the Global just as regional market equally. This market study presents basic data and true figures about the market giving a deep analysis of this market based on market trends, market drivers, constraints and its future prospects. The report supplies the worldwide monetary challenge with the help of Porter's Five Forces Analysis and SWOT Analysis.

If you have any Enquiry please click here @:
https://www.htfmarketreport.com/enquiry-before-buy/3431418-worldwide-mobile-handheld-gaming-market

Customization of the Report: The report can be customized as per your needs for added data up to 3 businesses or countries or 2 analyst hours.

On the basis of report- titled segments and sub-segment of the market are highlighted below:

Worldwide Mobile Handheld Gaming Market By Application/End-User (Value and Volume from 2021 to 2026) : Handheld Game Consoles, Smartphone & Tablet

Market By Type (Value and Volume from 2021 to 2026) : , Mobile Handheld Gaming markets by type, iOS, Android & Other

Worldwide Mobile Handheld Gaming Market by Key Players: NVIDIA, Microsoft, Ubisoft Entertainment, King, Supercell & The Walt Disney

Geographically, this report is segmented into some key Regions, with manufacture, depletion, revenue (million USD), and market share and growth rate of Worldwide Mobile Handheld Gaming in these regions, from 2015 to 2026 (forecast), covering China, USA, Europe, Japan, Korea, India, Southeast Asia & South America and its Share (%) and CAGR for the forecasted period 2021 to 2026.

Informational Takeaways from the Market Study: The report Worldwide Mobile Handheld Gaming matches the completely examined and evaluated data of the noticeable companies and their situation in the market considering impact of Coronavirus. The measured tools including SWOT analysis, Porter's five powers analysis, and assumption return debt were utilized while separating the improvement of the key players performing in the market.

Key Development's in the Market: This segment of the Worldwide Mobile Handheld Gaming report fuses the major developments of the market that contains confirmations, composed endeavors, R&D, new thing dispatch, joint endeavours, and relationship of driving members working in the market.

To get this report buy full copy @: https://www.htfmarketreport.com/buy-now?format=1&report=3431418

Some of the important question for stakeholders and business professional for expanding their position in the Worldwide Mobile Handheld Gaming Market :

Q 1. Which Region offers the most rewarding open doors for the market Ahead of 2021?

Q 2. What are the business threats and Impact of latest scenario Over the market Growth and Estimation?

Q 3. What are probably the most encouraging, high-development scenarios for Worldwide Mobile Handheld Gaming movement showcase by applications, types and regions?

Q 4.What segments grab most noteworthy attention in Worldwide Mobile Handheld Gaming Market in 2020 and beyond?

Q 5. Who are the significant players confronting and developing in Worldwide Mobile Handheld Gaming Market?

For More Information Read Table of Content @:
https://www.htfmarketreport.com/reports/3431418-worldwide-mobile-handheld-gaming-market

Key poles of the TOC:

Chapter 1 Worldwide Mobile Handheld Gaming Market Business Overview

Chapter 2 Major Breakdown by Type [, Mobile Handheld Gaming markets by type, iOS, Android & Other]

Chapter 3 Major Application Wise Breakdown (Revenue & Volume)

Chapter 4 Manufacture Market Breakdown

Chapter 5 Sales & Estimates Market Study

Chapter 6 Key Manufacturers Production and Sales Market Comparison Breakdown

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Chapter 8 Manufacturers, Deals and Closings Market Evaluation & Aggressiveness

Chapter 9 Key Companies Breakdown by Overall Market Size & Revenue by Type

………………..

Chapter 11 Business / Industry Chain (Value & Supply Chain Analysis)

Chapter 12 Conclusions & Appendix

Thanks for reading this article; you can also get individual chapter wise section or region wise report version like North America, LATAM, Europe or Southeast Asia.

Document ICROWDN020210817eh8h000mu

Steam Deck Could Support Microsoft's xCloud Gaming Service

Francisco Pires
425 words
16 August 2021
Tom's Hardware
TOMHA
English

Xbox lead Phil Spencer has tried his hands on a Steam Deck, with the blessing of Valve's own Gabe Newell. In a tweet, the Microsoft executive confirmed he had played Halo and Age of Empires on the device and cryptically dropped

Valve's upcoming Steam Deck sees your entire Steam library in the palm of your hands. A dream come true for many gamers but there is a possibility, brought to light by Microsoft's Xbox head Phil Spencer, that Microsoft's xCloud may also be an option.

Was @valvesoftware this week talking w/ Scott, Erik, Gabe about Steam Deck. After having mine most of the week I can say it's a really nice device. Games with me on the go, screen size, controls all great. Playing Halo and Age feels good, xCloud works well. Congrats SD team. pic.twitter.com/q4hWBvkk85August 13, 2021

See more

Microsoft's Own Xbox head Phil Spencer teased the news via a tweet, after a visit to Valve, and speaking to company luminaries Gabe Newell, Erik Johnson and Scott Lynch. In the tweet, Spencer talks of playing Halo and Age (of Empires) and then states that "xCloud works well" before congratulating the Steam Deck team. So has Spencer played those games on xCloud or Steam? For now this a mystery.

Microsoft's xCloud is a game stream service that offloads processing towards Microsoft's Xbox Series X server blades (the company finished the hardware upgrade from Xbox One S consoles back in July) - and then delivers it to your platform of choice. xCloud is currently available via the Xbox app on Android and PC, or via a browser solution - this browser solution was likely the one used to test the Steam Deck with, since it was designed to enable streaming to almost any device featuring a strong-enough internet connection.

While this isn't an official feature confirmation, the fact that xCloud has already been tested on the Steam Deck - and well enough at that, according to Phil Spencer - is a genie that can't be put back inside the proverbial bottle. Microsoft of course wants as many devices as possible to support their xCloud streaming, serving Microsoft's "Play Anywhere" vision - whilst at the same time enticing ever more users towards the Microsoft gaming ecosystem, whether via direct software purchases or via subscription of Microsoft's "Netflix of games" Game Pass Ultimate, which includes access to the xCloud service.

Steam Deck (Tom's Hardware)

Document TOMHA00020210816eh8g0008g

A Huge Pension Fund Bought Netflix, Disney, Microsoft And This Gaming Stock In Q2

Rachit Vats
370 words
16 August 2021
16:44
Benzinga.com
BNZNGA
English
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Ontario Teachers' Pension Plan has significantly raised its exposure in Netflix Inc (NASDAQ: NFLX), Microsoft Corp (NASDAQ: MSFT) and Walt Disney Co (NYSE: DIS), regulatory filings revealed on Friday.

What Happened:The largest Canadian investment management firm with $221.2 billion in net assets, sold Tesla Inc. (NASDAQ: TSLA)convertible notes worth $502.82 million, at the end of the second quarter.

The pension fund slashed the bulk of the holdings in Tesla bonds that were due to mature in 2024 while the rest were due in 2022.

The money manager also raised its exposure in Netflix threefolds during the quarter, snapping up 411,745 shares in the online video streaming company, which lifted the total stake to 584,808 shares, worth $308.9 million.

See Also: This Investment Management Firm With $149B Portfolio Trimmed Tesla, Apple Stakes In Q2, Added Alibaba And This EV Stock Instead

Netflix shares, which have fallen 4.60% so far this year, closed 1% higher at $515.92 on Friday.

The institutional investor also increased its position in Microsoft by about 43% during the second quarter as it snapped 679,019 shares, lifting the total exposure in the Satya Nadella-led company to $614.49 million.

Microsoft shares have risen 32% so far this year and closed 1% higher at $292.85 on Friday.

The pension fund added 105,094 shares in Disney during the quarter, which lifted its stake in the entertainment conglomerate by 21.5% to a total of $104.5 million.

Disney shares have been nearly flat so far this year but closed 1% higher at $181.08 on Friday.

Ontario Teachers' Pension Plan nearly halved its exposure in the online gaming company Roblox Corp (NYSE: RBLX).

Shares of Roblox have risen nearly 21% since its listing in March this year and closed 1.58% higher at $83.96.

The pension fund, which bought and sold shares worth $8 billion in the second quarter, shed 707 shares in Roblox but still held 18,862 shares worth about $1.69 million in the company during the period.

Document BNZNGA0020210816eh8g000e1

Microsoft Corporation - Xbox partners with Special Olympics for inaugural Gaming for Inclusion esports tournament

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English
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* Click here to view this document in its original format

Xbox partners with Special Olympics for inaugural Gaming for Inclusion esports tournament

Beginning in 2014, Microsoft and Special Olympics have been working together with the goal of empowering Special Olympics athletes and Programs through technology. Then, in 2018, we kicked off a partnership with the Special Olympics USA Games by hosting the Xbox Gaming Tournament, a first in the world of competitive video gaming. Last year, in an effort to find innovative ways to support Special Olympics athletes during stay-at-home orders, we teamed up for the 2020 Special Olympics Xbox Virtual Gaming Event. Now, we're going global with our partnership efforts with the launch of the inaugural esports experience Gaming for Inclusion presented by Microsoft.

From September 12-14, Special Olympics athletes and Unified partners will compete in Rocket League, Madden NFL 22, and Forza Motorsport 7 on Xbox for the chance to play alongside celebrity supporters of Special Olympics, including NBA superstar Jayson Tatum, NFL legend Jamaal Charles, and WWE Superstars on September 18.

This experience is the next evolution of the award-winning Xbox Virtual Gaming Event hosted in May 2020, when Special Olympics and Microsoft collaborated on a virtual esports tournament to combat the effects of loneliness and isolation brought on by the pandemic. The event won Microsoft the Corporate Community Impact Award at the 2021 Sports Humanitarian Awards presented by ESPN for using its platform and the power of sport to create meaningful social change.

'COVID-19 and the suspension hundreds of thousands of annual in-person events worldwide meant Special Olympics had to pivot to supporting virtual experiences,' said Prianka Nandy, Chief Information and Technology Officer at Special Olympics. 'Our digital transformation partners at Microsoft brought their expertise in developing scalable and accessible digital platforms that allow people of all abilities to build connections with others through the universal language of gaming. Together, we've shaped an innovative program that will last well beyond the pandemic.'

Special Olympics and Microsoft are teaming up to host the inaugural Gaming for Inclusion esports experience to showcase the power of inclusion through gaming. The virtual multi-day, multi-game esports tournament will engage and connect people of all abilities from around the world.

'We're ecstatic to build upon Microsoft's partnership with Special Olympics, which first began in 2014, to further focus on gaming and host Gaming for Inclusion,' said Jenn Panattoni, Head of Xbox Social Impact. 'At Xbox, our goal is to make gaming inclusive and welcoming to all players so that everyone can experience the joys of gaming. This tournament is a meaningful and important step in making esports more accessible and it empowers Special Olympics athletes with a new way to compete.'

All gaming competition will be hosted through Microsoft's esports platform Smash.gg via a bracket-style tournament that will crown champions for each title. Spectators can live stream the events on the Xbox Twitch channel and the Special Olympics YouTube channel :

* Sunday, September 12: Rocket League Tournament

* Monday, September 13: Forza Motorsport 7 Tournament

* Tuesday, September 14: Madden NFL 22 Tournament

* Saturday, September 18: Celebrity Showcase with winners from tournaments earlier in the week

After the inaugural event, Special Olympics Programs will have training on how to set up local tournaments through Smash.gg, allowing for year-round gaming practice and competition in preparation for the next Gaming for Inclusion experience in 2022.

Stay tuned to Xbox Wire for more information about Gaming for Inclusion and the athletes who will compete.

Disclaimer

Document LCDVP00020210810eh8a00e4d

Microsoft Store v22107.1401.9.0 Is Rolling Out with New Gaming PDP and Auto-Scrolling

Rafia Shaikh
300 words
5 August 2021
Wccftech.com
NEWAGAE
English
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Microsoft has today released a fresh new build of Windows 11 for Insiders in the Dev and Beta Channels of the Windows Insider Program. Along with this new build, the company is also rolling out a fresh version of its new and improved Microsoft Store.

Today's Windows Store update is only available for Dev Channel Insiders at the moment. The Windows development team said that the new version would be rolled out to Beta Channel Insiders if no blocking issues are discovered in the fast-paced Dev Channel.

Microsoft Store v22107.1401.9.0 improvements

Auto-scrolling on Spotlight: When browsing, we'll automatically scroll through content so you can discover your next favorite app, movie, or game.

When browsing, we'll automatically scroll through content so you can discover your next favorite app, movie, or game.

New gaming PDP (product detail page) design: We updated the way our game pages appear so you can see more info and images from your next favorite game.

The updates design for our game pages allows you can see more info and images from your next favorite game.

New Ratings and Reviews dialog: We updated the ratings and reviews form and made it easier to provide feedback on the products you use.

We updated the ratings and reviews form and made it easier to provide feedback on the products you use.

Earlier in the week, there were reports of some Windows 11 Insiders being unable to switch their WIP Channels. Microsoft has acknowledged the issue and posted this workaround to address the missing settings bug.

- Windows 365 – Microsoft's Cloud PC That Streams Your Windows Experience to Android, Macs, & More

Click to view image.

Document NEWAGAE020210805eh85000p5

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Global $4.98 Billion Cloud <mark>Gaming</mark> Market to 2026 Featuring Google, Cyber Cloud Technologies, Nvidia, Kingsoft Cloud, <mark>Microsoft</mark>, Ubitus, Sony

DUBLIN, Aug. 3, 2021 /PRNewswire/ -- The "Global Cloud Gaming Market (2021-2026) by Type, Application and Geography - Competitive Analysis, Impact of COVID-19, Ansoff Analysis" report has been added to ResearchAndMarkets.com's offering.

The Global Cloud Gaming Market is estimated to be worth USD 2.3 Billion in 2020 and is expected to reach USD 4.98 Billion by 2025, growing at a CAGR of 16.7%.

Market Dynamics

The rise in digitalization, increasing world online gaming competitions, an upsurge of mobile games, and the introduction of new technologies like 5G are major factors promoting the increase of the cloud gaming market. Cloud gaming enables the reduction of data storage and edge computing.

Moreover, fast speed, OTT gaming services, continuous updating, and education or learning games have escalated cloud gaming. However, bandwidth issues in developing countries are hindering the market growth.

The increasing adoption of cloud technology in developing countries is anticipated to create new opportunities in the market.

Recent Developments

```
   1.
Amazon announced new cloud gaming service, Luna. - 24th September 2020

   2. Jezby Ventures acquires Blade, a French startup that owns Shadow- a
      cloud-based gaming service. - 30th April 2021
```

Company Profiles

Some of the companies covered in this report Google LLC, Cyber Cloud Technologies LLC, In Nvidia Corporation, Kingsoft Cloud Holdings, Microsoft Corporation, Ubitus Inc., Sony Group Corporation, etc

Key Topics Covered:

1 Report Description

1.1 Study Objectives

1.2 Market Definition

1.3 Currency

1.4 Years Considered

1.5 Language

1.6 Key Shareholders

2 Research Methodology

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9.2 Market Share Analysis

9.3 Strategic Initiatives

9.3.1 M&A and Investments

9.3.2 Partnerships and Collaborations

9.3.3 Product Developments and Improvements

10 Company Profiles

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    --
Apple Inc.

    -- Crytek GmbH

    -- Cyber Cloud Technologies LLC

    -- Faceboo. Inc. (PlayGiga S.L.)

    -- LeEco

    -- LiquidSky Software Inc.

    -- Microsoft Corporation

    -- Numecent Holdings Ltd

    -- Nvidia Corporation

    -- Kingsoft Cloud Holdings

    -- Parsec Cloud Inc.

    -- PlayKey

    -- Amazon.co. Inc

    -- Shawdow.tech (Blade SAS)

    -- Simplay Gaming Ltd

    -- Sony Group Corporation

    -- Tencent Cloud

    -- BlacknutSAS

    -- Ubitus Inc.

    -- Utomik BV
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Microsoft CEO touts new franchises in security, gaming, LinkedIn

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29 July 2021
New Vision
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English

Even as Microsofts cloud businesses such as Azure and Office 365 continue to see fast-rising demand, the companys bets on its newer business lines are contributing significant growth as well, CEO Satya Nadella said Tuesday in the US.

During the companys quarterly call with analysts, Nadella pointed to new franchises such as security, which has become one of the biggest areas of investment for Microsoft in recent years. At the companys Inspire partner conference this month, for instance, Nadella said that the Microsoft cloud is the only cloud with best-of-breed and best-of-suite security capabilities.

The software giant has also acquired three cybersecurity companies in 2021 so far, most recently with the acquisition this month of privileged access startup CloudKnox Security.

On Tuesday, Nadella said that while Microsofts commercial cloud businesses are continuing to generate massive demand, security, gaming and the LinkedIn professional networking site are becoming large businesses in their own right.

We continue to grow new franchises for Microsoft in large and growing markets, Nadella said in remarks during the quarterly call. In the past three years alone, gaming, security and now LinkedIn have all surpassed US$10 billion in annual revenue.

For the fourth quarter of Microsofts fiscal 2021, ended June 30, LinkedIn revenue grew 46 percent while gaming revenue grew 11 percent, year over year. The company did not disclose growth figures for its security business.

Overall, Microsofts fiscal Q4 revenue climbed 21 percent year-over-year to reach US$46.15 billion.

The company said that revenue in its intelligent cloud division totaled US$17.4 billion for the quarter, up 30 percent year over year from US$13.4 billion. The biggest driver for the growth was the 51-percent increase in revenue for the Azure cloud platform, Microsoft said.

Giving some examples of recent Azure wins, Nadella pointed to AT&Ts choice of Azure to power its 5G core network. Meanwhile, AB InBev uses Azure Digital Twins and Azure IoT to power manufacturing and distribution of its goods; companies including Campbells Soup and SAP are migrating enterprise resource planning workloads to Azure; and Samsung is among the customers to adopt Azure Applied AI Services for business, he said.

All this innovation is driving larger and more strategic Azure commitments from industry leaders, Nadella said.

Migrating customers to Azure has become a dominant business for Chantilly, Va.-based solution provider Phalanx Technology Group, said company president Kelly Yeh. But he said he still wants to see Microsoft invest in on-premises and hybrid support for businesses not just moving to the cloud, but returning to the workplace after the pandemic and putting new strain on printers and local servers.

We are trying to migrate everyone to Azure as quickly as we can, Yeh told CRN. Total abandonment of on-prem is just not practical.

Fourth-quarter sales in Microsofts productivity and business processes segment totaled US$14.7 billion, up 25 percent year over year from US$11.8 billion.

Within this segment, Office Commercial products and cloud services sales increased 20 percent, driven by Office 365 Commercial sales of 25 percent. Office Commercial products sales fell 8 percent due to customers shifting to cloud offerings, Microsoft said.

In the current quarter, revenue growth will again be driven by Office 365 with healthy seat growth across segments, and continued momentum and E5, Microsoft CFO Amy Hood said during the quarterly call

Tuesday. In our on-premises business, we expect revenue decline approximately 20 percent consistent with the ongoing customer shift to the cloud.

On Tuesday, Microsoft disclosed that the Teams collaboration app now has 250 million monthly active users.

Teams had more than 145 million daily active users--a different metric from the one shared Tuesday--as of late April, the company disclosed at the time.

During the quarterly call, Nadella characterized Teams as the new front end for meetings, chats, calls and automating business processes. Microsoft now has nearly 80 million monthly active Teams phones users, with total calls passing a billion in a single month during the quarter, he said. And 124 organizations have more than 100,000 Teams users, while nearly 3,000 organizations have 10,000 users.

Teams usage has never been higher, Nadella said. We are nearing 250 million monthly active users as people use teams each day to communicate, collaborate and co-author content across work, life and learning.

During the latest quarter, Microsofts Dynamics products and cloud services sales grew 33 percent year over year, led by Dynamics 365 sales growth of 49 percent.

Nadella said on Tuesday that to understand how Microsoft envisions serving customers in the future, one only needs to look to the integrations among Power Platform, Dynamics, Teams and Azure. Those integrations are perhaps the best indication of some of our competitive differentiation at scale already, he said.

There is an absolute new chapter for a complete new suite all the way from -- whether its sales to customer service to marketing to supply chain, or digital manufacturing -- thats all going to be re-implemented, Nadella said. There is going to be a complete new cycle of business process automation that is going to be AI-first and collaboration-first.

For Microsofts personal computing segment, revenue during the companys fiscal Q4 reached US$14.1 billion, up 9 percent year over year from US$12.9 billion.

Surface sales dropped 20 percent -- or by US$348 million -- year over year, due in part to supply chain issues, Microsoft said.

Hood said that Surface sales, due to a strong prior year, should see declines in the low teens as we continue to work through the supply chain challenges.

While Windows Commercial products grew 20 percent, Windows original equipment manufacturer sales dropped by 3 percent year over year.

Windows sales increased by 7 percent -- or US$432 million -- driven by Windows Commercial products and cloud services. Customers demanded more multi-year agreements, Microsoft said. Additionally, Xbox content and services revenue fell 4 percent.

Net income reached US$16.46 billion, or US$2.17 per diluted share, during Microsofts fiscal fourth quarter. Net income had been US$11.2 billion, or US$1.46 per diluted share, during the same period the year before.

For Microsofts fiscal year 2021 overall, the company reported sales of US$168.1 billion, up 18 percent from the prior fiscal year.

Document NEWVEN0020210729eh7t0005l

BUSINESS INSIDER

A table-top gaming company handed out $7,000 bonuses to employees after a boom in pandemic sales. That's more than Microsoft, Walmart, and Facebook.

Summary List Placement

Games Workshop, the UK retailer behind the hugely popular fantasy tabletop game "Warhammer," has given its staff a huge £5,000 ($6,934) bonus for their work over the pandemic.

The company announced the bonuses for its 2,600 staff during its annual results call on Wednesday, as reported by CNBC and The Guardian. Games Workshop CEO Kevin Rountree said the bonuses were to reward "exceptional performance in helping to increase our profitability significantly" in a statement.

On top of the special $6,900 bonus employees got an increased profit share which, according to CNBC, translated to an extra $1,000 per employee.

The company reported a boom in sales of its paintable figurines following COVID-19 lockdowns, leading to a 69% increase in profits from £90 million ($125 million) last year to £151.7 million ($210 million).

Read more: Baked by Melissa's founder explains how to turn your passion into a hugely successful business just like she did: 'Surround yourself with people who have the skills you don't'

Per CNBC and the Guardian, Rountree said Games Workshops had to cope with customer demand by bringing in permanent night shifts and additional weekend shifts at its two UK warehouses.

Senior managers at the company will also split a £1.1 million ($1.5 million) bonus pot, up from £300,000 ($416,000) last year.

Games Workshop's pandemic employee bonus far outstrips bonuses offered at much larger companies. Earlier this month Microsoft told employees it would give out $1,500 bonuses, and in March 2020 Facebook handed out $1,000 bonuses to help staff work remotely. Walmart offered hourly employees bonuses of $300 in March 2020, and by the end of 2020 said it had given out a total of $2.8 billion to its 1.5 million employees over the course of the year — translating to roughly $1866 in bonuses for each employee.

NOW WATCH: Why kolinsky sable paintbrushes are so expensive

See Also:

* Walmart workers can now get 100% of their college tuition and book costs covered at 10 different universities and online schools

* Meet the typical Walmart shopper, a 59-year-old white suburban woman earning $80,000 a year

* Crocs sues Walmart, Hobby Lobby, and 19 others, claiming they sold copycat versions of its $50 signature clogs

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==Microsoft== Posts Increase in **==Gaming==** Revenue Led by Hardware Sales -- Market Talk

1810 ET - Microsoft says videogaming revenue rose 11% in fiscal 4Q, bolstered by strong hardware sales, growth in Game Pass subscription sales and consumer spending on its first-party games. Xbox content and services revenue fell 4% due to declines in consumer spending on third-party games, which Microsoft blamed on a tough comparison from a year ago. The growth in hardware stands out because the company's Xbox Series X and S consoles have been in short supply. That suggests there's more upside to come as long as Microsoft can eventually restock retail store shelves. (sarah.needleman@wsj.com; @saraheneedleman)

1808 ET - 18:08 ET - Microsoft's newest two Xbox gaming consoles remain hot with customers. The two devices, Chief Financial Officer Amy Hood says, "are our fastest-selling consoles ever." Demand continues to exceed supply, she says on the company's 4Q call. Xbox hardware revenue, in the quarter, rose 172% from the year-prior period. (meghan.bobrowsky@wsj.com)

1805 ET - 18:05 ET - Microsoft CEO Satya Nadella says the company's Teams workplace collaboration software continues to enjoy strong uptake, now with nearly 250 million active monthly users. Its Teams enterprise phone business, he says, also is seeing strong growth. That's a category Zoom Video Communications has identified as a key growth area. On an earnings call, Mr. Nadella says, "We have nearly 80 million monthly active Teams phone users." (meghan.bobrowsky@wsj.com)

1801 ET - Chip-maker AMD is making progress in overcoming constraints in its supply chain amid a broad-based chip shortage, helping it achieve results higher than its guidance, CEO Lisa Su says. Supplies are tight through the end of this year, according to Su, but it should improve next year. "We do have confidence that we can continue to grow substantially as we go into the second half of this year into 2022," she says in a call with analysts. AMD reported results ahead of Wall Street forecasts after the close of the regular trading session. (asa.fitch@wsj.com)

1751 ET - Aside from iPhones, sales of every category of Apple device continued to grow. The last four quarters of sales in its Mac computer division were the highest ever, and quarterly revenue for Macs rose 16%, driven by interest in new company-designed chips. Sales in its wearables unit, which includes products such as the Apple Watch and headphones such as AirPods, rose 36% to $8.78B. (bradley.olson@wsj.com)

1750 ET - Microsoft's success under CEO Satya Nadella has largely been linked to his bet on cloud computing. But the CEO says the company is much more than that. "In the past 3 years alone, gaming, security and now LinkedIn have all surpassed $10 billion in annual revenue," he said on an earnings call. (meghan.bobrowsky@wsj.com)

1749 ET - 17:49 ET - Retailers accounted for the biggest portion of Google's advertising gains during the quarter. Alphabet Chief Business Officer Philipp Schindler said that the company's decision last year to list brands that weren't paid advertisers in its Shopping tab increased listings and lifted sales. He said that merchants that used both free listings and shopping ads netted a 50% increase in clicks. "That's pretty impressive," he said. Travel, financial services and media also were large contributors to ad sales growth, he said. (tripp.mickle@wsj.com)

1741 ET - In China, Apple sales rose 58% to $14.76B compared to the April-to-June period a year ago, although that was down slightly from January-to-March, the first full quarter after Apple unveiled its new 5G phones in the country. Customers in China tend to pay closer attention to new features, and revenue from the country typically accounts for 15% to 20% of Apple's total sales, according to Bernstein. (bradley.olson@wsj.com)

1712 ET - IQVIA Holdings raises its guidance for 3Q revenue growth to between 18.1% and 20.8% over the previous year. IQVIA, a provider of advanced analytics, technology solutions, and clinical research services to the life sciences industry, issued the guidance along with reporting 2Q earnings growth that beat expectations. IQVIA reported 3Q revenue growth of 36.4% year-over-year.(Patience.Haggin@wsj.com)

1704 ET - IQVIA Holdings repurchased $45M of its common stock during 2Q, the company announced in its quarterly report. The North Carolina-based provider of advanced analytics, technology solutions, and clinical research services to the life sciences industry had $822M of share repurchase authorization remaining on June 30, according to its press release. The company traded at a market capitalization of $46.6 billion on Tuesday afternoon. (Patience.Haggin@wsj.com)

1700 ET - Chip-maker AMD says it made $1.6B in revenue in the division that houses its datacenter chips, besting a Wall Street forecast of $1.44B and offering another indication that demand for computing hardware continues to be strong as more companies transition back to the office. Last week, Intel, AMD's main competitor in the market for central processing units, cited higher demand from companies as a driving factor in its data center group's results coming in ahead of earlier guidance. AMD has eaten away at Intel's dominant share in datacenter chips in recent quarters, giving a further boost to its sales. (asa.fitch@wsj.com)

1657 ET - Curious how the pandemic helped Google? Look no further than Bed, Bath & Beyond. Google Chief Business Officer Philipp Schindler said the retailer pivoted to curbside pickup last year and same-day delivery. It continued offering that service across Google as the economy reopened and tapped YouTube to build awareness for its own brands. Retail was a major driver of Google's search and advertising for the period, the company said. (tripp.mickle@wsj.com)

Corrections & Amplifications

This item was corrected at 6:37 p.m. ET. An earlier version misstated Google Chief Business Officer Philipp Schindler's name as Phillip Schindler.

(END) Dow Jones Newswires

July 27, 2021 18:10 ET (22:10 GMT)

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==Microsoft== Posts Increase in ==Gaming== Revenue Led by Hardware Sales -- Market Talk

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1810 ET - Microsoft says videogaming revenue rose 11% in fiscal 4Q, bolstered by strong hardware sales, growth in Game Pass subscription sales and consumer spending on its first-party games. Xbox content and services revenue fell 4% due to declines in consumer spending on third-party games, which Microsoft blamed on a tough comparison from a year ago. The growth in hardware stands out because the company's Xbox Series X and S consoles have been in short supply. That suggests there's more upside to come as long as Microsoft can eventually restock retail store shelves. (sarah.needleman@wsj.com; @saraheneedleman)

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DOW JONES NEWSWIRES

Microsoft Expected to Post Record Sales Amid Strong Gaming, Cloud Demand

606 words
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English
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Microsoft Corp. is expected to post another quarter of record sales in a sign that its success winning new cloud-computing and videogame customers during the pandemic isn't fading as constraints on daily routines gradually ease.

The software giant has been among the companies to enjoy the biggest boost from the working-from-home and remote-schooling period. Companies embraced digital services that run on the cloud and have been a centerpiece of Microsoft's growth. Personal computers have been flying off the shelf, many using the company's Windows software, and its videogame products have been in hot demand. Its Teams workplace collaboration software reached 145 million daily active users in the March quarter, up from about 20 million before the pandemic.

Microsoft's valuation now tops $2 trillion, second only to Apple Inc., whose rivalry with Microsoft has been rekindled in recent months. Microsoft's stock is up more than 40% over the past year.

Wall Street expects the Redmond, Wash.-based company to post financial fourth-quarter sales of $44.1 billion after the bell Tuesday, up around 16% from the previous year, according to analysts surveyed by FactSet. Microsoft likely will generate a roughly $14.6 billion profit for the period ended June 30, the analysts on average say, more than $3 billion above the year-earlier figure.

Microsoft's videogame business has been particularly supercharged, buoyed by the release of new game consoles and streaming-game services. The company in March closed its $7.5 billion acquisition of ZeniMax Media Inc., the owner of the popular Doom game franchise.

Azure, Microsoft's collection of cloud data centers and software tools that have been the backbone of its growth in recent years, is expected to have a strong quarter of rising sales. The rate of increase is expected to fall short of the lofty levels recorded earlier during the pandemic. Analysts expect Azure year-over-year sales growth of roughly 42%.

As the U.S. economy has started to ease some of its pandemic-era restrictions and offices have started to reopen, Microsoft has spelled out plans to try to carry its success into a period where hybrid work will be more common. In February, the company launched a set of apps with an eye on a work environment in which some employees are remote and others in the office. This month, it introduced a cloud-based version of its Windows operating system, accessible on any device running any operating system that has a web browser, in part so people can shift easily between their office PCs and home digital devices.

The core Windows franchise also is getting a refresh. Microsoft late last month launched Windows 11, the first new version in nearly six years. It features an app-store collaboration with Amazon.com Inc. to allow more apps to be installed on PCs. Revenue from Windows 11 won't be booked until later, though, when it becomes available to the wider public.

The software giant also has contended with numerous cybersecurity issues, such as ransomware attacks on digital infrastructure. Last month, Microsoft disclosed that hackers hit some of its systems in an attack that U.S. government officials have said was linked to Russia's Foreign Intelligence Service. Microsoft has been bulking up on cybersecurity tools. On July 12, the company said it had agreed to buy cybersecurity provider RiskIQ Inc. Last week, it said it added CloudKnox Security, a provider of tools to manage cloud access.

(END) Dow Jones Newswires

July 27, 2021 08:10 ET (12:10 GMT)

Document DJDN000020210727eh7r001w4

Online Virtual Classroom Software Market Will Generate Massive Revenue In Coming Years | Microsoft , IBM , Oracle , Saba Cloud

1,043 words
22 July 2021
iCrowdNewswire
ICROWDN
English

The ' Online Virtual Classroom Software market' research report added by Report Ocean, is an in-depth analysis of the latest developments, market size, status, upcoming technologies, industry drivers, challenges, regulatory policies, with key company profiles and strategies of players. The research study provides market overview, Online Virtual Classroom Software market definition, regional market opportunity, sales and revenue by region, manufacturing cost analysis, Industrial Chain, market effect factors analysis, Online Virtual Classroom Software market size forecast, market data & Graphs and Statistics, Tables, Bar & Pie Charts, and many more for business intelligence.

Global Online Virtual Classroom Software Market valued approximately USD XX million is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2020-2025.In-depth information by Market Size, competitive landscape is provided i.e. Revenue (Million USD) by Players, Revenue Market Share (%) by Players and further a qualitative analysis is made towards market concentration rate, product/service differences, new entrants and the technological trends in future.

Download Free Sample Copy of 'Online Virtual Classroom Software market' Report @

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Key Segments Studied in the Global Online Virtual Classroom Software Market:

Manufacturer Detail

SAP Cornerstone OnDemand Microsoft IBM Oracle Saba Cloud Thought Industries Versal Docebo LMS SkyPrep PlayerLync Brainier LMS SyberWorks Training Center PeopleFluent LMS BlueVolt Latitude Learning Sanoma Learning B.V.

Product Type Segmentation

On-premise Cloud-based

Industry Segmentation

Family Hospital

Market analysis requires careful attention to the following:

Market Analysis: To make this section robust, we help you identify industry size, growth rates, drivers, challenges, major players, and market forecasts and emerging trends. Competitive Analysis: Understanding your competition is critical to your success. This section includes an analysis of your key competitors, their products / services, their differentiators, and market shares. Target Market and Customers: Identifying and prioritizing specific target markets are another key part of your industry analysis where research is crucial. You need to think about demographics and buying behaviors of your customers? How can you best reach them? What kinds of challenges do they have? How do they like to be marketed?

Competitiveness Industry concentration – This is a measure of the number of firms in an industry and the size of the predominant firms in the industry. It indicates the nature of the competition. Identify the most important players in the industry. What percent of the market is controlled by the largest companies (for example, the four largest firms)? What is the market share of each major firm? What is the number of firms over a certain size? Is there a dominant industry leader? Who is it?

Key Considerations for Market Forecast:

Impact of lockdowns, supply chain disruptions, demand destruction, and change in customer behavior Optimistic, probable, and pessimistic scenarios for all markets as the impact of pandemic unfolds Pre- as well as post-COVID-19 market estimates Quarterly impact analysis and updates on market estimates

Geographical Breakdown: Regional level analysis of the market, currently covering North America, Europe, China & Japan

Countries: Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, Denmark, Egypt, Finland, France, Germany, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Nigeria, Norway, Peru, Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Thailand, Turkey, UAE, UK, USA, Venezuela, Vietnam

Impact of COVID-19 on the Global Market

The research report compiled by Report Ocean offers the study of market opportunities and market impact that are created due to the COVID-19 pandemic. The detailed research report is focused upon all direct and indirect impact of COVID-19 with new product launches, pipeline analysis, supply chain overview, government regulations, strategies adopted by related market players and upcoming vaccines and drug status. Note – In order to provide more accurate market forecast, all our reports will be updated before delivery by considering the impact of COVID-19.(*If you have any special requirements, please let us know and we will offer you the report as you want.)

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The Global Online Virtual Classroom Software Market report provides the meticulously studied and evaluated data of the top industry players and their scope in the market by means of several analytical tools. The analytical tools such as Porters five forces analysis, feasibility study, SWOT analysis, and ROI analysis have been practiced reviewing the growth of the key players operating in the market.

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Key Points Covered in Online Virtual Classroom Software Market Report: Study Explore COVID 19 Outbreak Impact Analysis

Global Online Virtual Classroom Software Market Research Report

Section 1: Global Online Virtual Classroom Software Industry Overview

Section 2: Global Economic Impact on Online Virtual Classroom Software Industry

Section 3: Global Market Competition by Industry Producers

Section 4: Global Productions, Revenue (Value), according to Regions

Section 5: Global Supplies (Production), Consumption, Export, Import, geographically

Section 6: Global Productions, Revenue (Value), Price Trend, Product Type

Section 7: Global Market Analysis, on the basis of Application

Section 8: Online Virtual Classroom Software Market Pricing Analysis

Section 9: Market Chain, Sourcing Strategy, and Downstream Buyers

Section 10: Strategies and key policies by Distributors/Suppliers/Traders

Section 11: Key Marketing Strategy Analysis, by Market Vendors

Section 12: Market Effect Factors Analysis

Section 13: Global Online Virtual Classroom Software Market Forecast

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Engine Media Holdings Inc. - Engine Media's UMG <mark>Gaming</mark> Renews Partnership with <mark>Microsoft</mark>'s The Coalition to Continue to Serve as the Principle Esports Partner for Gears Esports After Successful Season

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Engine Media's UMG Gaming Renews Partnership with Microsoft's The Coalition to Continue to Serve as the Principle Esports Partner for Gears Esports After Successful Season

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Engine Media's UMG Gaming Renews Partnership with Microsoft's The Coalition to Continue to Serve as the Principle Esports Partner for Gears Esports After Successful Season

07/22/2021

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TORONTO, July 22, 2021 - Engine Media Holdings, Inc. ('Engine' or the 'Company'; NASDAQ: GAME; TSX-V: GAME), a company providing sports and esports gaming experiences, along with media solutions focused on influencer marketing, gaming data and analytics, and programmatic advertising, today announced that The Coalition has renewed its agreement with UMG Gaming ('UMG'), a wholly owned subsidiary of Engine, to be the principal Esports partner for Gears Esports for another season.

Based on the success of Season 2, the partnership will continue with UMG managing the entire Gears Esports program including tournament operations, league operations, events, and broadcast operations. A number of major changes managed by UMG this past season, including the switch from 5v5 to 4v4, and introducing new game modes into competitive play, created a season success story. The Gears Spring Major, hosted May 14 - 16, generated 1.1M+ live views and 350K+ hours watched across all channels, making it the most highly viewed Gears Major since the game's launch as reported by Stream Hatchet. In addition, time watched across all Gears content has continued to grow, with average minutes watched per unique viewer increasing to 75+ minutes.

Roddy Adams, Director of Business Development at The Coalition said 'since bringing the UMG team onboard as our principal tournament operator for Gears Esports they have proved their expertise time and time again, and are trusted by our players and fans.'

'We are thrilled to continue our partnership with The Coalition as the principal esports partner for the Gears Esports program,' said Eric Vaughn, Head of UMG Gaming. 'The Gears community is one that is very close to home for us here at UMG, so it is an honor to have the opportunity to once again engage with such a passionate fanbase for another season of Gears Esports action.'

'Lasting esports partnerships remains critically important to Engine Media's long-term plans,' added Engine Media's Chief Executive Officer Lou Schwartz. 'Our renewed partnership continues to put us in a prime position to work with The Coalition on future esports and gaming projects.'

About Gears Esports

Gears Esports is a showcase of the raw, visceral intensity epitomized by the Gears of War franchise, and a celebration of the uncompromising legion of fans that make up its unparalleled community. Since moving to The Coalition in 2016, competitive Gears of War has ascended from modest ballroom affairs to major international events around the world.

The Gears Esports program will provide more opportunities for players of all skill levels from around the world to compete for fun and fortune in a season boasting more than $600K worth of prizing.

For more information about Gears Esports, please visit https://www.gears.gg/en-ca/.

About UMG Gaming

UMG Gaming, a wholly owned subsidiary of Engine Media Holdings, Inc. ('Engine' or the 'Company'; NASDAQ: GAME; TSX-V: GAME), is a market pioneer in both online grassroots community competition and professional league esports. UMG Gaming's end-to-end platform not only enables community and professional players to compete in everyday ladders, tournaments and matches, but also produces premium, award-nominated content. UMG Gaming's tournament operations offerings have led to millions of registered gamers and numerous partnerships with major game publishers, brands, esports teams and organizations.

About Engine Media Holdings, Inc.

Engine Media Holdings Inc. is traded publicly under the ticker symbol (NASDAQ: GAME; TSX-V: GAME). The organization is focused on developing premium consumer experiences and unparalleled technology and content solutions for partners in the esports, news and gaming industry. The company's subsidiaries include Stream Hatchet; the global leader in gaming video distribution analytics; Eden Games, a premium video game developer and publisher with numerous console and mobile gaming franchises; WinView Games, an industry innovator in audience second screen play-along gaming during live events; UMG, an end-to-end competitive esports platform enabling the professional and amateur esport community with tournaments, matches and award nominating content; and Frankly Media, a digital publishing platform empowering broadcasters to create, distribute and monetize content across all channels. Engine Media generates revenue through a combination of direct-to-consumer and subscription fees; streaming technology and data SaaS-based offerings; programmatic advertising and sponsorships. To date, the combined companies' clients have included more than 1,200 television, print and radio brands, dozens of gaming and technology companies, and have connectivity into hundreds of millions of homes around the world through their content, distribution and technology services.

Cautionary Statement on Forward-Looking Information

This news release contains forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Engine to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Often, but not always, forward-looking statements can be identified by the use of words such as 'plans', 'expects' or 'does not expect', 'is expected', 'estimates', 'intends', 'anticipates' or 'does not anticipate', or 'believes', or variations of such words and phrases or state that certain actions, events or results 'may', 'could', 'would', 'might' or 'will' be taken, occur or be achieved. In respect of the forward-looking information contained herein, including the success and/or acquisition of future business opportunities, Engine has provided such statements and information in reliance on certain assumptions that management believed to be reasonable at the time. Forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements stated herein to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information. Actual results could differ materially from those currently anticipated due to a number of factors and risks. Accordingly, readers should not place undue reliance on forward-looking information contained in this news release.

The forward-looking statements contained in this news release are made as of the date of this release and, accordingly, are subject to change after such date. Engine does not assume any obligation to update or revise any forward-looking statements, whether written or oral, that may be made from time to time by us or on our behalf, except as required by applicable law.

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Engine Media Holdings Inc. - Engine Media's UMG <mark>Gaming</mark> Renews Partnership with <mark>Microsoft</mark>'s The Coalition to Continue to Serve as the Principle Esports Partner for Gears Esports After Successful Season (Form 6-K)

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'We are thrilled to continue our partnership with The Coalition as the principal esports partner for the Gears Esports program,' said Eric Vaughn, Head of UMG Gaming. 'The Gears community is one that is very close to home for us here at UMG, so it is an honor to have the opportunity to once again engage with such a passionate fanbase for another season of Gears Esports action.'

'Lasting esports partnerships remains critically important to Engine Media's long-term plans,' added Engine Media's Chief Executive Officer Lou Schwartz. 'Our renewed partnership continues to put us in a prime position to work with The Coalition on future esports and gaming projects.'

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Business
Tencent launches Montreal gaming studio, acquires two new firms, in bid to take on Microsoft and Sony

* TiMi Studio Group, the Tencent flagship game developer, unveiled TiMi Montreal on Monday, joining its two other studios in Los Angeles and Seattle

* Tencent also took a majority stake in Swedish gaming company Stunlock Studios, bringing its total developer workforce to more than 4,000

Chinese gaming and social media giant Tencent Holdings opened a new overseas game development studio in Montreal and notched up two more acquisitions in a bid to take on Microsoft, Sony and other top-tier video game companies.

TiMi Studio Group, the Tencent flagship game developer behind titles such as Honor of Kings and Call of Duty Mobile, unveiled TiMi Montreal on Monday, joining the developer's two other studios in Los Angeles and Seattle.

Separately, on Monday it agreed to acquire British video game developer Sumo Group for £919 million (US$1.26 billion), the company's biggest investment in the UK.

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Then a day later, Tencent announced it had taken a majority stake in Swedish gaming company Stunlock Studios for an undisclosed amount, bringing Tencent's total number of international game developers to more than 4,000, according to data in the company's various regulatory filings.

"It is not an exaggeration to say that there has never been a company as aggressive as Tencent in the history of the gaming industry," said Serkan Toto, chief executive of consultancy Kantan Games. "They do not act with 'China speed' any more but seem dead set on driving their strategy to conquer the West with 'Tencent speed'."

The aggressive push by Tencent, already the world's biggest gaming company by revenue, to expand into foreign markets comes after the company vowed in 2019 to become a player in so-called "triple-A" games, which typically refer to games made with industry-leading production quality and published on consoles or PCs.

In an interview with Chinese media in May, Tencent's gaming chief Steven Ma said the company already controls more than 10 console and PC game studios in North America and Europe, with more than 2,700 developers, and Ma expects the number to reach at least 3,500 people by this year's end.

Sumo Group alone may bring in about 1,200 more developers to Tencent, according to company filings.

"Acquisitions of Western game makers like Sumo Digital further its strategy by bringing in solid teams of proven talent but also key technologies for developing and publishing games on console platforms," said Matthew Kanterman, senior analyst at Bloomberg Intelligence.

Tencent has long raked in huge profits from publishing mobile games and low-quality PC games but is now looking to become an equal to Microsoft, Sony and other triple-A title powerhouses as the Chinese gaming market becomes more competitive and gamers' expectations rise.

The Hong Kong-listed company already owns stakes in US-based developers Riot Games, Epic Games and Activision Blizzard, as well as South Korean firm Krafton and Japanese company Marvelous. In 2016 it outlaid US$8.6 billion to take over Finnish mobile game developer Supercell.

[Click to view image.](#)

Tencent has also been partnering with other giants in the industry. On Thursday, it launched its first co-development title with Nintendo, Pokémon Unite, on the [Nintendo Switch gaming console.](#)

Unveiled last year, the title got off to a fast start on launch day, with more than 110,000 viewers simultaneously tuning in to watch the live-streams of the game on Twitch.

Tencent's expansion in North America was greeted with enthusiasm by local government officials, including Montreal mayor Valérie Plante.

"The arrival of this great player in the industry is excellent economic news for Montreal. More than ever, our choices focused on culture, affordability and quality of life are attracting the world's biggest companies," Plante tweeted on Wednesday.

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Canada NewsWire

TORONTO, July 22, 2021

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(END) Dow Jones Newswires

July 22, 2021 08:30 ET (12:30 GMT)

Microsoft confirms Xbox Series X gaming monitors have no special sauce – but you should still buy one

Shabana Arif
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We reached out to Microsoft to get the lowdown on its Designed for Xbox gaming monitors – here's what you need to know

Microsoft unveiled its [Designed for Xbox gaming monitors](#) last month and we wanted to know what makes them so special. After all, you can pick up any console-compatible monitor without the Xbox marketing attached, so why should you opt for a piece of kit from this range over anything else? We decided to go to the source and asked Microsoft for the specifics to find out the answer.

Generally speaking, if you're in the market for a new TV for your [Xbox Series X](#) and want to make the most of the hardware, you'll want something that can support 4K gaming at 120Hz. But TVs with HDMI 2.1 features can be expensive and aren't available in sizes under 48-inches so if you want something smaller for your setup that won't leave you destitute, monitors are a better option.

And if you're into competitive gaming, online shooters, or just want the best performance possible, then monitors are once again your friend; the selection in the Designed for Xbox range boast 1ms response times, whereas a TV's processing means it comes in at around 10ms.

So with all that being said, let's get into what sets the Designed for Xbox gaming monitors apart from any other monitor you can pick up online or at a store.

* [Nintendo Switch OLED: 5 games that should look INCREDIBLE on it](#)

* [Dell Latitude 7320 Detachable Laptop review: a remote working superstar](#)

* [Nintendo Switch OLED has left me feeling like a discarded "legacy" gamer](#)

[Click to view image (Image credit: Microsoft)](#)

Is there a checklist of features the monitors meet?

All three monitors in the range support 4K resolution at 120Hz, with only the Philips Momentum 559M1RYV 55″ seeming to support VRR (variable refresh rate). We reached out to Microsoft to ask if there was a checklist of specs that Microsoft is looking for before allowing a monitor to join its Designed for Xbox program, but that doesn't seem to the case. A Microsoft spokesperson said:

"Our goal was to make it easier for fans to find the ideal gaming monitor that takes full advantage of HDMI 2.1 – such as Variable Refresh Rate, HDR and 4K at 120Hz. That is why we worked with leading display manufacturers to deliver gaming monitors as part of the Designed for Xbox program that take full advantage of Xbox Series X|S and HDMI 2.1."

An additional comment added that "while there are TVs that support HDMI 2.1, these gaming monitors are some of the first that support 4K@120Hz with HDMI 2.1."

So don't expect monitors in the range to sport every single feature being touted. It'll certainly make it easier to narrow down your search, but you should check out the details of the one you want before you pre-order to make sure it has everything you need.

[Click to view image (Image credit: Microsoft)](#)

Xbox specific modes explained

The Philips Momentum 559M1RYV 55" and the ASUS Strix Xbox Edition Gaming Monitor XG43UQ 43" have dedicated 'Xbox modes'. The ASUS monitor's Xbox mode offers the "best color, contrast, and hue settings when paired with Xbox Series X|S," so there's not a great deal to the mode aside from tweaks you could implement yourself – but presets are handy if you don't like to fiddle about with picture settings.

After speaking to Philips to get the lowdown on its Xbox picture mode, it's a little more elaborate. You can read the finer details of Philips Xbox picture mode here but in short it drills down to picture quality, ambiglow settings, and HDMI CEC.

Microsoft says, "in some cases, you'll see partners add additional features or settings to improve the experience, but all gaming monitors that are a part of the Designed for Xbox program are designed to deliver the best possible experience on Xbox." So if you pick up one of these monitors, you'll be getting a tailored for Xbox experience with their preset mode for the console. Not worth paying for on its own, given you might want to fine tune the settings yourself, but it's a nice added touch for brands that are part of the program.

Click to view image (Image credit: Microsoft)

In a nutshell...

The initial announcement for the Designed for Xbox gaming monitors states that these monitors are a collaborative effort between Microsoft and the display manufacturers. We were curious as to how involved the Xbox team actually was, especially given that in some instances (like the Philips monitor) the hardware isn't a massive leap from its predecessor.

According to a Microsoft spokesperson, the company worked with all of its "Designed for Xbox partners to validate quality, performance, safety and security with Xbox consoles," adding "we work together with our partners to help ensure HDMI 2.1 features are implemented accurately."

They went on to further clarify, saying, "When a product is Designed for Xbox, it indicates we worked closely with our partners to validate all Xbox hardware experiences, such as quality, performance, safety and security, to provide the best possible experience while gaming on your console."

Ultimately, the Designed for Xbox badge indicates that you're buying a product that has been 'tested' with the Xbox Series X and Xbox Series S to tick off all of those things. The extent of Microsoft's involvement seems to stop there, based on our correspondence with a PR rep. If that's the case, there's not a lot to it other than a bit of marketing aimed at presenting gamers with easy-to-understand options that they know will work with their console.

Sure you could just do your own research and buy a monitor from anywhere else without the badge, but it's still early days in the world of 120Hz 4K monitors. Why fritter away time researching when Xbox has done the hard work for you? As it stands, these monitors offer solid options for PC and console gamers alike. They're very much worth your time, even if there's not really anything specifically tying them into the Xbox Series X aside from some snazzy marketing.

Designed for Xbox gaming monitor (Philips)

Document SMLIV00020210717eh7h00004

THE JOURNAL
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Microsoft Technology Licensing LLC; Patent Issued for Constellation-based augmentation of mouse form-factor for virtual reality applications (USPTO 11042226)

2021 JUL 12 (VerticalNews) -- By a News Reporter-Staff News Editor at Journal of Engineering -- According to news reporting originating from Alexandria, Virginia, by VerticalNews journalists, a patent by the inventors Balan, Alexandru Octavian (Sammamish, WA, US), Holverson, Erik Alan (Redmond, WA, US), Wang, Yijie (Bellevue, WA, US), filed on August 9, 2018, was published online on June 22, 2021.

The assignee for this patent, patent number 11042226, is Microsoft Technology Licensing LLC (Redmond, Washington, United States).

Reporters obtained the following quote from the background information supplied by the inventors: "The present disclosure relates to computer graphics systems, and more particularly, to devices and methods of leveraging traditional input devices (e.g., mouse) for use in virtual reality applications.

"Use of computing devices is becoming more ubiquitous by the day. Computing devices range from standard desktop computers to wearable computing technology and beyond. One area of computing devices that has grown in recent years is virtual reality (VR) devices, which rely on a graphics processing unit (GPU) to render graphics from a computing device to a display device based on rendering instructions received from the computing device. In VR devices, the image to be produced on a display device can be oriented or modified based on user input, where the input may include detecting movement of the user's head (e.g., detected movement of the VR device mounted on the user's head).

"In addition to detecting movement of the user's head, VR devices may allow for the user to interact or modify the projected images by utilizing VR-dedicated motion controllers. Motion controllers are hardware accessories that allow users to take action in VR spanning a large range of motion styles because motion controllers include specialized hardware such as inertial measurement units (IMUs) that measure linear and angular motion with a triad of gyroscopes and accelerometers, in addition to distinctive visual features, in order for the motion controller to be mapped in spatial orientation within the VR. As such, the VR dedicated motion controllers incorporate complex hardware structure that is not only expensive, but also too bulky to be used in traditional desktop or laptop scenario. Stated simply, the VR dedicated motion controllers are single application accessories limited only to use in VR environment.

"Thus, there is a need in the VR art for improvements for controllers that are less complex, cheaper, and based on more traditional form-factor that can be tracked in limited range of motions."

In addition to obtaining background information on this patent, VerticalNews editors also obtained the inventors' summary information for this patent: "The present disclosure solves the above-identified problem by implementing techniques that modify traditional input devices (e.g., traditional computer mouse form factor) to interact with the VR devices. Such modification allows the VR devices the ability to track the position and orientation of the mouse in 3 dimensional (3D) VR without requiring extensive complex hardware typically included in VR motion controllers. Specifically, the traditional mouse form factor may be merged with 3D constellation based tracking elements (e.g., LEDs) with minimal form-factor modifications. The constellation tracking elements may include a plurality of fiducial markers on the mouse that may be detected by an imaging sensor (e.g., detecting a bright point light source), and thus allow tracking with a single imaging sensor (e.g., either head-mounted or fixed position). As such, based on the detection and tracking of the mouse in the VR scene, the user may easily locate the mouse (or relocate the mouse in instances that the user moves his or her hand away from the mouse) in the VR scene in order to use the mouse as an input device for VR devices.

"One example implementation relates to a method for tracking computer mouse in a virtual reality environment. The method may include detecting, by an image sensor of a head mounted display (HMD), one or more light sources from the computer mouse. The method may further include correlating the one or more light sources with a profile of the computer mouse. The method may further include determining a position and orientation of the input device based on the correlation of the one or more light sources, and rendering an

image of the computer mouse on a display of the HMD within the virtual reality environment based on the position and orientation determination.

"In another example, a computer device for processing an image frame is disclosed. The computer device may include a memory to store data and instructions, a processor in communication with the memory. The processor may be configured to execute instructions to detect, by an image sensor of a HMD, one or more light sources from the computer mouse. The processor may be configured to execute instructions to correlate the one or more light sources with a profile of the computer mouse. The processor may be configured to execute instructions to determine a position and orientation of the input device based on the correlation of the one or more light sources, and rendering an image of the computer mouse on a display of the HMD within the virtual reality environment based on the positional orientation determination.

"Another example implementation relates to computer-readable medium storing instructions executable by a computer device for tracking a computer mouse in a virtual reality environment. The instructions may include code for detecting, by an image sensor of a HMD, one or more light sources from the computer mouse. The instructions may further include code for correlating the one or more light sources with a profile of the computer mouse. The instructions may further include code for determining a position and orientation of the input device based on the correlation of the one or more light sources, and rendering an image of the computer mouse on a display of the HMD within the virtual reality environment based on the position and orientation determination.

"The above presents a simplified summary of one or more implementations of the present disclosure in order to provide a basic understanding of such implementations. This summary is not an extensive overview of all contemplated implementations, and is intended to neither identify key or critical elements of all implementations nor delineate the scope of any or all implementations. Its sole purpose is to present some concepts of one or more implementations of the present disclosure in a simplified form as a prelude to the more detailed description that is presented later.

"Additional advantages and novel features relating to implementations of the present disclosure will be set forth in part in the description that follows, and in part will become more apparent to those skilled in the art upon examination of the following or upon learning by practice thereof."

The claims supplied by the inventors are:

"1. A method for tracking a computer mouse in a virtual reality environment, comprising: detecting, by an image sensor of a head mounted display (HMD), one or more light sources from the computer mouse; correlating the one or more light sources with a profile of the computer mouse by matching the detected one or more light sources with known positions of the one or more light sources; determining a position and orientation of the computer mouse based on the correlation of the one or more light sources; and rendering an image of the computer mouse on a display of the HMD within the virtual reality environment based on the position and orientation determination, wherein correlating the one or more light sources with the profile of the computer mouse comprises: determining whether an orientation of the one or more light sources corresponds to at least one of a plurality of profiles stored in a database for the computer mouse; and identifying the profile from the plurality of profiles based on the orientation of the computer mouse.

"2. The method of claim 1, wherein the one or more light sources are a plurality of fiducial markers on surface of the computer mouse that emit light.

"3. The method of claim 2, wherein the fiducial markers are positioned such that at least a subset of a complete set of fiducial markers remain exposed when a user covers the computer mouse with a hand.

"4. The method of claim 1, further comprising: tracking a movement of the computer mouse on the display of the HMD with the virtual reality environment by tracking the one or more light sources.

"5. The method of claim 1, wherein determining the position and orientation of the computer mouse comprises: locating the computer mouse in physical environment; and associating a projected image of the computer mouse in physical environment with a location in the virtual environment.

"6. The method of claim 1, wherein the computer mouse excludes inertial measurement units (IMUs).

"7. A computer device for tracking computer mouse in a virtual reality environment, comprising: a memory to store data and instructions; and a processor in communication with the memory to execute the instructions to: detect, by an image sensor of a head mounted display (HMD), one or more light sources from the computer mouse; correlate the one or more light sources with a profile of the computer mouse by matching the detected one or more light sources with known positions of the one or more light sources; determine a position and orientation of the computer mouse based on the correlation of the one or more light sources; and render an image of the computer mouse on a display of the HMD within the virtual reality environment based on the position and orientation determination, wherein the instructions to correlate the one or more light

sources with the profile of the computer mouse further include instructions to: determine whether an orientation of the one or more light sources corresponds to at least one of a plurality of profiles stored in a database for the computer mouse; and identify the profile from the plurality of profiles based on the orientation of the computer mouse.

"8. The computer device of claim 7, wherein the computer includes one or more light sources are a plurality of fiducial markers on surface of the computer mouse that emit light.

"9. The computer device of claim 8, wherein the fiducial markers are positioned such that at least a subset of a complete set of fiducial markers remain exposed when a user covers the computer mouse with a hand.

"10. The computer device of claim 7, wherein the instructions are further executable to: track a movement the computer mouse on the display of the HMD with the virtual reality environment by tracking the one or more light sources as the profile of the computer mouse.

"11. The computer device of claim 7, wherein the instructions are further executable to: locate the computer mouse in physical environment; and associate a projected image of the computer mouse in physical environment with a location in the virtual environment.

"12. The computer device of claim 7, wherein the computer mouse excludes inertial measurement units (IMUs).

"13. A non-transitory computer-readable medium storage device storing instructions executable by a computer device for tracking an computer mouse in a virtual reality environment, the instructions comprising code for: detecting, by an image sensor of a head mounted display (HMD), one or more light sources from the computer mouse; correlating the one or more light sources with a profile of the computer mouse by matching the detected one or more light sources with known positions of the one or more light sources; determining a position and orientation of the computer mouse based on the correlation of the one or more light sources; and rendering an image of the computer mouse on a display of the HMD within the virtual reality environment based on the position and orientation determination, wherein the code for correlating the one or more light sources with the profile of the computer mouse further comprises code for: determine whether an orientation of the one or more light sources corresponds to at least one of a plurality of profiles stored in a database for the computer mouse; and identify the profile from the plurality of profiles based on the orientation of the computer mouse.

"14. The non-transitory computer-readable medium storage device of claim 13, wherein the one or more light sources are a plurality of fiducial markers on surface of the computer mouse that emit light.

"15. The non-transitory computer-readable medium storage device of claim 14, wherein the fiducial markers are positioned such that at least a subset of a complete set of fiducial markers remain exposed when a user covers the computer mouse with a hand.

"16. The non-transitory computer-readable medium storage device of claim 13, further comprising code for: tracking a movement of the computer mouse on the display of the HMD with the virtual reality environment by tracking the one or more light sources as the profile of the computer mouse.

"17. The non-transitory computer-readable medium device of claim 13, wherein the computer mouse excludes inertial measurement units (IMUs)."

For more information, see this patent: Balan, Alexandru Octavian. Constellation-based augmentation of mouse form-factor for virtual reality applications. U.S. Patent Number 11042226, filed August 9, 2018, and published online on June 22, 2021. Patent URL:
http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l=50&s1=11042226.PN.&OS=PN/11042226RS=PN/11042226

Keywords for this news article include: Business, Computers, Microsoft Technology Licensing LLC.

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Online Gaming Market Still Has Room To Grow: Electronic Arts , Microsoft , Sony ,

Advance Market Analytics published a new research publication on "Online Gaming Market Insights, to 2026″ with 232 pages and enriched with self-explained Tables and charts in presentable format. In the Study you will find new evolving Trends, Drivers, Restraints, Opportunities generated by targeting market associated stakeholders. The growth of the Online Gaming market was mainly driven by the increasing R&D spending across the world.

Some of the key players profiled in the study are:

Activision Blizzard Inc . (United States), Electronic Arts Inc . (United States), Giant Interactive Group Inc . (China), GungHo Online Entertainment Inc . (Japan), Microsoft Corp (United States), NCSOFT Corporation (South Korea), Sony Corporation (Japan), Take-Two Interactive Software Inc (United States), Tencent Holdings Ltd (China), Zynga Inc (United States).

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https://www.advancemarketanalytics.com/sample-report/15137-global-online-gaming-market-1

Scope of the Report of Online Gaming

Online gaming, also known as e-game playing over the various form of computer network, particularly over the internet. It can range from simple text-based environments to games incorporating with complex graphics. The expansion of online gaming is reflecting due to the increasing popularity of the internet in emerging economies and its widespread use and connectivity, in the form of digital copies. The very market has millions of players and generated billions of dollars across the world through online environments.

The titled segments and sub-section of the market are illuminated below:

by Type (Smartphones Online Gaming, Tablets Online Gaming, Others), Application (Single Players, Multi-Players, Others), Age Group Type (18-25, 26-35, 46-60, Over 60)

Market Trends:

Surging penetration of online gaming across the social media platform

Technological advancements across the online gaming industry

Opportunities:

The rising popularity of e-sports, multiplayer video game competition between professional and amateur players

Market Drivers:

Availability of high speed internet connectivity, efficient hardware compatibility in both developing and developed economies

Rise in sophisticated gaming techniques and increased consumer disposable income in emerging countries

Increasing in numbers of smartphone and smart devices

Challenges:

Various countries government regulations banning online gambling may pose a threat

Impact of online gaming on physical activity

Region Included are: North America, Europe, Asia Pacific, Oceania, South America, Middle East & Africa

Country Level Break-Up: United States, Canada, Mexico, Brazil, Argentina, Colombia, Chile, South Africa, Nigeria, Tunisia, Morocco, Germany, United Kingdom (UK), the Netherlands, Spain, Italy, Belgium, Austria,

Turkey, Russia, France, Poland, Israel, United Arab Emirates, Qatar, Saudi Arabia, China, Japan, Taiwan, South Korea, Singapore, India, Australia and New Zealand etc.

Have Any Questions Regarding Global Online Gaming Market Report, Ask Our Experts@ https://www.advancemarketanalytics.com/enquiry-before-buy/15137-global-online-gaming-market-1

Strategic Points Covered in Table of Content of Global Online Gaming Market:

Chapter 1: Introduction, market driving force product Objective of Study and Research Scope the Online Gaming market

Chapter 2: Exclusive Summary – the basic information of the Online Gaming Market.

Chapter 3: Displaying the Market Dynamics- Drivers, Trends and Challenges & Opportunities of the Online Gaming

Chapter 4: Presenting the Online Gaming Market Factor Analysis, Porters Five Forces, Supply/Value Chain, PESTEL analysis, Market Entropy, Patent/Trademark Analysis.

Chapter 5: Displaying the by Type, End User and Region/Country 2015-2020

Chapter 6: Evaluating the leading manufacturers of the Online Gaming market which consists of its Competitive Landscape, Peer Group Analysis, BCG Matrix & Company Profile

Chapter 7: To evaluate the market by segments, by countries and by Manufacturers/Company with revenue share and sales by key countries in these various regions (2021-2026)

Chapter 8 & 9: Displaying the Appendix, Methodology and Data Source

finally, Online Gaming Market is a valuable source of guidance for individuals and companies.

Read Detailed Index of full Research Study at @ https://www.advancemarketanalytics.com/reports/15137-global-online-gaming-market-1

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Gaming Software Market Giants Spending Is Going to Boom with Microsoft Corporation, Audiokinetic, Epic Games, Sony Corporation

963 words
9 July 2021
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A Latest intelligence report published by AMA Research with title "Gaming Software Market" Outlook to 2026. A detailed study accumulated to offer Latest insights about acute features of the Global Gaming Software market. This report provides a detailed overview of key factors in the Gaming Software Market and factors such as driver, restraint, past and current trends, regulatory scenarios and technology development. A thorough analysis of these factors including economic slowdown, local & global reforms and COVID-19 Impact has been conducted to determine future growth prospects in the global market.

Major Players in This Report Include,

Microsoft Corporation (United States), Audiokinetic (Canada), Epic Games (United States), Sony Corporation (Japan), Playtech (United Kingdom), Electronic Arts, Inc. (United States), Rovio Entertainment Corporation (Finland), NVIDIA Corporation (United States), Valve Corporation (United States), PlayJam Ltd. (United Kingdom),

Note: The report also covers a detailed chapter of the analysis on COVID-19 impact on this market at global and regional level in our final reports.

Free Sample Report + All Related Graphs & Charts @:
https://www.advancemarketanalytics.com/sample-report/33674-global-gaming-software-market

What do you know about Gaming Software?

Gaming software market is one of the fastest growing markets in entertainment industry, and the growth of gaming industry is determined from the very beginning of its origin. Continuous development and innovation in gaming technology has generated an endless stream of new products, platforms. Increasing penetration of internet services across the world, along with easy availability and access of games on the internet, are also anticipated to boost the gaming software market growth over the forecast period.

Market Trends:

Increasing Need for VR and AR Game Development

Market Drivers:

Continuous Advancement and Innovation in Gaming Software Technology Mobile Gaming and Downloadable Gaming Software on PC

Market Opportunities:

Emergence of Next-Generation Gaming Consoles

The Global Gaming Software Market segments and Market Data Break Down are illuminated below:

by Type (Console Gaming Software, Handheld Gaming Software), Application (Entertainment, Educational), Deployment Mode (On-Premise, Cloud Based), Device (Mobiles, Gaming Consoles, PC)

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https://www.advancemarketanalytics.com/enquiry-before-buy/33674-global-gaming-software-market

Gaming Software the manufacturing cost structure analysis of the market is based on the core chain structure, engineering process, raw materials and suppliers. The manufacturing plant has been developed for market needs and new technology development. In addition, Gaming Software Market attractiveness according to country, end-user, and other measures is also provided, permitting the reader to gauge the most useful or commercial areas for investments. The study also provides special chapter designed (qualitative) to highlights issues faced by industry players in their production cycle and supply chain. However overall

estimates and sizing, various tables and graphs presented in the study gives and impression how big is the impact of COVID.

Geographically World Gaming Software markets can be classified as North America, Europe, Asia Pacific (APAC), Middle East and Africa and Latin America. North America has gained a leading position in the global market and is expected to remain in place for years to come. The growing demand for Gaming Software markets will drive growth in the North American market over the next few years.

In the last section of the report, the companies responsible for increasing the sales in the Gaming Software Market have been presented. These companies have been analyzed in terms of their manufacturing base, basic information, and competitors. In addition, the application and product type introduced by each of these companies also form a key part of this section of the report. The recent enhancements that took place in the global market and their influence on the future growth of the market have also been presented through this study.

Report Highlights:

Comprehensive overview of parent market& substitute market Changing market dynamics in the industry (COVID & Economic Impact Analysis) In-depth market segmentation (Trends, Growth with Historical & Forecast Analysis) Recent industry trends and development activity Competitive landscape (Heat Map Analysis for Emerging Players & Market Share Analysis for Major Players along with detailed Profiles)

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Strategic Points Covered in Table of Content of Gaming Software Market:

Chapter 1: Introduction, market driving force product Objective of Study and Research Scope the Global Gaming Software market

Chapter 2: Exclusive Summary – the basic information of the Global Gaming Software Market.

Chapter 3: Changing Impact on Market Dynamics- Drivers, Trends and Challenges & Opportunities of the Global Gaming Software; Post COVID Analysis

Chapter 4: Presenting the Global Gaming Software Market Factor Analysis, Post COVID Impact Analysis, Porters Five Forces, Supply/Value Chain, PESTEL analysis, Market Entropy, Patent/Trademark Analysis.

Chapter 5: Displaying the by Type, End User and Region/Country 2014-2019

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Chapter 7: To evaluate the market by segments, by countries and by Manufacturers/Company with revenue share and sales by key countries in these various regions (2020-2025)

Key questions answered

Who are the Leading key players and what are their Key Business plans in the Gaming Software market? What are the key concerns of the five forces analysis of the Gaming Software market? What are different prospects and threats faced by the dealers in the Gaming Software market? What possible measures players are taking to overcome and stabilize the situation?

Thanks for reading this article; you can also get individual chapter wise section or region wise report version like North America, Middle East, Africa, Europe or LATAM, Asia.

Document ICROWDN020210709eh790008s

Nexon uses ==Microsoft== Azure to expand into worldwide ==gaming== markets

Korean gaming firm Nexon is using Microsoft Azure to expand into gaming markets across the world. The cloud technology has enabled the $30-billion business to deliver highly available, scalable and agile gaming experiences to its customers.

Nexon has been developing PC games since the 1990s, when it created the successful multiplayer online role playing game Nexus: The Kingdom of the Winds.

Games have become even more advanced and technically demanding, said JaeBeom Cho, game infrastructure lead at Nexon. We had to make sure services run smoothly even with a sudden increase of gamers. These are not just small surges; sometimes we see increases from tens to millions simultaneously. This led us to adopt cloud services to help respond to any potential incidents more rapidly. Time is a critical element in an extremely fast-paced gaming service environment.

In 2018, Nexon began using Microsoft Azure.

Life is short for mobile games, said Chunghoon Ryu, head of infrastructure in Nexons technology department. At a games lifetime peak, millions of gamers participate simultaneously. It is essential to provide robust services regardless of the number of users. Microsoft Azure provides huge agility by flexibly deploying the workload. The services perfectly meet the dynamic life cycle of mobile games.

The cloud platform also delivers cost benefits to Nexon.

We do not have to invest in in-house high-end devices to run graphically demanding mobile games for only short periods of peak demand, said Ryu. We simply pay for what we need because the service automatically adapts to the load.

Nexons shift to the cloud came just in time for restrictions created by the Covid-19 pandemic. The firm had already implemented Microsoft 365, so employees transitioned to working from home.

Employees started using Microsoft online tools for easy email management and productive collaboration, said Ryu. All of our 6,150 workers today are using Microsoft 365 E5. We switched from just Exchange online and Microsoft Teams to E5 because of E5s advanced security features. As you can imagine, cybersecurity is very important to gaming companies.

Document AIWTHD0020210706eh76000m9

GADGETS NEWS
Microsoft Xbox Cloud Gaming comes to Apple iPhones, iPads and Windows 10 PCs

297 words
30 June 2021
The Times of India
TOI
English
(c) 2021 The Times of India Group

Microsoft has made Xbox Cloud Gaming available on Apple iPhones and Windows 10 PCs via the Xbox Game Pass Ultimate subscription. The tech giant made this announcement via a blog post. The service has been rolled out to 22 countries where users will be able to access it on aforementioned devices via Google Chrome, Microsoft Edge and Apple Safari browsers. If you already have a subscription or want to subscribe, type in 'xbox.com/play' on any of the three browsers through your iPhone, iPad or Windows 10 PC. You can start playing games over the internet as soon as your subscription gets activated. Any game from the Xbox library that you play alone or with friends, will be streamed from an Xbox hardware in a Microsoft datacenter, says the tech giant. You will be able to save your game progress whenever you want to and jump right back in from where you left off later.

Players can use "a compatible Xbox Wireless Controller, or one of the many supported controllers and mobile gaming accessories, including the all-new Backbone One for iOS" for gaming via Xbox Cloud Gaming. So, how smooth the gaming experience via the browsers is going to be? Microsoft assures that it is using custom Xbox Series X hardware to stream the games included in the cloud service. It claims that it has been upgrading its data centers across the globe with the "fastest, most powerful Xbox hardware" to give gamers faster load times, improved frame rates and low latency with their gaming experience. Microsoft claims that to achieve that, its data centers would stream the games at 1080p with up to 60fps.

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THE WALL STREET JOURNAL.

Technology
Tech
The Apple-==Microsoft== Tech War Reignites for a New Era; Battle over App Store rules has renewed tensions between the rivals and could overshadow the rise of augmented and ==virtual reality== applications

By Tim Higgins and Aaron Tilley
1,278 words
27 June 2021
15:00
The Wall Street Journal Online
WSJO
English

A new clash of tech titans is taking shape as Apple Inc. and Microsoft Corp. reignite a feud that dates back to the formative days of the personal computer era.

The companies' co-founders, Apple's Steve Jobs and Bill Gates at Microsoft, battled early in their history before largely burying the hatchet. In recent months, both companies have taken up arms again in a skirmish that is roiling other tech companies and their customers.

Apple, in its legal fight with Epic Games Inc., accused Microsoft of being the puppet master behind the game maker's case. Epic Games has accused the iPhone maker of anticompetitive practices, while Microsoft has blamed Apple for restricting its ability to reach users with its own videogame service.

On Thursday, Microsoft Chief Executive Officer Satya Nadella launched Windows 11 with what was widely seen as a swipe at Apple and the controls it wields over its iPhone App Store, but without mentioning the rival directly. Both companies are positioning themselves for an impending battle over the augmented and virtual reality market that is seen as the next major frontier in computing.

"The world needs a more open platform—one that allows apps to become platforms in their own right," Mr. Nadella said Thursday during a virtual event.

Apple has defended its tight controls over its App Store as offering users greater privacy protection and cybersecurity. Others, including Facebook Inc. and Epic Games, claim the company is unfairly wielding its power to control access to more than one billion iPhone users.

Mr. Nadella is casting Microsoft as the defender of developers and a good partner. The company teamed up with Amazon.com Inc., for instance, to bring the e-commerce giant's version of Google's Android apps to Windows 11 users, while Apple has been doubling down on its walled garden of devices and apps.

It is somewhat of a role reversal. In the past, Apple was seen as the scrappy underdog beloved by content creators fighting a heavy-handed monopolist.

Apple and Microsoft are the oldest of the modern tech titans, founded back in the mid-1970s. As young men, Messrs. Jobs and Gates feuded for years. Mr. Jobs at one point accused Microsoft of stealing Apple's ideas and having a poorly designed product. They publicly called a truce around 1997 soon after Mr. Jobs returned to run the company he helped create. That year Mr. Gates invested $150 million in Apple, giving a badly needed cash infusion and lifeline for Mr. Jobs's second act.

The companies still took occasional swipes at each other. Apple ran TV spots making fun of PC users, prompting Microsoft to launch a countercampaign.

Mr. Jobs at one point reflected that the rivalry had become unhealthy. "If the game was a zero-sum game, where for Apple to win Microsoft had to lose then Apple was going to lose," he said in a joint interview with Mr. Gates at a Wall Street Journal conference in 2009, a time the software giant was much larger. "We tried to patch things up," Mr. Jobs said.

Until recently, a new generation of leadership at both companies seemed inclined to keep the peace publicly. Tim Cook took over from Mr. Jobs at Apple in 2011, and Mr. Nadella became Microsoft's CEO in 2014. One of Mr. Nadella's first big public actions was to bring the company's Office productivity applications to Apple's iPad tablet.

"Microsoft and Apple have been bitter enemies and frenemies, it's gone back and forth," Patrick Moorhead, president of the technology firm Moor Insights & Strategy, said. "They're back at enemies."

Now the two contenders have become America's principal business superpowers, the only two U.S. companies to be valued at around $2 trillion or more. Both have more than 140,000 employees on their payroll, and their combined annual sales top $400 billion.

At the heart of the current dispute is the power Apple wields as the gatekeeper over who and what is distributed on the iPhone. Microsoft has been vocal in criticizing limits that it sees as hampering the growth of its own booming videogaming business.

Microsoft this year backed videogame creator Epic Games when it sued Apple for what it alleged are anticompetitive practices that the Cupertino, Calif.-based company denies. Apple takes as much as a 30% cut for in-app sales made when the software is downloaded through the App Store.

Epic Games called Lori Wright, Microsoft's vice president of business development for gaming, media and entertainment, as a witness to talk about her failed attempt to bring a bundled videogame streaming service called Game Pass Ultimate to Apple's App Store. Apple, she said, treated Microsoft's offering in a way that was different from how it handled streaming services provided by other companies such as Netflix Inc.

In a court filing, Apple tried to discredit her testimony and raise questions about the motives of other Epic witnesses, suggesting Microsoft was pulling the strings behind Epic's legal action.

"A reasonable observer might wonder whether Epic is serving as a stalking horse for Microsoft," Apple said in a court filing. "Yet Microsoft shielded itself from meaningful discovery in this litigation by not appearing as a party or sending a corporate representative to testify."

A judge is expected to rule on the overall case in the coming weeks.

While Microsoft said it is lowering the cut it takes on content sold on its new app store, the company will continue to take 30% on games sold on its Xbox console.

Both Apple and Microsoft have other companies they spar with. Apple and Facebook have been at loggerheads over the tracking of user data, and Microsoft's list of rivals spans Amazon's cloud-computing business and companies such as Zoom Video Communications Inc. and Slack Technologies Inc.

But none of those disputes come with the same history.

SHARE YOUR THOUGHTS

Will the Windows 11 launch deepen the rifts between Apple and Microsoft? Why or why not? Join the conversation below.

Things are also heating up as both Apple and Microsoft are preparing to win in the still-nascent augmented reality market, in which digital information is overlaid in the real world. Microsoft is already selling its HoloLens headset, and Apple is expected to unveil its device as soon as next year.

"We're taking a perspective that it's going to be open," Alex Kipman, a Microsoft Technical Fellow, said of the emerging market. "None of this 'you have to go through our app store and pay tax,'" he said last month at The Wall Street Journal's The Future of Everything Festival.

Industry officials expect Apple to carry its App Store rules into the virtual world. Apple hasn't commented on its plans.

"It's definitely heating up," said Gene Munster, a longtime observer of both companies and managing partner at Loup Ventures, a venture-capital firm specializing in tech research. "Augmented reality is really important, and that's the next window for Microsoft to get back into growth mode…and Apple obviously wants to kind of defend their mobile turf."

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Write to Tim Higgins at Tim.Higgins@WSJ.com and Aaron Tilley at aaron.tilley@wsj.com

The Apple-Microsoft Tech War Reignites for a New Era

Document WSJO000020210627eh6r0005l

WHAT HI·FI?

Microsoft's 'Designed for Xbox' gaming monitors are ideal for Series X and S

378 words
25 June 2021
What HI-FI?
HIFIW
English

Xbox wants to help you "unlock the full potential" of your console with a custom gaming monitor with HDMI 2.1 support.

Microsoft has announced a range of 'Designed for Xbox' gaming monitors created with the visual capabilities of Xbox Series X and Series S in mind. The displays support HDMI 2.1 and allow for higher refresh rates and smoother graphics.

"We worked closely with leading display manufacturers including Philips, ASUS, and Acer over the last two years to prepare these products to take full advantage of Xbox Series X|S and HDMI 2.1," reads the Microsoft blog post. Select monitors in the range will even be stamped with a new "Gaming Features for Xbox" badge.

So far, three monitors have been judged worthy of the 'best of the best' badge: the 55-inch Philips Momentum 559M1RYV, the 43-inch ASUS Strix Xbox Edition Gaming Monitor XG43UQ and the 28-inch Acer Xbox Edition Gaming Monitor XV282K KV.

The Philips model – a display with built-in soundbar tuned by Bowers & Wilkins – will set you back around £1000 at Amazon ($1600, AU$2200). Hardly cheap but it does offer 4K at 120Hz, AMD FreeSync Premium Pro for low latency HDR gaming, and Philips' Ambiglow lighting technology.

The 43-inch Asus also supports 4K at 120Hz, AMD FreeSync Premium Pro and DisplayHDR 1000 certification that promises "true-to-life colours". It's due to hit stores in October.

Last but not least there's the 28-inch Acer. It offers 4K @120Hz gaming, DisplayHDR 400 certification, and a claimed 1ms response time. Microsoft claims it's one of the first monitors to be "TUV/Eyesafe certified", reducing strain on gamers' eyes during extend play. It's out in the States in the Fall, priced at $950.

Want more features from your flatscreen? How about taking a look at our pick of the best gaming TVs?

MORE:

Here's where to find Xbox Series X stock this week

Considering Sony? PS5 vs Xbox Series X: which is better?

Bag a deal: best Xbox Series X deals

Microsoft's new 'Designed for Xbox' monitors are made to max out the Series X and S (Microsoft / Philips)

Document HIFIW00020210625eh6p0008e

Microsoft Partners with Phillips, Asus, Acer for 'Designed for Xbox' Gaming Monitors

Microsoft's extending its "Designed for Xbox" badge to include three new HDMI 2.1 displays so far.

You don't need a "Designed for Xbox" badge to find the best gaming monitor for your new console, but if you don't know your way around tech and just want to get the most out of your new $500 console, it might help. If so, you're in luck, because Microsoft is adding three HDMI 2.1 gaming monitors to its "Designed for Xbox" program, which puts Xbox branding on the packaging for certain devices that are supposed to take full advantage of the system's capabilities.

Again, there are monitors and TVs already out there that have these same features, but not these badges. But if you're, say, a confused parent or a non-tech-savvy gamer (or both), these new monitors are built with the Xbox Series X's 4K @ 120Hz and HDR features in mind.

Click to view image (Image credit: Phillips)

First up is the Phillips Momentum, which is 55 inches (about as large as my current TV), supports 4K at 120Hz gameplay, is Freesync Premium Pro compatible and has DisplayHDR 1000 certification. It also comes with a soundbar, and will launch this summer for $1,599. For some perspective, that's worth more than three Xbox Series X consoles put together.

Click to view image (Image credit: Asus)

Next is the slightly more affordable (and also slightly smaller) Asus ROG Strix 43 inch. This monitor will also output 4K at 120Hz, plus is Freesync Premium Pro compatible and has DisplayHDR 1000 certification. Aside from just having a "Designed for Xbox" badge on the packaging, this monitor will also have a special Xbox edition that includes custom color, contrast and hue settings. Hopefully, those custom settings won't just make your screen look like a sea of Mountain Dew green. This monitor will launch in October for $1,399.

Click to view image (Image credit: Acer)

The third of these initial Xbox display options is the Acer XV282K KV Xbox Edition Gaming Monitor, and it's the only one that comes in under $1,000. This is a 28-inch panel with 4K at 120Hz, a 1ms response time and Freesync Premium Pro support. It only supports DisplayHDR 400, which isn't quite as colorful as DisplayHDR 1000, but it does have a built-in KVM. That's a nifty feature that lets you control multiple devices with the same keyboard, mouse and monitor setup, which might be handy if you plan to use this monitor for a PC as well. Acer's launching this monitor in the fall for $949.

As we said, there's arguably more to the "Designed for Xbox" badge than, say, the Zoom certification on some of HP's new monitors. Even if it's a bit of a pipe dream for most games to actually output this kind of power right now, not every monitor can support the 4K at 120Hz outpu that the Xbox Series X is technically capable of putting out. For that, you'll need HDMI 2.1 (or DisplayPort, but the Xbox doesn't do DisplayPort), and this badge is a surefire indicator that a monitor has HDMI 2.1.

Sure, you could just brand a monitor as having HDMI 2.1 instead, and there are definitely already panels that meet these needs and won't have this branding. But consoles cast a wide net, and not every single console owner will know what HDMI 2.1 means. And I do understand wanting to get everything out of your new console. It doesn't necessarily make sense to buy an Xbox Series X right now if you're going to play on a 1080p @ 60fps display.

This brings us to whether these monitors are worth it. Even as consoles become more TV-like, they're still most easily at home in the living room, where the TV tends to shine. Getting a large monitor is always an expensive ask, especially when they have these kinds of features. Affordable large TVs are more common, and while HDMI 2.1 monitors and TVs are both expensive right now, HDMI 2.1 TVs will likely have cheaper options than monitors as HDMI 2.1 becomes more common later this year or early in 2022.

Since most games right now make you choose between high resolution or high frame rate gameplay anyway, you might be better off waiting for prices to drop before splurging on a display that can do both at the same time.

Phillips Momentum (Microsoft)

Document TOMHA00020210623eh6n00001

Microsoft wants to offer Xbox gaming on TVs without the console

354 words
16 June 2021
The Zimbabwean
ZIMBAN
English

No console? No problem. Microsoft said its Xbox gaming unit is working on new hardware and deals with TV makers that will let people play games and experience the Xbox without needing to buy a gaming machine.

The idea would be to embed the Xbox experience directly into an internet-connected TV with nothing else needed except for a video game controller, Microsoft said. Meanwhile Xbox is also building streaming devices to enable cloud gaming services on any TV or monitor. Microsoft's latest Xbox consoles, released last fall, remain in short supply amid a chip shortage that's constraining industries from tech to autos and Microsoft has said it expects to continue to feel the squeeze in the coming months.

"Cloud gaming is truly a breakthrough experience," said Chief Executive Officer Satya Nadella in a video released June 10 by Microsoft. "It's a really fast, easy way to get into gaming." Microsoft declined to provide more details on the hardware or the planned partnerships.

As the company tries to smooth and boost revenue flow by getting more customers on to video-game subscriptions that offer access to hundreds of titles and cloud gaming, Microsoft said subscribers to these services are buying even more content besides their monthly fee. In August, Xbox Vice President Sarah Bond said subscribers to Xbox's Game Pass service spend 20% more on extra games and downloadable content. Now that number is up to 50%, Microsoft said in a briefing and blog posts shared with reporters ahead of next week's E3 video-game show.

In an interview, Bond said the increase is probably due to improved quality of the offering and customers getting more familiar with it.

"If you look at the evolution of the catalogue over time, the quality of the games, the sophistication of the games, the percentage of games that have a really well-built, in-game monetization mechanic, people's understanding of the catalogue and the benefit that comes with Game Pass, I think all that's been advancing and contributes," she said.

Document ZIMBAN0020210616eh6g0008d

07:48 EDT Microsoftgaming news opportunity not threat to Unity, says William...

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FLYWAL
English
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07:48 EDT Microsoft gaming news opportunity not threat to Unity, says William BlairWilliam Blair analyst Bhavan Suri addresses investor questions around Microsoft's (MSFT) recent cloud gaming announcement and whether it serves as a potential headwind or tailwind for companies like Unity Software (U). Microsoft announced last week its intentions to accelerate cloud gaming adoption through the availability of its Xbox Game Pass as a streaming service through smart TVs and its own streaming device, set for release in the coming months. This cloud delivery model "can democratize" how gamers consume content, driving an incremental reliance on tools like Unity that allow creators to build once and deploy their games across a multitude of devices, Suri tells investors in a research note. The analyst thinks Unity's platform is well positioned to benefit if adoption accelerates and could serve as a further tailwind for the company's Create business in the coming years.WBLR

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Wccf Talks <mark>Gaming</mark> Official Podcast – Episode 44 (E3 Part 2 – <mark>Microsoft</mark> Makes its Mark, Challenging Sony?)

Chris Wray
1,595 words
15 June 2021
Wccftech.com
NEWAGAE
English

Here at Wccftech, we not only write about games, but we also talk about them too. This is the official Wccf Talks Gaming Podcast archive. Feel free to bookmark this page as we'll be posting all our weekly gaming podcasts here and if you miss one? Well, you'll be able to find them quickly here along with links to the audio-only version for those who want to hear, but not see us.

E3 2021 Part 2 - Microsoft Makes its Mark, Challenging Sony? [Episode 44]

Click to access link.

E3 2021 Part 1 - A Brand New Label Enters the Scene [Episode 43]

Click to access link.

Koch Media comes out flying with a brand new publishing label, and a stacked line-up of games, making its mark on E3.

Sony DOES Actually Like Cross Gen, Deep Silver, Take 2, and overall E3 2021 Expectations [Episode 42]

Click to access link.

Gearing up for E3 2021 and we've got some juicy topics ahead of it. Turns out Sony isn't as against the idea of cross-generation games as we originally were led to believe. Deep Silver isn't planning anything big for E3 but 2K Games has some pretty substantial leaks ahead of the show.

Deep Silver showing nothing

2K leak

PS5 Cross-gen

Microsoft And Sony Exclusives, Ubisoft Shifting To More FREEmium Titles [Episode 41]

Click to access link.

Microsoft has essentially come out and made it clear that Starfield is MS Exclusive title. Sony is working on over 25 first-party titles including new IPs. Ubisoft is putting the annual releases on ice in favor of Premium Free To Play experiences.

Audio Only available on Anchor.fm

Netflix Is Game On, And Timesplitters Is Back Baby! [Episode 40]

Click to access link.

We're seeing Netflix join into the gaming revolution more and more. Microsoft continues to do what they do. Take-Two has new games coming. Timesplitters is coming back, hoping for TS2 and not Future Perfect. And we're still playing games.

1) Netflix to move into more games get-into-games-even-more/

2) Microsoft quick recap - https://wccftech.com/starfield-nowhere-near-done-2022-release/ & https://wccftech.com/the-outer-worlds-taken-over-microsoft-take-two-surprise/

3) Take Two Announced Games

4) TIMESPLITTERS!

Audio Only available at Anchor.FM

Microsoft Expands PC Gaming, Metro Exodus EE Talks, Kotick Cuts His Salary? [Episode 39]

Click to access link.

Microsoft on PC gaming - possibly reducing fees to 12%, Activision Blizzard: Kotick cutting salary & bonus - Toys for Bob moved to COD, The Persistence - Keith, and Alessio talk about Ray Tracing, and other similar things.

What games are we playin'?

Audio-Only available at Anchor.fm

More Remakes, Sony Wants Diversity, and Battlefield [Episode 38]

Click to access link.

The team goes on and on about more Remakes because that seems to be all we can do anymore, Companies keep buying other companies in an attempt to become Conglom-O, Sony wants more diversity in games, Battlefield prepares to try again but will they do anything about cheaters? Oh and early E3 rumors!

Listen to the audio-only version at Anchor.fm

Industry Kerfufles And New Games Flooding The Market Soon [Episode 37]

Click to access link.

Chris and Keith complain about dumb things in the industry and talk about the wave of new games coming by year's end due to delays from COVID.

Audio only at Anchor.FM

Diablo 2 Hands-On, Sony, Delays, And Age of Empires 4 [Episode 36]

Click to access link.

Alessio Talks hands-on with Diablo 2, We all talk about Sony and their boneheaded remakes and shutdowns. Delays hit Deathloop again, but is it something sinister this time? Age of Empires 4 catches criticism for looking like a free-to-play mobile game.

Audio only on Anchor.fm

More Delays, Goodbye PS3 and Vita Store, Alan Wake 2? Yes Please [Episode 35]

Click to access link.

Chris takes the piss out of WB over Lego delay, Sony closing PS3 & Vita stores, MLB coming to Xbox Live, Outriders issues, Alan Wake 2 is coming - EGS exclusive!

Audio Only: Anchor.FM

Surprise Publisher Ranks, Xbox Trying To Buy Discord, And More Games To Film [Episode 34]

Click to access link.

Audio Only:
https://anchor.fm/wccftech/episodes/Surprise-Publisher-Ranks--Xbox-Trying-To-Buy-Discord--And-More-Games-To-Film-Episode-34-etsaan

The latest Metacritic publisher rankings were a bit surprising. Microsoft continues to buy up everything in the gaming world, And we're entering the golden age of games to film!

The rest of these exist, so bear with me as I get them all sorted.

Talking Xbox Series S Hand-On And Another Cyberpunk 2077 Delay [Episode 19]

Click to access link.

New console talks from Dave, Battle Royal Vampire Masquerade, LoL single-player game

Has Facebook Killed Oculus [Episode 18]

Click to access link.

New console talks from Dave, Battle Royal Vampire Masquerade, LoL single-player game

Facebook makes some boneheaded decisions around Oculus and Stadia executives have some seriously hot takes when it comes to streamers

Microsoft Is Holding Bethesda Tight And GAMESTOP Is Still In The Game [Episode 17]

Click to access link.

Phil Spencer of Microsoft has made some pretty condemning statements regarding whether non-Xbox platforms will get future Bethesda releases, but they're doing their part to help keep GAMESTOP afloat.

CD Project Red Crunching And Baldur's Gate 3 Impressions - Wccf Talks Gaming Ep 16

Click to access link.

Audio Only Version: Audio Podcast Episode 16

CD Project Red has entered last-minute crunch on Cyberpunk 2077, and Chris gives us the rundown on Baldur's Gate 3 and much more.

Wccf Talks About What does the Bethesda buyout mean for gamers? Ep 15

Click to access link.

The unthinkable has happened: Microsoft suddenly announced the acquisition of Bethesda Softworks, or more precisely its parent company Zenimax

Wccf Talks About The PS5 Pricing and Availability Reveal - Ep 14

Click to access link.

Audio Only: Audio Podcast Episode 14

Just like we said, this is all about the pricing and availability of the Playstation 5 and our thoughts around it!

Our Reaction To Xbox Series S And Pricing - Wccf Talks Episode 13

Click to access link.

Audio only: Audio Podcast Episode 13

The Xbox Series S and Xbox Series X are all out in the open now, we know when they're coming and how much they're going to cost. Are we in? or ar we out?

NVIDIA pushes PC Gaming Forward and Are Nintendo Anti-consumer? Wccf Talks Gaming Ep 12

Click to access link.

Audio Only: https://anchor.fm/wccftech/episodes/N...

NVIDIA pushing the envelope in PC Gaming, Nintendo lays out new announcements (Chris thinks they're anti-consumer), Preorder raffles WHAT?! Oh, and we talk about the current games we're playing.

Gamescom Flopped And Sony Loves PC - Wccf Talks Gaming Ep 11

Click to access link.

Audio Only: Audio Podcast Episode 11

Gamescom has come and gone and many didn't realize it happened. Sony is falling in love with additional sales they're seeing thanks to PC releases of first-party titles, a trend to continue?

DC Universe B Team Games and MS Flight Simulator Wccf Talks Gaming Ep 10

Click to access link.

Audio Only: Audio Podcast Episode 10

We discuss the latest in the DC Universe games announced at DC FanDome and Chris Breaks down his time with MS Flight Simulator.

EPIC Vs The World Wccf Talks Gaming Ep 9

Click to access link.

Audio Only: Audio Podcast 9

Total War Saga: Troy for free, killing expectations and EPIC takes on Google and Apple in suit over fees. https://wccftech.com/epic-games-apple...

What's Up With PS5 Marvel Avengers Spider-Man Exclusivity - Wccf Talks Gaming Ep 8

Click to access link.

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What's Up With PS5 Marvel Avengers Spider-Man Exclusivity Wccf Talks Gaming Ep 8 https://wccftech.com/marvels-avengers...

Xbox Fails To Steal The Show - Wccf Talks Gaming Episode 7

Click to access link.

Audio Only: Audio Podcast Episode 7

Audio Only on Anchor.fm https://anchor.fm/wccftech/episodes/X... Fable, Forza, and More 1st and 3rd Parties Seemingly Xbox Series X Console Exclusives

Ghost of Tsushima, Death Stranding and Halo 3 PC, & Ubisoft Forward - Wccf Talks Gaming Ep 6

Click to access link.

Audio Only: Audio Podcast Episode 6

Star Wars Squadrons, Cyberpunk 2077, And Marvel's Avengers - Wccf Talks Gaming Episode 5

Click to access link.

Listen to audio only at https://anchor.fm/wccftech/episodes/S...

Sony Finally Shows Off The PS5 - Wccf Talks Gaming Ep4

Click to access link.

Audio only listeners https://anchor.fm/wccftech/episodes/S...

Sony finally pulled the curtains back and revealed the Playstation 5 and a ton of games, we talk through our thoughts and highlights in this episode of Wccf Talks Gaming

PS5 Prepares For Reveal & What's Up With Backwards Compatibility? | Wccf Talks Gaming Ep 003

Click to access link.

Audio Only Version on Anchor.fm https://anchor.fm/wccftech/episodes/P...

Wccf Talks Gaming Ep2 - Epic Gets Unreal, Megatexture Revival, and Ghosts of Tsushima Swan Song

Click to access link.

Audio Only: Audio Podcast Episode 2

Wccf Talks Gaming Ep1 - Xbox Shows Out, PS5 Is MIA, And Nintendo? More Like NintenDough!

Click to access link.

Audio Only: Audio Podcast Episode 1

Click to view image.

Document NEWAGAE020210615eh6f000p2

Microsoft, Ubisoft, Square Enix Showcase Latest Game Offerings At E3 Online Gaming Event: Report

Anusuya Lahiri

569 words
15 June 2021
01:57
Benzinga.com
BNZNGA
English

Microsoft Corp(NASDAQ: MSFT) announced the launch of Bethesda sci-fi epic, Starfield, on Nov. 11, 2022, exclusively on the Xbox Series X and S consoles and PC during the E3 gaming expo,CNBC reports.

Other Microsoft Highlights:Microsoft had acquired Bethesda's parent company ZeniMax Media in 2020 for $7.5 billion.

Microsoft showcased 30 upcoming games with the availability of most of the titles on its monthly subscription service, Xbox Game Pass,Reuters reports. Starfield will be available on the Game Pass from Nov. 11.

Microsoft's move was in line withSony Group Corp's(NYSE: SONY) AAA franchises like The Last of Us and God of War credited to Sony PlayStation 4's success. Sony had pulled out of the E3 for the first time in 2019.

Both Microsoft and Sony noted surging demand for the consoles following the pandemic.

Microsoft showcased Halo series' latest series, Halo Infinite, scheduled for the 2021 holiday season release. It showcased the official trailer for the Forza Horizon 5 racing title, with a Nov. 9 release date.

The company revealed the vampire-themed shooting game, Redfall, from the Dishonored and Prey developers scheduled for a summer 2021 release.

Microsoft announced the availability of Hades and Among Us on the Xbox Game Pass.

Microsoft announced Sea of Thieves: A Pirate's Life, an expansion pack for the original "Pirates of the Caribbean"-inspired game. The game featured the iconic Captain Jack Sparrow credited to aWalt Disney Co(NYSE: DIS) partnership. The expansion will arrive as a free update on June 22.

It announced a new zombie survival co-op shooter from the Left 4 Dead, Back 4 Blood makers scheduled for an Oct. 12, 2021 release.

The Xbox maker revealed the fourth entry of the real-time strategy game franchise Age of Empires IV scheduled for an Oct. 28 release.

Microsoft has also been developing its cloud gaming service and streaming devices.

Game Pass is Xbox console, Android, and PC compatible for a monthly subscription of $9.99.

Ubisoft Highlights: Ubisoft Entertainment(OTC:UBSFF) (OTC:UBSFY) offered a closer look at the sixth main installment of the Far Cry series Far Cry 6, featuring Breaking Bad's Giancarlo Esposito scheduled for Oct. 7 launch.

Ubisoft also announced a game based on James Cameron's 2009 sci-fi film Avatar called, Avatar: Frontiers of Pandora, featuring colorful creatures and environments from the Avatar universe.

Ubisoft showcased Tom Clancy's latest Rainbow Six tactical shooter series, Rainbow Six: Extraction, slated for a Sept. 16 launch.

Other Highlights:The E3 also announced a new mashup ofNintendo Co Ltd's(OTC:NTDOF) (OTC:NTDOY) Mario and Ubisoft's Raving Rabbids, called Mario + Rabbids Sparks of Hope on the Nintendo Switch in 2022.

E3's long-time host Geoff Keighley skipped the E3 for the first time in 25 years in 2020. Instead, Keighley's digital-only Summer Game Fest debut last week showcased the Elden Ring trailer made in collaboration with "Game of Thrones" creator George R.R. Martin slated for Jan. 21, 2022 release underBANDAI NAMCO Holdings Inc(OTC:NCBDF) (OTC:NCBDY) publisher.

Square Enix Holdings Co Ltd(OTC:SQNNY) (OTC:SQNXF) showcased a new game based on Marvel's "Guardians of the Galaxy" with a single-player title.

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Forget about the Xbox: Microsoft is all-in on its 'Netflix for gaming' subscription service (MSFT)

feedback@businessinsider.com (Ben Gilbert)
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14 June 2021
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Summary List Placement

During Microsoft's big annual Xbox presentation on Sunday, there was one clear message: If you don't already have a subscription to the Netflix-like game service Xbox Game Pass, you're going to want it sooner or later.

Both of the companies upcoming marquee games, "Halo Infinite" and "Starfield," will arrive on Game Pass at launch. You could drop at least $60 apiece on those games, or you could sign up for Game Pass starting at $10 per month.

That has become Microsoft's key argument for the Xbox brand, and the company cemented that during the presentation streamed on Sunday afternoon. Of the 30 games shown, 27 are coming to the Xbox Game Pass service, and many will arrive at launch.

Microsoft has been planting the seeds leading to Game Pass' wild success since it first debuted in 2017.

The service granted subscribers access to a curated library of over 100 games, and it cost just $10 per month. Moreover, every major Xbox game published by Microsoft, from "Halo" to "Gears of War" to "Forza," would be published to the service at launch as part of the library.

If you're thinking, "That sounds sort of like Netflix," you'd be right, although with Game Pass you can download or stream games.

In the four years since, Game Pass has grown tremendously — it now boasts over 18 million subscribers across Xbox and PC, according to Microsoft. More than just its own games, the service offers a variety of major games from third-party game studios.

To that end, Microsoft made two major announcements on Sunday: "Back 4 Blood" and "Stalker 2" are among several upcoming third-party games that will launch on the service.

There was no talk of Xbox hardware or services, and no mention of upcoming operating system updates. The nearly 90-minute presentation was focused solely on games, the vast majority of which were punctuated with the same message: "Play it day one with Game Pass."

In just a few words, that phrase is sending a message: You'll get this game and dozens of others for just $10 to $15 per month, instead of paying $60 or more to play this game on a PlayStation or PC.

It's a good argument, and one that applies to many more millions of people than just Xbox and PlayStation owners — anyone with a PC has access to Xbox Game Pass, and anyone with a smartphone is able to stream Game Pass games.

"There are 2 billion people who play video games on the planet today. We're not gonna sell 2 billion consoles," Xbox leader Phil Spencer told Insider in a June 2018 interview. "Many of those people don't own a television, many have never owned a PC. For many people on the planet, the phone is their compute device. It's really about reaching a customer wherever they are, on the devices that they have."

And that's the point of Game Pass: to move beyond consoles and widen Microsoft's potential customer base beyond just console buyers. Sunday's Xbox presentation was the strongest demonstration yet of Microsoft's dedication to that mission.

Check out the full presentation right here:

Got a tip? Contact Insider senior correspondent Ben Gilbert via email (bgilbert@insider.com), or Twitter DM (@realbengilbert). We can keep sources anonymous. Use a non-work device to reach out. PR pitches by email only, please.

NOW WATCH: Sneaky ways stores like H&M, Zara, and Uniqlo get you to spend more money on clothes

See Also:

* The best deals on Xbox consoles, controllers, and games right now — including $20 off 'Halo: The Master Chief Collection'

* From a new 'Halo' game to the long-awaited 'Starfield,' Xbox just showcased a huge slate of new games coming to its consoles

* 11 PlayStation exclusive games that make the PS5 worth buying

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Microsoft prepares cloud gaming service for Japan launch

527 words
11 June 2021
Kuwait Times
MEWKUT
English

Microsoft is accelerating its push into cloud-based games with plans to bring next-generation gaming to Japan later this year, a sign that competition is heating up among long-established game makers and tech giants.

The U.S. company announced on Thursday that it will roll out cloud gaming in four countries, including Japan and Australia, through its Xbox Game Pass Ultimate, a subscription service that allows gamers to download more than 100 games to their Xboxes or PCs, or play cloud-based games.

The service has been available in the U.S. and Europe since last year, and some test runs have taken place in Japan. Microsoft plans to work on the development of data centers in Japan as it gets ready to launch the full-scale service by the end of 2021.

Cloud gaming allows for instant play. It is thought that the deployment of superfast, 5G wireless communications will facilitate the rise of cloud gaming as the technology also offers reduced signal lag.

Tech giants like Amazon and Google have launched similar cloud gaming services.

In Japan, Sony Group helped pioneer the sector, introducing a cloud gaming service in 2014. The entertainment conglomerate, which has tied up with Microsoft in the cloud gaming market, offers a subscription service called PlayStation Now from which users can stream games to their consoles or PCs. The service now has 3.2 million subscribers, up 78% from a year earlier.

In a March report, Newzoo said it expects the global cloud gaming market to hit close to $1.5 billion this year, more than double its size in 2020. By 2023, the Dutch research company estimates the market to reach $5.1 billion.

Microsoft and Sony launched their newest gaming consoles in November. Microsoft said it aims to add cloud gaming to its new Xbox Series X hardware, while Sony in the past has made efforts to gain more users by slashing subscription fees.

The gaming industry has enjoyed pandemic-driven demand since last year, when many consumers were stuck at home. The lockdowns and other restrictions presented gaming companies with an unprecedented opportunity to attract non-gamers and turn them into loyal buyers of hardware and game titles.

In another move toward creating a "Netflix for gaming business," Microsoft revealed that it is developing a dedicated device for cloud-based games that can be connected to a TV or display, as it bids to "reach gamers on any TV or monitor without the need for a console at all."

While Microsoft has said it does not plan to ditch its console business, the company has worked toward expanding its Netflix-style subscription service so it can be available to PC and smartphone users, thus obviating the need for expensive consoles.

On the other hand, Japanese gaming giant Nintendo has illustrated that casual gamers are willing to pay a certain amount of money for a console if attractive and interesting games are available. The company's smash-hit "Animal Crossing: New Horizons" has sold over 32 million copies since its release in March 2020, boosting sales of its Switch console.

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Microsoft, Nintendo, Ubisoft Gear Up For 2021 Virtual E3 Gaming Showcase: Bloomberg

Anusuya Lahiri
413 words
10 June 2021
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BNZNGA
English
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Over 66,000 people attended the annual E3 video game showcase global event in 2019, but it was canceled in 2020 due to the pandemic. The event will be available virtually in 2021 from June 12-15,Bloomberg reports.

What Games Would Companies Showcase?: Ubisoft Entertainment(OTC:UBSFF) (OTC:UBSFY) plans to reveal a new Far Cry game and future content for the recent blockbuster Assassin's Creed Valhalla, at the Los Angeles annual E3 video game showcase.

Microsoft Corp(NASDAQ: MSFT) will launch the latest Xbox console, including updates on Halo Infinite.Nintendo Co Ltd(OTC: NTDOF) (OTC: NTDOY) will showcase Switch portable gaming device titles in 2021.

The industry met with huge success being the only form of entertainment during the pandemic. Revenue from video games jumped 20% in 2020 to nearly $180 billion, based on IDC.

Event Details:Ubisoft will kick off E3 on Saturday. It changed the name of a planned upcoming game called Rainbow Six Quarantine to Rainbow Six Extraction.

Microsoft will hold its yearly Xbox showcase on Sunday. It will be focused on Halo Infinite that was due for launch in Nov. 2020.

Fans expect updates on titles like Psychonauts 2 coming to its Xbox Game Pass subscription service. It marks Microsoft's first showcase since the video game publisher Bethesda Softworks parent ZeniMax Media Inc's acquisition.

Microsoft could elaborate on the upcoming games from Bethesda, including the sci-fi role-playing game Starfield scheduled for a late 2022 release.

Nintendo will showcase on June 15. It plans to launch Switch's upgraded version this fall based on Bloomberg. Fans expect Metroid and The Legend of Zelda sequels.

Square Enix Holdings Co Ltd(OTC: SQNNY) (OTC: SQQNXF) will showcase a new game based on Marvel's Guardians of the Galaxy comic book franchise.

Take-Two Interactive Software Inc(NASDAQ: TTWO) will launch a new spinoff game in the Borderlands universe. Publishers likeCapcom Co Ltd(OTC:CCOEF) (OTC:CCOEY) and Bandai Namco Entertainment Inc are also geared up for their launches.

Sony Group Corp(NYSE: SONY),Electronic Arts Inc(NASDAQ: EA), andActivision Blizzard Inc(NASDAQ: ATVI) do not participate in the event. EA will hold its show in July. Summer Games Fest will kick off on Thursday.

Price action:MSFT shares traded higher by 0.80% at $255.60 on the last check Thursday.

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Here is how Microsoft is celebrating Pride month with its gaming community

AnimationXpress Team
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English
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Gaming is for all! LGBTQIA+ Pride month is known for promoting self-affirmation, dignity, equality, and increase the visibility of lesbian, gay, bisexual, and transgender people as a social group. On account of this month, various gaming brands step forward with specific deals, plans and rewards to celebrate diverse individuality. And Microsoft's gaming community is no exception as it brings specific plans to celebrate Pride Month through gaming.

Xbox LGBTQIA+ community co-leads Team Katrin Hilman and Todd Bohanna, shared in an official blog post: "This Pride, LGBTQIA+ communities at Microsoft invite everyone to join us in our call for justice and equity. By working together, we can make an impact and bring about change for all. Gaming is a big part of the lives of many LGBTQIA+ players and it's important that we celebrate everyone who plays. At Xbox, we are committed to creating a safe and inclusive space for all members of LGBTQIA+ communities to experience the joy of gaming and we are championing content that represents all of today's players. We will continue to do our part to ensure that everyone can play as their authentic selves and feel empowered and represented throughout the industry.

They are also highlighting stories of Team Xbox and Microsoft members, throughout the month apart from that, they are also making a $150,000 total donation to LGBTQIA+ nonprofit organisations that support and advocate for LGBTQIA+ communities around the world.

Here are the celebrations that the brand introduced to celebrate Pride month-

* The company has introduced Xbox Gear Pride Collection which includes Xbox Tshirts, tank tops, bags, stickers and more at the store. All the products are created by and with LGBTQIA+ communities. There are a total of 40 products listed at the store starting from $5.99 to $29.99. This year's collection is packed with Xbox Game Studios designs and eco-friendly options. The entire swag line is divided into three theme categories Xbox, Halo and Age of Empires. Halo is an American military science fiction media franchise managed and developed by 343 Industries and published by Xbox Game Studios. The Age of Empires Franchise represents the Real-Time Strategy (RTS) games with a legacy spanning over 20 years and have nearly a dozen titles.

* Xbox has designed Pride 2021 Xbox Wireless Controller with and for LGBTQIA+ people to give visibility to communities that have often been sidelined. The console combines the flags of various LGBTQIA+ communities in an intertwined peppy way, creating a sense of unity, and resembling both technology and the modern age. To celebrate, Team Xbox will share these controllers with key influencers and media in the U.S. and internationally.

* Tell Me Why, the award-winning narrative adventure from DontNod Entertainment and Xbox Publishing, will be available for free on Xbox consoles, the Microsoft Store and Steam for the entire month of June 2021. Apart from that Microsoft proudly celebrates the below-listed games which have an LGBTQIA+ connection.

- Undertale

- Ikenfell

- 2064 Read Only Memories

- The Outer Worlds

* In Halo: The Master Chief Collection, players can customise their profile with special nameplates commemorating in-game activities or celebrating special events. Any players who log in during the month of June will automatically gain access to this unique "Unity" nameplate!

* The 2021 Forza Rainbow livery, adorning the 2017 Ford Focus RS, is available for free to all players in both Forza Horizon 4 and Forza Motorsport 7. Players will automatically receive the livery through the in-game message center the next time they log in after 1 June.

* Microsoft Rewards members in the United States can earn points for donation to organizations supporting LGBTQIA+ communities through Xbox. This includes the Trevor Project, Outright Action International, Transgender Law Centre; donations made to these organisations will be matched by Microsoft throughout June month. Xbox gamers can earn Microsoft Rewards points in various ways, such as playing or purchasing games after downloading the Microsoft Rewards app on Xbox. Earn points and redeem them for real rewards.

Happy Pride Month to all!!

Document ATANIX0020210603eh6200001

Online Gaming Market Double-Digit Growth as Boom | Peak Games, GREE, Inc. , Microsoft,Sony Corp.

2,233 words
2 June 2021
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ICROWDN
English
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Global Online Gaming Market Size study, by Type (Puzzle, Action, Adventure, Arcade, Sports and others), Platform (PCs, Consoles, Mobile Phone), By Gamer Type (Social Gamer, Serious Gamer, Core Gamers) and Regional Forecasts 2020-2027 , Covid 19 Outbreak Impact research report added by Report Ocean, is an in-depth analysis of market characteristics, size and growth, segmentation, regional and country breakdowns, competitive landscape, market shares, trends and strategies for this market. It traces the market's historic and forecast market growth by geography. It places the market within the context of the wider Online Gaming market, and compares it with other markets., market definition, regional market opportunity, sales and revenue by region, manufacturing cost analysis, Industrial Chain, market effect factors analysis, Online Gaming market size forecast, market data & Graphs and Statistics, Tables, Bar &Pie Charts, and many more for business intelligence.

Get complete Report (Including Full TOC, 100+ Tables & Figures, and Chart). – In-depth Analysis Pre & Post COVID-19 Market Outbreak Impact Analysis & Situation by Region

Download Free Sample Copy of 'Online Gaming market' Report @

https://reportocean.com/industry-verticals/sample-request?report_id=bw2190

Global Online Gaming Market is valued approximately USD XXX billion in 2019 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2020-2027. Online Gaming is a type of video gaming which is partially or primary played through internet. Online gaming offers video interactions with the features of multiplayers options. It is played over the computer and mobile network. The shift in new innovation in both hardware and software in streamline of online gaming and the development in unique technological advancement in the field of multiplayer gamer, video gaming, shift in smart devices and consumer preferences in indoor online gaming which involves interaction with other people drive the growth of online gaming in the market . According to Statista, in 2019, the segment of online gaming across India were distributed equally under which PC and console based games accounted for 36%, and mobile first gamers are not far behind, for amounting to 33% of the market and also in 2020, India had recorded around 365 million online gamers. However, the innovation in new hardware technologies as well as government interface and the higher gaming subscription charges impedes the growth of the market over the forecast period of 2020-2027. Also, raising penetration of internet services across the globe and ease of availability and access of online gaming through internet services is likely to increase the market growth during the forecast period.

The regional analysis of global Online Gaming market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia Pacific is the leading/significant region across the world in terms of market share owing to the growing smart phone penetration increase in number of gamers and increase in demand for entertainment Whereas, South Korea is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as focus on E-sports and multiplayers online games would create lucrative growth prospects for the Online Gaming market across Asia-Pacific region.

Major market player included in this report are:

Peak Games GREE, Inc. Microsoft Sony Corp. Tencent Activision Blizzard Konami NCSOFT GungHo Online King Digital Entertainment

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Puzzle Action Adventure Arcade Sports and others

By Platform:

PCs Consoles Mobile Phone

By Gamer Type:

Social Gamer Serious Gamer Core Gamers

A combination of factors, including COVID-19 containment situation, end-use market recovery & Recovery Timeline of 2020/ 2021

covid-19 scenario

Market Behavior/ Level of Risk and Opportunity

End Industry Behavior/ Opportunity Assessment

Expected Industry Recovery Timeline

Business Impact Horizon

Opening of Economy by Q3 2020

xx

xx

xx

xx

Recovery – Opening of Economy extended till Q4 2020 / Q1 2021

xx

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xx

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Under COVID-19 Outbreak Impact Analysis:

We analyzed industry trends in the context of COVID-19. We analyzed the impact of COVID-19 on the product industry chain based on the upstream and downstream markets. We analyze the impact of COVID-19 on various regions and major countries.

The impact of COVID-19 on the future development of the industry is pointed out.

Study Explore :

Market Behavior/ Level of Risk and Opportunity End Industry Behavior/ Opportunity Assessment Expected Industry Recovery Timeline

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Geographical Breakdown: The regional and country breakdowns section gives an analysis of the market in each geography and the size of the market by geography and compares their historic and forecast growth. It covers the impact and recovery path of Covid 19 for all regions, key developed countries and major emerging markets.

Countries: Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, Denmark, Egypt, Finland, France, Germany, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Nigeria, Norway, Peru, Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Thailand, Turkey, UAE, UK, USA, Venezuela, Vietnam

In-Depth Qualitative COVID 19 Outbreak Impact Analysis Include Identification And Investigation Of The Following Aspects: Market Structure, Growth Drivers, Restraints and Challenges, Emerging Product Trends &

Market Opportunities, Porter's Fiver Forces. The report also inspects the financial standing of the leading companies, which includes gross profit, revenue generation, sales volume, sales revenue, manufacturing cost, individual growth rate, and other financial ratios. The report basically gives information about the Market trends, growth factors, limitations, opportunities, challenges, future forecasts, and details about all the key market players.

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Key questions answered: Study Explore COVID 19 Outbreak Impact Analysis

The study objectives of this report are:

To study and analyze the global market size (value & volume) by company, key regions/countries, products and application, history data from 2014 to 2018, and forecast to 2025. To understand the structure of market by identifying its various subsegments. To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks). Focuses on the key global manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years. To analyze the growth trends, future prospects, and their contribution to the total market. To project the value and volume of submarkets, with respect to key regions (along with their respective key countries). To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market. To strategically profile the key players and comprehensively analyze their growth strategies.

The Study Explore COVID 19 Outbreak Impact Analysis

What should be entry strategies, countermeasures to economic impact, and marketing channels? What are market dynamics? What are challenges and opportunities? What is economic impact on market? What is current market status? What's market competition in this industry, both company, and country wise? What's market analysis by taking applications and types in consideration?

Inquire more and share questions if any before the purchase on this report at

https://reportocean.com/industry-verticals/sample-request?report_id=bw2190

Key Points Covered in Online Gaming Market Report:

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Document ICROWDN020210602eh62000mq

News
What You Need To Know; Microsoft Joins Forces with US Army for Augmented Reality Headset Worth 2 Billion; There's a lot to expect from virtual reality over the next decade, and even 'war' tactic shall be heavily influenced.

Guest Post
1,116 words
30 May 2021
Israel National News
ISRLNATL
English

There's a lot to expect from virtual reality over the next decade according to TWS and even 'war' tactic shall be heavily influenced. Microsoft is set to deliver 120,000 VR headsets to the US Army after winning a contract that could potentially reach $21.9bn. The deal comes as the US military continues to expand and innovate on its fighting and training tactics.

The headsets are what the army is calling "Integrated Visual Augmentation Systems" and are meant to enhance soldiers' situational awareness. The devices can also be used to train, receive information, and tune-in to other systems that can provide more contextual information.

According to the announcement published on the United States Army website, Microsoft will deliver 120,000 headsets to the army's close combat force (CCF). Initially, the contract will span five years and have the option to continue for another five years. Over 10 years the contract could reach an estimated $21.9bn depending on how many headsets are delivered.

The headsets are still in the prototyping stage and are based on Microsoft's HoloLens, a smartglass headset designed for businesses. According to Microsoft tech fellow Alex Kipman, "The program [enables] information sharing and decision-making in a variety of scenarios…"

He added that the technology would ultimately "keep soldiers safer and make them more effective."

After the announcement Microsoft shares jumped 2% to $236.

The US Army Tests Augmented Reality Warfare

According to US Army chief of staff General James McConville, the Integrated Visual Augmentation System has been in the works for some time. Originally the army tested Microsoft headsets in an effort to increase sight and effectiveness at night. This technology quickly became a promising avenue that could fundamentally change partnerships between private comapnies and the military.

The IVAS headsets are designed to aid close combat forces in urban environments where visibility and movement are often hampered. The devices would let soldiers fight and train in the dark by helping identify and target enemies or obstacles.

IVAS helps soldiers by using machine learning technology to add information to what they see around them. Superimposing images and information over their field of view can also let them see through walls or around corners.

The device is based on sensors which can be separate from the wearer, or worn on the solider's body.

Drone footage could also appear on the screens to offer even greater reach and show real-time information. The headsets would effectively operate on the cloud meaning commanders stationed at another base can also tune-in. The headsets can also feed live information back to control centers, tracking soldiers' eye and body movements and recording speech.

The headsets have more recently been used to track the wearer's temperature during the pandemic.

Simulated Feelings for a More Real Experience

IVAS combines different technologies into a single device that allows soldiers to train and fight in complex urban and nighttime conditions. The display uses night and thermal sensors which can be independent or worn on the body. These can be used to determine target proximity and aid in the decision-making process.

These same features combined with augmented reality can simulate real-life conditions for training. The idea is to create lifelike situations that can help the users get accustomed to the technology.

This innovation is part of an ongoing movement to create physical sensations through augmented reality. One such example is the Teslasuit created by the company of the same name. This suit sends electrical stimulation to different parts of the body depending on what the user experiences in a virtual context.

This 'haptic feedback' can trick the user into believing the sensations are real. This can help with training where consequences are important to improve reaction times and develop skills.

The types of effects that can be simulated can be anything between a hug and a gunshot. Jeremy Orr from VirtuReal based in Queensland described this phenomenon for anyone wondering what is difference of augmented reality and virtual reality? "Say we were in a [virtual] boxing arena and we were playing together and you punched me in the stomach; that can actually cause all my stomach muscles to activate, as though I'd actually been punched."

Haptic feedback suits are not commercially available as they are still in the research and development phase. However, this technology combined with the IVAS could potentially create hyper realistic situations which could allow soldiers to train for any situation.

Cries Mount Against Using Technology for Weapons

According to some users of the headsets, they are as simple to use as an Iphone and have been likened to video games. However, not everyone sees these devices as innovative and 'fun' tools to help soldiers train.

In 2018 Microsoft won a $480 contract to develop headset prototypes for the army to field test. At the time, Microsoft employees petitioned the company to close the contract and avoid helping with "any and all weapons technologies."

While there are voices opposed to Microsoft's contracts with the government, the company is in the middle of a heated competition. Companies such as Amazon and Google are also competing to win government contracts. In 2019 Microsoft beat Amazon for a $10bn deal to provide cloud computing services to the US Department of Defense.

The Future of Innovation for National Defense

The official announcement also highlights the effects that this partnership will have in the future. The project "redefined" the time it takes to rapidly develop and produce a product for use in a defense program for the US Army. This was done by taking advantage of the Middle Tier of Acquisition concept.

The MTA is a pathway used to quickly develop field prototypes to showcase capabilities and quickly advance into production. The army also highlights that an important aspect was "partnering with a non-traditional defense contractor that is an industry leader in developing innovative technology."

This could potentially set a framework for private companies to use their resources for national defense. There is also a great incentive to win these contracts since the payout is typically in the billions.

The technology and concept behind the IVAS was originally meant for businesses. The Microsoft HoloLens was primarily targeted towards education and gaming, but it was quickly picked up by the military for its training applications. Either way the future of private innovation seems to have found a home in national defense.

Augmented Reality : Deposit Photos

Document ISRLNATL20210531eh5u0000b

<mark>Gaming</mark> Mouse Market to Develop New Growth Story | <mark>Microsoft</mark>, Razer, Logitech, Roccat

Global Gaming Mouse Market Report from AMA Research highlights deep analysis on market characteristics, sizing, estimates and growth by segmentation, regional breakdowns& country along with competitive landscape, player's market shares, and strategies that are key in the market. The exploration provides a 360° view and insights, highlighting major outcomes of the industry. These insights help the business decision-makers to formulate better business plans and make informed decisions to improved profitability. In addition, the study helps venture or private players in understanding the companies in more detail to make better informed decisions.

Gaming Mouse Market Definition and Brief Overview:

The gaming is becoming so popular worldwide owing to the augmented reality, virtual reality, high definition displays, among others. The gaming mouse plays a vital role in it for gamers. The gaming mouse is essentially a desktop mouse that is suited to computer gaming and high-intensity programming. The rising popularity of social gaming owing to easy access to high-speed internet is the major factor driving the market.

Major Players in This Report Include,

Microsoft (United States),Razer Inc. (United States),Corsair Component, Inc. (United States),Logitech (Astro) (United States),SteelSeries (Denmark),MADCATZ (United States),Roccat (Germany),Turtle Beach Corporation (United States)

Free Sample Report + All Related Graphs & Charts @:
https://www.advancemarketanalytics.com/sample-report/127288-global-gaming-mouse-market

Global Gaming Mouse Market Report offers a detailed overview of this market and discusses the dominant factors affecting the growth of the market. The impact of Porter's five armies on the market over the next few years has been discussed for a long time in this study. We will also forecast global market size and market outlook over the next few years.

Types of Products, Applications and Global Gaming Mouse Market Report Geographical Scope taken as the Main Parameter for Market Analysis. This Research Report Conducts an assessment of the industry chain supporting this market. It also provides accurate information on various aspects of this market, such as production capacity, available production capacity utilization, industrial policies affecting the manufacturing chain and market growth.

What's Trending in Market:

Constant Product and Technological Innovations, Such as Improved Design and Easy Movement

Challenges:

Availability of Counterfeit Products

Opportunities:

The Growing Gaming Consumers Among the Developing Countries

Market Growth Drivers:

Rising Popularity of Video Games Owing to Easy Access to High-Speed Internet and Compatible Hardware

Increasing Number of Gamers due to Advance Games across the Globe

Growing Popularity of E-Sports

The Global Gaming Mouse Market segments and Market Data Break Down are illuminated below:

by Type (MMO mouse, FPS mouse, RTS mouse, MOBA mouse, All-Purpose mouse), Application (Personal (Home Using), Commercial (Internet Cafes and Entertainment Place)), Distribution Channel (Online, Offline), Mouse Platform (Mac, PC, Linux)

In this research study, the prime factors that are impelling the growth of the Global Gaming Mouse market report have been studied thoroughly in a bid to estimate the overall value and the size of this market by the end of the forecast period. The impact of the driving forces, limitations, challenges, and opportunities has been examined extensively. The key trends that manage the interest of the customers have also been interpreted accurately for the benefit of the readers.

The Gaming Mouse market study is being classified by Type, Applications and major geographies with country level break-up that includes South America (Brazil, Argentina, Rest of South America), Asia Pacific (China, Japan, India, South Korea, Taiwan, Australia, Rest of Asia-Pacific), Europe (Germany, France, Italy, United Kingdom, Netherlands, Rest of Europe), MEA (Middle East, Africa), North America (United States, Canada, Mexico).

The report concludes with in-depth details on the business operations and financial structure of leading vendors in the Global Gaming Mouse market report, Overview of Key trends in the past and present are in reports that are reported to be beneficial for companies looking for venture businesses in this market. Information about the various marketing channels and well-known distributors in this market was also provided here. This study serves as a rich guide for established players and new players in this market.

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Current Scenario Analysis for Decision Framework

Key Strategic Developments in Gaming Mouse Market:

The research includes the key strategic activities such as Research & Development (R&D) initiatives, Merger & Acquisition (M&A) completed, agreements, new launches, collaborations, partnerships & (JV) Joint ventures, and regional growth of the key competitors operating in the market at global and regional scale to overcome current slowdown due to COVID-19.

Key Market Features in Global Gaming Mouse Market

The report highlights Gaming Mouse market features, including revenue size, weighted average regional price, capacity utilization rate, production rate, gross margins, consumption, import & export, demand & supply, cost bench-marking in Gaming Mouse market share and annualized growth rate (Y-o-Y) and Periodic CAGR.

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What benefits does AMA research study is going to provide?

Latest industry influencing trends and development scenario Open up New Markets To Seize powerful market opportunities Key decision in planning and to further expand market share Identify Key Business Segments, Market proposition & Gap Analysis Assisting in allocating marketing investments

About Author:

Advance Market Analytics is Global leaders of Market Research Industry provides the quantified B2B research to Fortune 500 companies on high growth emerging opportunities which will impact more than 80% of worldwide companies' revenues.

Our Analyst is tracking high growth study with detailed statistical and in-depth analysis of market trends & dynamics that provide a complete overview of the industry. We follow an extensive research methodology coupled with critical insights related industry factors and market forces to generate the best value for our clients. We Provides reliable primary and secondary data sources, our analysts and consultants derive informative and usable data suited for our clients business needs. The research study enables clients to meet varied market objectives a from global footprint expansion to supply chain optimization and from competitor profiling to M&As.

Document ICROWDN020210528eh5s0008d

PR Newswire
a **CISION** company

Aera Technology to Integrate <mark>Microsoft</mark> Azure <mark>Digital Twins</mark> With Aera's Cognitive Operating System(TM)

First Time Internal, External, and Physical Data will Feed ML Algorithms to Make and Execute Better Decisions in Real Time

MOUNTAIN VIEW, Calif., May 25, 2021 /PRNewswire/ -- Aera Technology today announced a collaboration with Microsoft to integrate Microsoft Azure Digital Twins with Aera's Cognitive Operating System. Azure Digital Twins is the platform that enables the creation of next-generation connected IoT solutions that model the real world. The Aera Cognitive Operating System is a cloud platform that can turn vast amounts of transactional data accumulating every second into optimal decisions that can be automatically implemented across the enterprise.

Via this collaboration, customers' internal, external, and physical data can be combined into a digital twin by Azure Digital Twins service to enable Cognitive Automation--the digitization, augmentation, and automation of decision making. It also marks an expansion of Aera's ecosystem to incorporate additional third-party data services to increase the precision and granularity of recommendations made by the Cognitive Operating System.

Digitized real-world information captured and modelled in the Azure Digital Twins service will be incorporated into Aera's Cognitive Data Layer, which represents the real-time state of the enterprise. With patented Data Crawler technology and out-of-the-box subject areas and domain-based metrics, Aera's platform gives global enterprises a unified, harmonized view of their operations in a matter of weeks, not months or years.

With this single view, Aera's Cognitive Operating System not only powers better recommendations in areas like supply chain, finance, sales and marketing, but also can automatically make and execute decisions. Aera can now give enterprises complete coverage on every business-critical decision necessary in today's transformative environment.

"In today's dynamic, unpredictable environment, enterprises need to respond and optimize quickly for market conditions. By integrating Microsoft Azure Digital Twins with our Cognitive Operating System, enterprises can make business-critical decisions with improved accuracy that can address potential supply chain challenges, thereby ensuring an optimal customer experience," said Frederic Laluyaux, CEO of Aera Technology. "Aera's collaboration with Microsoft will deliver business agility for the world's largest organizations."

"Digital twins of physical environments and processes like supply chains are critical for businesses to understand, plan and respond more efficiently to real-world conditions, such as drops and increases in demand," said Sam George, Corporate Vice President, Azure IoT at Microsoft. "Microsoft Azure Digital Twins offers an easy way to model any environment, process, or system and unify the heterogeneous assets and data sources within them-- all with the security and scalability of the Azure Cloud. We're thrilled about this collaboration with Aera, because their Cognitive Automation capabilities will allow customers to extend their digital twins with a comprehensive set of planning and decision-making tools, offering the business agility required to react to a fast-changing environment."

About Aera Technology

Aera Technology is the Cognitive Automation company that makes business agility happen. We deliver the first scalable digital platform that integrates with your existing systems to make and execute business decisions in real time. In the era of digital acceleration, Aera helps enterprises around the world transform how they respond to the ever-changing environment. For more information, visit aeratechnology.com.

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Document PRN0000020210525eh5p000rv

Bango and Microsoft expand access to Xbox cloud gaming subscriptions across Europe

230 words
25 May 2021
Kuwait Times
MEWKUT
English

Bango (AIM: BGO), the global platform for data-driven commerce, is powering the first three Telcos to offer bundled Xbox cloud gaming subscriptions in Europe. These launches are a result of the expanded partnership between Bango and Microsoft, announced in November 2020, to open-up consumer access to Xbox subscriptions sales through Telco partners.

Microsoft is leveraging the Bango Platform to enable Telco partners to bundle Xbox Game Pass Ultimate and - later in the year - Xbox All Access as subscription packages. Xbox Game Pass Ultimate gives gamers access to over 100 high-quality games on console, PC and compatible mobile devices for one low, monthly price.

Gaming has become one of the most desirable entertainment categories with consumers. In the UK, the digital games market was worth more than the entire video market and twice as much as the music market in 2020, (Entertainment Retailers Association). 5G connectivity has helped unleash the full potential of cloud-based gaming platforms such as Xbox, letting gamers play highly sophisticated games on any device, while on the go.

Through our partnership with Microsoft, Bango enables Telcos to offer Microsofts world class gaming options as part of their consumer bundles. To boost consumer take-up of these bundles, offer targeting will be optimized through Bango data insights, commented Paul Larbey, CEO at Bango.

Document MEWKUT0020210525eh5p0002u

Surface Duo Becomes a Handheld <mark>Gaming</mark> Console With Touch Inputs and More Thanks to <mark>Microsoft</mark>

Omar Sohail
365 words
24 May 2021
Wccftech.com
NEWAGAE
English

The Surface Duo with its initial $1,399 price tag might have received a ton of negative flak for being too expensive and featuring last-gen hardware, but with hefty discounts paired with the latest move from Microsoft, potential customers might be eyeballing it once again. Since the Surface Duo runs Android, the native Xbox Cloud Gaming app for the platform has been updated, giving more options to users to turn the device into a portable gaming one.

Latest Update Brings a Virtual Gamepad to the Surface Duo on One Display

With the latest update, one part of the Surface Duo's display will show up gamepad controls, while the other display will show what game you are playing. Since both screens are separated by a hinge, there will not be any UI distortion effects taking place. In short, the latest update from Microsoft transforms the Surface Duo into a Nintendo 3DS, and it can also double as a smartphone, for those that have a need.

While it is more than possible to pair an Xbox controller to the Surface Duo, a virtual touchpad on one side of the display negates the requirement to bring an extra device. Microsoft is also adding touch-compatible games from time to time, and you can check the available titles here. The Xbox Cloud Gaming app has been updated to be optimized for gaming on the Surface Duo.

Fortunately, retailers such as Amazon are offering the dual-screen device for as low as $824.99 so if you are in a hurry to try out the latest titles, you can get a Surface Duo right away. However, if Microsoft has updated its Xbox Cloud Gaming, while also having it optimized for the Android-powered device, it can mean the company might be serious about releasing a successor, which could deliver an even better experience when it is officially released.

So how about it? Do you think the latest update will encourage you to pick up the Surface Duo and try out some games? Tell us down in the comments.

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Document NEWAGAE020210524eh5o0008f

Xbox Series X and S are getting Dolby Vision <mark>gaming</mark>, <mark>Microsoft</mark> confirms

Ty Pendlebury
300 words
15 May 2021
CNET News.com
CNEWSN
English
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Microsoft says Dolby Vision HDR gaming support on its Xbox Series X and S consoles is "coming soon," following its roll out this week to Xbox Insider members. The video format supports high dynamic range, giving improved picture quality.

The update, available to Xbox Series beta testers, will "include support for Dolby Vision gaming along with some or all the following next-gen gaming features -- low video latency, ALLM, VRR, and other features," Microsoft said. ALLM is auto low-latency mode, meaning the Xbox will choose the appropriate mode for what you're watching. VRR is variable refresh rate, which gives smoother action (read more here).

This is the first time Dolby Vision support will be available in games, but it's not a new feature, as the Xbox Series consoles already offer HDR streaming compatibility.

A Microsoft spokesperson declined to say which games would be available in Dolby Vision.

"While we won't spoil any of our partner plans, we can confirm that games are in development and that we are accelerating our engagements with these studios to build out a strong library of games," the spokesperson said.

In March, when the company first began testing Dolby Vision support, some users found that it was available on Borderlands 3, Gears 5, Halo: Master Chief Collection and Wreckfest, according to Engadget.

In the meantime, gamers have found it hard to buy one of the next-gen consoles. Supply shortages have meant that consoles sell out within minutes of one of the scheduled drops. In recognition of this, Microsoft this week added the ability for some Xbox One owners to sign up for a limited number of reserved consoles.

Read more

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| Josh Goldman/CNET

Document CNEWSN0020210515eh5f0000b

ANI

Microsoft to release Dolby Vision gaming test for Xbox series X and S

338 words
15 May 2021
Asian News International
HNASNI
English
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Washington, May 15 -- : Dolby Vision gaming will soon be arriving on the Xbox Series X and S for testers who are a part of the Xbox Insider's "alpha ring" group. This HDR format offers an upgraded set of features like support for dynamic metadata.

According to The Verge, Microsoft said that the feature means "brighter highlights, sharper contrast, and more vibrant colours" in games when you are playing on a Dolby Vision-compatible TV, offering "better clarity in both light and dark scenes." The consoles currently support HDR via the less advanced HDR10 standard.

It is known that Microsoft's current generation of Xboxes would support Dolby's HDR standard since before the consoles' release. Last September, Dolby announced that they'd be "the first consoles to support the Dolby Vision HDR format with dynamic metadata for gaming." Sony's PS5, meanwhile, currently does not support Dolby Vision.

Microsoft said that Dolby Vision support should be easier to configure for users. "Dolby Vision games automatically map to any display with Dolby Vision, you're always seeing the best possible picture available," the company said. This means no more sliders to adjust your picture settings.

However, it advises that testers might need to update their TV's firmware to take full advantage of the technology.

During an earlier test of the feature in March, it was noted that users reported that all HDR games appeared to be outputting in Dolby Vision, rather than needing to specifically support the upgraded format.

However, as per The Verge, it is unclear if this will be the case when the feature officially releases. As part of the announcement, Microsoft said it will be sharing more about the games that will take "full advantage" of the standard soon.

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Document HNASNI0020210515eh5f0038p

Microsoft launches Xbox Cloud Gaming beta services for iPhones, iPads & PCs. AKA, Netflix of Gaming World

224 words
5 May 2021
This Day
AIWTHD
English
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Xbox Cloud Gaming services, now being rolled out by Microsoft as an invite-only service (for now) was once called as xCloud. The service is now in the beta stage and will be available on iPhones, iPads and PCs.

Xbox Cloud Gaming services will let the gamers pay a subscription fee of $14.99 per month. In return, the gamers get access to 100+ gaming titles. The Xbox Cloud subscription model is similar to that of OTT platforms, for example, Netflix. An exciting proposition for gamers as they can invest less to play more. However, the launch faced a setback and was delayed because of Apple.

Xbox Cloud Gaming services were scheduled to go live sometime back and were on track for the launch. But Apple updated the guidelines/rules in September 2021 for developers on the App Store, which delayed the launch. As per the new guidelines/rules services, like Xbox Cloud Gaming would have to offer each game as an individual download instead of giving access to a library. So Microsoft went on to redesign the services to cater for subscribers on web browsers.

22 countries will get access to Xbox Cloud gaming services first. Later, Microsoft will invite more and more users to join in.

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Rainway; Rainway partners with Microsoft to deliver new cloud gaming experience

370 words
3 May 2021
Journal of Engineering
JOENG
643
English
© Copyright 2021 Journal of Engineering via VerticalNews.com

2021 MAY 3 (VerticalNews) -- By a News Reporter-Staff News Editor at Journal of Engineering -- Rainway has partnered with Microsoft to provide its Software Development Kit (SDK) to enhance and streamline Xbox Cloud Gaming technology. Rainway's browser solution integrates seamlessly into the Xbox Cloud Gaming streaming stack, making it possible to bring Xbox content to gamers through a multitude of devices running Microsoft Edge, Google Chrome, and Safari.

"Our goal at Xbox is to enable gamers around the world to play the games they want, on the devices they want, with the people they want," said Kevin LaChapelle, Vice President, Xbox Cloud Gaming Platform. "To provide a consistent cloud gaming experience that spans multiple devices, we're making games available through browser which provides the necessary performance, compatibility and speed that meets the needs of gamers. As we continue on our journey to deliver content on a range of new devices through web, we're excited to partner with Rainway and utilize their cutting-edge browser technology in our streaming stack."

With Rainway App Services, pioneering companies, big and small, can license Rainway's plug-and-play SDK to build their own experiences. Rainway provides everything their partners need to leverage the power of real-time interactive streams, whether to build a cloud gaming service, create a system of secure thin clients for a hospital or bank, or innovative synchronous collaboration solutions for the new work-from-home world.

"By making our real-time interactive streaming technology available to our App Services partners, we usher in a new era where developers and organizations are empowered to build the future of computing, collaboration, productivity, and development. We are proud to say Microsoft, as one of our first App Services Partners, was able to use our technology to bring Xbox Cloud Gaming to more users and devices." said Rainway CEO, Andrew Sampson. "

For more information on Rainway and our App Services, go to rainway.com

Press Kit: Download at rainway.com/branding

Keywords for this news article include: Rainway, Cloud Computing, Information Technology.

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Microsoft Corporation - Mind games: How gaming can play a positive role in mental health

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English
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* Original document

Mind games: How gaming can play a positive role in mental health

Tanya DePass, a Take This ambassador who lives in Chicago, says mental illness is often used as a justification for game villains' actions. Instead, she says game creators should 'explore reasons for someone to do bad things other than mental illness.

'Because doing that reinforces the idea that mentally ill people are dangerous. And the most dangerous a mentally ill person is is to themself, not society.'

Negative tropes about mental illness - the mad scientist, the psycho killer, the insane asylum - have existed in video games since at least the early '80s, Dunlap says. But the game industry, she says, is ahead of the curve in depicting mental illness in more positive ways than in film and television.

'It's not that games do it badly; it's that society does it badly, and games are in some respects a reflection of society and its values.'

Nearly half of Americans are projected to have a diagnosable mental illness in their lifetime. And with 75% of U.S. households having at least one person who plays video games, Dunlap says, game developers need to consider that their audiences will invariably include people who have mental illness.

'If you're putting out a stereotypical portrayal of mental illness, you can be doing a lot of harm, because individuals with mental illness are a vulnerable population,' she says.

'If you want to address something like suicide in a game, that's a very emotionally triggering kind of content. It's not that you can't include it, but be mindful about how you're doing it.

'Are you doing it for a wow factor or a plot twist? If so, don't,' Dunlap says. 'Mental illness is not a plot twist. Trauma is not a plot point.'

When Dom Matthews and Tameem Antoniades set out to make what would become Hellblade, they decided to center the game on a character who experiences psychosis. They thought Senua's unique way of interacting with and seeing the world would make for a compelling game and journey but understood the gravity of taking on an oft-maligned and misunderstood illness.

'We knew that we had to do our research. We had to get it right,' says Matthews, the studio head for Ninja Theory, a Cambridge, England-based video game studio that is part of Xbox Game Studios.

'We had to do it justice and tell a story that would be truthful to someone who experiences psychosis.'

So Matthews and Antoniades, Ninja Theory's co-founder, reached out to the nearby University of Cambridge and connected with Paul Fletcher, a professor of health neuroscience who specializes in psychosis. Fletcher did a presentation about psychosis to the project's development team, then connected them with people who had experienced psychosis.

Matthews and his team would meet with the group and listen to their experiences, then try to replicate those through audio and visual content. Then they'd go back and show the group what they'd developed and ask for their feedback.

That input informed how the voices Senua hears are depicted in the game - instead of just adding voices, the team used binaural audio, a way of recording sound that uses two microphones to create a 3D effect, to reflect how people with psychosis hear voices externally and from various directions.

'That was one of the things the group really loved,' Matthews says. 'It felt so genuine to them.'

Similarly, the development team learned through those conversations that though the experience of psychosis can be very difficult, it can also have moments of positivity and warmth, Matthews says. That reality is reflected in a moment when Senua steps into a sunlight-soaked scene bathed in radiance and color. One woman in the group told Matthews the scene was her favorite part of the game because it showed the 'sheer beauty' that can come with psychosis.

'If we didn't have that collaboration, we never would have learned those things,' Matthews says.

Hellblade won multiple awards, including one from the Royal College of Psychiatrists, and was broadly heralded by critics. But it was the messages that poured in from fans, compiled in a touching video, that meant the most to Matthews. They wrote that Senua's journey made them feel seen and understood, less alone, that the game gave voice to what they'd felt but struggled to express.

'We achieved success from whichever perspective you look at it, and that's great,' Matthews says. 'But by far the most fulfilling of those successes is meeting those people and reading comments from people about how the game impacted them.'

Tim Schafer didn't set out to make a game about mental health when he created Psychonauts, released in 2004. But the game focused on the inner struggles of its characters and conveyed a hopeful message about healing.

As he began working on Psychonauts 2, to be released later this year, Schafer took a more intentional approach to the issues the game's characters were grappling with, from anxiety to addiction.

During the development process, Schafer and his team at Double Fine Productions, which is part of Xbox Game Studios, would play the game together, then sit and talk about it. Team members would share experiences from their own lives and offer thoughts on how to represent those issues most authentically.

Schafer also consulted with mental health experts including Boccamazzo. That input led to the inclusion of a content warning for the game and some language changes. Schafer believes games depicting mental health issues can be helpful, provided those portrayals are sensitive and informed by experience.

'Showing someone positively healing and dealing with some of these problems … it's not an instant fix or anything, but I feel like just showing that can be a positive step for people,' he says.

'I think gaming is a proxy for facing troubles in your own life. It's a very low-stakes way to experience practice emotions and practice anxieties and go through them in a safe way and build up the capacity to do that in the real world.'

A 2016 study of almost 100 of the highest-selling video games found that more than one-quarter depicted at least one character with mental illness, but most were of the 'homicidal maniac' variety. Dunlap says that's changing, with games like Hellblade and others, such as Adventures with Anxiety and Stardew Valley, portraying mental illness with more empathy and understanding.

'There's a lot of innovative stuff coming out of indie game studios,' she says. 'I'm very excited about that transition.'

Game creators have only recently started to more explicitly address mental health challenges in video games. Tara Voelker, one of Xbox's accessibility program managers, says that while game developers are attuned to thinking about accessibility in gaming for people with physical disabilities, there's less awareness about players with mental health issues.

'If you think about them in the same way you would think about any other group and accessibility, you can really help them and provide a great gaming experience for them,' she says.

'I think the accessibility space is growing and more becoming inclusive, and so we have to do that education now.' The Microsoft gaming accessibility team has started planning what that education for developers could look like as part of their future work.

A gamer herself, Voelker is open about her struggles with post-traumatic stress disorder and says games help channel her energy and divert her mind from potential triggers. Mental health issues are often isolating, but seeing those challenges reflected in games can help normalize mental illness and break down the stigma around it, Voelker says.

'We all have mental health struggles,' she says. 'The more examples we can have out there, the more normal it becomes. The more we can help normalize mental health struggles, the more comfortable people will be talking about them and seeking care.'

Lead image: Psychonauts, left, and Hellblade: Senua's Sacrifice.

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Microsoft explored reducing its Xbox store cut to shake up console gaming

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3 May 2021
The Zimbabwean
ZIMBAN
English

Microsoft had been planning to cut its Xbox store cut to just 12 percent, according to confidential documents filed in the Epic Games vs. Apple case. The software maker details its store fees and changes in a document from January, where it also lists the 12 percent cut to PC games it announced this week. While most of the important parts of the document are redacted, one page reveals Microsoft also wanted to reduce its 30 percent store cut on the Xbox console side.

A table reveals all games will move to 88 / 12 in CY21, which means Microsoft had been planning a significant cut to Xbox transactions for some point in the 2021 calendar year. While Microsoft has announced its PC cut, which is also listed in the same table, the company has stayed quiet about any Xbox plans. A change to 12 percent would be significant, particularly because Microsoft, Sony, and Nintendo all currently take 30 percent on digital game sales.

Microsofts confidential plans from January.

A Microsoft spokesperson initially said we have no plans to change the revenue share for console games at this time, in a statement to The Verge on Saturday, before issuing a clearer statement on Sunday.

We will not be updating the revenue split for console publishers, says a Microsoft spokesperson. Microsoft still refuses to answer whether the document is inaccurate, or simply that plans changed.

This document is part of the Epic Games vs. Apple trial that commences on Monday, and there could be questions over Microsofts fee plans here. Both Epic and Apple are calling on Microsofts Lori Wright, VP of Xbox business development, as a third-party witness next week.

The documents also reveal that Microsoft had been planning to adopt this lower store rate on the PC side with an important caveat. There is a proposal currently under Gaming Leadership Team consideration to adopt 88 / 12 as a public PC games revenue share for all games in exchange for the grant of streaming rights to Microsoft, reveals the document. We asked Microsoft whether this proposal went ahead, but the company refused to comment in time for publication. Microsoft is planning to cut its share of revenue for PC games to 12 percent in August, but its not clear if the streaming rights clause is still included.

Microsoft may have a caveat for the PC gaming cut.

The streaming rights clause would mean developers have to ensure games are available on xCloud for this improved revenue cut. Cloud gaming rights, and in particular Xbox Game Pass, have becoming an emerging battle ground for console exclusivity rights in many contracts recently. Nvidia also generated pushback from publishers and developers after publishing some games to its GeForce Now cloud gaming service without permission.

As we noted yesterday, Microsoft has also been quietly backing Epic Games action against Apple. Microsoft has previously defended its 30 percent cut for Xbox digital game sales, and Epic Games has been happy to keep it in place. Game consoles are specialized devices optimized for a particular use, said Rima Alaily, deputy general counsel at Microsoft, last year.

Alaily argues that the business model for game consoles is very different to the ecosystem around PCs or phones, because Microsoft subsidizes the hardware and consoles are vastly outnumbered in the marketplace by PCs and phones. An Epic Games executive also revealed in a court deposition this week that the company has never sought to negotiate with Microsoft to avoid using its commerce engine on Xbox. Despite defending its Xbox cut, Microsoft did admit last year that the company has more work to do to establish the right set of principles for game consoles.

Elsewhere, another confidential document shines a light on exclusivity with Xbox games. S.T.A.L.K.E.R. 2 is listed with a three-month console exclusivity deal, Tetris Effect: Connected with six months of exclusivity on connected updates, and The Gunk with perpetual exclusivity to Xbox.

Document ZIMBAN0020210503eh53000b5

Global Gaming Console Market Report 2021-2025 Featuring Atari, Dell, Mad Catz, Mattel, Microsoft, Nintendo, NVIDIA, Razer, Sony, & Valve - ResearchAndMarkets.com

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DUBLIN--(BUSINESS WIRE)--April 30, 2021--
The "Global Gaming Console Market 2021-2025" report has been added to ResearchAndMarkets.com's offering.

The gaming console market is poised to grow by $ 14.59 bn during 2021-2025, progressing at a CAGR of over 6% during the forecast period.

The market is driven by the enhanced features of next-generation gaming consoles and enhanced technological features and product innovations.

The report on gaming console market provides a holistic analysis, market size and forecast, trends, growth drivers, and challenges, as well as vendor analysis covering around 25 vendors. The report offers an up-to-date analysis regarding the current global market scenario, latest trends and drivers, and the overall market environment. The gaming console market analysis include type segment, application segment, and geographic landscape.

This study identifies the diversifying gaming population as one of the prime reasons driving the gaming console market growth during the next few years.

The publisher's robust vendor analysis is designed to help clients improve their market position, and in line with this, this report provides a detailed analysis of several leading gaming console market vendors that include Atari Inc, Dell Technologies Inc., Mad Catz Global Ltd., Mattel Inc., Microsoft Corp., Nintendo Co. Ltd., NVIDIA Corp., Razer Inc., Sony Corp., and Valve Corp.

Also, the gaming console market analysis report includes information on upcoming trends and challenges that will influence market growth. This is to help companies strategize and leverage all forthcoming growth opportunities.

The study was conducted using an objective combination of primary and secondary information including inputs from key participants in the industry. The report contains a comprehensive market and vendor landscape in addition to an analysis of the key vendors.

Key Topics Covered:

Executive Summary

    -- Market overview
Market Landscape

    -- Market ecosystem

    -- Value chain analysis
Market Sizing

    -- Market definition

    -- Market segment analysis

    -- Market size 2020

-- Market outlook: Forecast for 2020 - 2025

Five Forces Analysis

-- Five forces summary

-- Bargaining power of buyers

-- Bargaining power of suppliers

-- Threat of new entrants

-- Threat of substitutes

-- Threat of rivalry

-- Market condition

Market Segmentation by Type

-- Market segments

-- Comparison by Type

-- TV consoles - Market size and forecast 2020-2025

-- Handheld consoles - Market size and forecast 2020-2025

-- Market opportunity by Type

Market Segmentation by type of gamer

-- Market segments

-- Comparison by type of gamer

-- Casual gamers - Market size and forecast 2020-2025

-- Hardcore gamers - Market size and forecast 2020-2025

-- Market opportunity by type of gamer

Customer Landscape

Geographic Landscape

-- Geographic segmentation

-- Geographic comparison

-- APAC - Market size and forecast 2020-2025

-- North America - Market size and forecast 2020-2025

-- Europe - Market size and forecast 2020-2025

-- MEA - Market size and forecast 2020-2025

-- South America - Market size and forecast 2020-2025

-- Key leading countries

-- Market opportunity by geography

-- Market drivers

For more information about this report visit https://www.researchandmarkets.com/r/jxau32

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(END)

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Microsoft to Focus on Bringing More Gaming Features to PC

Aaron Klotz
439 words
29 April 2021
Tom's Hardware
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In Microsoft's latest blog post, the company shared its desire to focus more on the PC gaming experience by adding more and more gaming-specific features to the PC.

Earlier today, Microsoft released a blog post sharing the company's thoughts on the gaming industry and its focus for gaming in 2021 and beyond. Microsoft's goal has changed for the Xbox team and its gaming initiatives from focusing more on a specific platform (i.e the Xbox consoles) to being focused on multiple platforms, specifically the PC.

Microsoft's end goal is to be a 'player first' company, focusing more on the game rather than the platform it's on. This means that we'll be seeing more and more features being focused on the PC platform, and not just the Xbox consoles alone.

This is good news for PC gamers is that Microsoft is now focusing more than ever before on the PC gaming ecosystem, which hopefully means more and more gaming optimizations for the PC and more cross-play potential, which is what Microsoft also highlighted in its blog post.

For example, Microsoft shares more details on Halo Infinite which is getting a significant amount of PC development time and will fully support features such as ultrawide (21:9) and super ultrawide (32:9) screens, triple keybinds, and higher fidelity graphics which will be PC exclusive.

Plus, Halo infinite will also have cross-play capabilities with PC and the latest Xbox Series X/S consoles.

Microsoft is also expanding its cloud gaming services to allow any device to stream over 100 console games to your PC. A few days ago, Microsoft announced the beta for its cloud gaming service, and it will work with both Windows 10 devices and Apple iOS devices through web browsers such as Edge, Chrome, and Safari.

As for developers, Microsoft is adding more features to give developers an easier time making games for PCs. Currently, there's a new DirectX12 feature called the Agility SDK, allowing developers to push the latest DirectX 12 features and updates to their games without the end user (player) requiring an operating system update.

Microsoft is also working on other features like Auto HDR technology and continuing to work on DirectStorage technology, which was an Xbox exclusive feature but is now being developed for the PC.

These are just some of the features Microsoft addressed in its blog post, but overall it's great to see Microsoft focusing on the PC player experience just as much as on the Xbox consoles.

Xbox Art (Microsoft)

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Microsoft Corporation - Continuing our PC gaming journey in 2021 and beyond

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* Original document

Continuing our PC gaming journey in 2021 and beyond

We've talked often about our 'player-first' approach to gaming over the last few years. In the past, that may have meant different things to different people, especially for those who identified strongly with being a console gamer, a PC gamer, or a mobile gamer. If you were to walk the (virtual) halls at Xbox today, I think you'd find that to us, the idea of the 'player' has come to mean someone who plays many kinds of games on many different devices. PC gaming is part of this; 'player first' has to apply for PC, as well, and to that end we've been making investments across the PC gaming ecosystem to ensure that PC is a key part of how people can play games.

Building Communities Around Games, Not Devices

A big part of our role as a platform holder and game publisher is to connect players with games no matter where they play. Over the last 18 months we've launched games on PC like Age of Empires II and III DE, Gears Tactics, Wasteland 3, Minecraft Dungeons, and Microsoft Flight Simulator, many of which topped the Steam charts at launch. We're looking forward to delivering more PC content, including Age of Empires IV, later this year. Whether they are new genres for established franchises, the next iteration of a classic favorite or the evolution of a storied PC brand, we're making games that PC gamers love to play.

We know many of you play across more than just your PC, including on Xbox and mobile. That's why we're excited to announce Halo Infinite will support multiplayer cross-play and cross-progression when it releases later this year. That means if you're playing on PC, you can play with your friends on Xbox One and Xbox Series X|S. It also means that your multiplayer customization and progress will follow you across all platforms.

We have been working closely with the PC community to ensure that Halo Infinite offers a premier PC experience, including highly desired features such as support for ultrawide and super ultrawide screens, triple keybinds, a wide variety of advanced graphics options and more. We want to make sure that Halo is serving the PC community.

We're also using the cloud to make console gaming accessible on even more PCs. While not meant to replace native PC gaming, Xbox Cloud Gaming allows Xbox Game Pass Ultimate members to play over 100 console games on a wide range of computers, from lower-spec, entry-level machines to older devices that otherwise couldn't handle games that require more power.

Creating Experiences Tailored to PC Gamers

We believe it's important that players have a choice in where they purchase games and we want to make accessing content even easier. We know that the PC community uses multiple storefronts, which is why we also brought Sea of Thieves, Halo: The Master Chief Collection, Microsoft Flight Simulator, Age of Empires I, II, and III: Definitive Edition, and Forza Horizon 4 to Steam.

There are also millions of people opting to use their Xbox Game Pass membership to play. We launched Halo: The Master Chief Collection at the end of 2019 on the PC as part of Xbox Game Pass for PC; since then, over 10 million players have played it, with the vast majority of them being brand new to the franchise. We're encouraged by the community's response, and we continue to bring more games from publishers and developers across the industry into the Xbox Game Pass for PC library. We're only four months into 2021, and we've already added 100 titles, including award-winning Bethesda games and brand new PC games, and we partnered with Electronic Arts to make EA Play a part of Xbox Game Pass for PC and Ultimate memberships at no additional cost. More than 50 leading device partners, including Acer, ASUS, Lenovo,

MSI and Razer, are offering Xbox Game Pass for PC with qualifying devices, giving gamers around the world access to the library.

We regularly work on features and functionality that improves and/or allows for a more customized experience like Xbox Game Bar. We're also bringing more quality-of-life improvements to PC gamers, including improved install reliability and faster download speeds over the next few months. We look forward to sharing more details on that soon.

Helping Developers Deliver Exceptional Experiences

Game developers are at the heart of bringing great games to our players, and we want them to find success on our platforms. That's why today we're announcing that we're updating our Microsoft Store terms for PC game developers. As part of our commitment to empower every PC game creator to achieve more, starting on August 1 the developer share of Microsoft Store PC games sales net revenue will increase to 88%, from 70%. A clear, no-strings-attached revenue share means developers can bring more games to more players and find greater commercial success from doing so. You can read more about this new revenue share and our work with developers from Head of Game Creator Experience and Ecosystem Sarah Bond.

We empower developers to decide how to deliver their work based on their creative vision. Developing for PC was a priority for Microsoft Flight Simulator last year, using the help of Azure AI, machine learning, Azure Cognitive Services, and Bing Maps to bring the entire planet to life. . We're also looking forward to releasing Age of Empires IV this fall, which modernizes the iconic RTS franchise for new and returning players with the first all-new title in the last 10 years. We're building on our history in PC gaming with the addition of inXile entertainment, Obsidian and Bethesda to our development teams - bringing their world-class talent and heritage into the Xbox team.

We're proud to empower all developers with the platform and services they need to execute their vision and provide exceptional experiences on PC. We introduced DirectX 12 Ultimate to both Xbox Series X|S and PC; coupled with the newly announced DirectX 12 Agility SDK, this enables incredible graphics experiences, like ray tracing, for an even larger set of PC gamers. We're taking the work we did with our Auto HDR technology on Xbox to PC gamers, which is currently being tested with over 1,000 DirectX-based games. We're also bringing DirectStorage technology on Xbox to PC, which means vastly reduced load times and more expansive and detailed virtual worlds.

The Future of PC Gaming is Brighter than Ever

We know that we still have a lot of work to do, but based on the response from both PC gamers and PC game developers, we think that we're headed in the right direction for this community with the investments we're making. We have never been in a better position as an organization to deliver for PC gamers, with Xbox Game Studios and Bethesda developing content for both PC and Xbox, the Windows and DirectX teams creating technologies that empower developers and provide PC players with features that specifically take advantage of PC hardware, Xbox Game Pass for PC featuring games for every type of PC gamer with Xbox Game Studio games coming on day one, and the ongoing evolution of the Xbox app and Xbox Game Bar. We'll continue listening to the community to ensure we're delivering on our promises, and respecting how players choose to play. This is especially true as we head into the second half of 2021, when our work across the entire PC ecosystem has the potential to come together in a way that propels the industry forward and brings great games to more gamers around the world.

Disclaimer

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Gaming and Home Working See Microsoft Profits Soar

Ian Evenden
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28 April 2021
Tom's Hardware
TOMHA
English

Profits and revenue at the Windows maker soar thanks to increased demand and working from home.

The popularity of its cloud computing services, as well as the small matter of its software output, sent Microsoft profits soaring in the first three months of 2021 to $14.8 billion. This represents a 38% rise over the same period in 2020 according to a Microsoft press release and the Associated Press.

Click to view image (Image credit: LunchboxLarry Creative Commons Attribution 2.0 Generic)

The company's total revenue in the period was $41.7 billion, of which $13 billion came from what MS refers to as 'personal computing,' which grew thanks to increased demand for gaming and strong PC sales, which Microsoft receives licensing revenue for. The star of the show was clearly Xbox, which contributed to a 34% increase in sales following the launch of the Series S and X consoles at the end of last year, and the rush by many gamers to secure one ready for the holiday season. Surface hardware managed a 12% increase in revenue.

It's the cloud, however, which accounts for the largest rise of 23% to revenue of $15.1 billion as more and more individuals, companies, and even governments switch to working online. Of this, the largest growth came from Azure, which saw its revenue grow by 50%. "Over a year into the pandemic, digital adoption curves aren't slowing down. They're accelerating, and it's just the beginning," CEO Satya Nadella said in a statement.

The first quarter of 2021 was unusually strong for PC sales, in part due to unfulfilled demand following the components backlog. The rise in sales across the industry was also due to a weak first quarter in 2020, as the Coronavirus pandemic disrupted Asian supply chains. As Microsoft earns licensing fees for every PC sold with Windows installed, it benefits greatly from increased sales across the industry.

The Microsoft building in Munich, Germany (Rufus46 Creative Commons Attribution-Share Alike 3.0 Unported)

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Microsoft Sales Show Strong Growth in Gaming, Cloud -- 3rd Update

By Aaron Tilley
617 words
28 April 2021
08:52
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Microsoft Corp. extended its pandemic-fueled run of strong quarterly earnings that have bolstered investor enthusiasm in the software giant, bringing the company near a $2 trillion valuation.

Microsoft has seen massive growth across its professional and consumer businesses with people stuck at home and remote work and distance education becoming the norm for many. That has driven rapid uptake of its cloud-computing services and supercharged the company's videogaming sales. Microsoft's stock is up around 50% over the past year, driving the company's valuation to about $1.97 trillion, second only to Apple Inc.

"Over a year into the pandemic, digital adoption curves aren't slowing down. They're accelerating, " Microsoft Chief Executive Satya Nadella said in a statement.

The Redmond, Wash., company posted a 19% increase in its fiscal third-quarter sales to about $41.7 billion, generating net income of $15.5 billion for the January through March period. The results beat Wall Street expectations, according to FactSet.

Microsoft shares retreated around 3% in after-hours trading after a strong run-up in the stock ahead of earnings.

"Now there are worries about the sustainability of Microsoft post-pandemic," said Rishi Jaluria, an analyst for investment research firm D.A. Davidson & Co.

Microsoft's hardware sales were affected by chip shortages, said Kyle Vikstrom, a director of investor relations at the company. Supply-chain issues dented Xbox sales, Chief Financial Officer Amy Hood said on a call with analysts, adding that those could hit Surface laptop sales in the fourth quarter..

The company's videogaming activity has been particularly hot during the pandemic. Xbox content and services revenue increased 34% in the latest quarter aided by the recent release of two new consoles, Xbox Series X and S. Xbox hardware revenue more than tripled from the previous year.

Strong demand for cloud services late last year helped Microsoft reverse a trend of a gradually declining pace of growth. The company said sales linked to Azure cloud services advanced 50% in the most recent quarter, on par with the December quarter.

Growth in Azure, the collection of a global network of data centers and software tools Microsoft sells as a service, had been slowing before the pandemic hit as the business gained scale. Microsoft sees a return to that pattern as likely.

"We're getting into the law of large numbers" on Azure's growth, said Microsoft's Ms. Vikström. "We expect over time that it's going to decelerate as numbers get bigger."

Microsoft also was able to popularize during the pandemic its Teams workplace collaboration suite that offers features competing with companies such as Zoom Video Communications Inc. and Slack Technologies Inc. Teams usage rose from 20 million active users before the pandemic in November 2019 to reach more than 145 million today, Mr. Nadella said.

Microsoft also benefited from the broad strength in the advertising market. Its search advertising business was up 17%, and ad-spending also helped lift revenue at LinkedIn, the professional social-media network, by 25%.

Tech rival Alphabet Inc. on Tuesday reported a 34% jump in first-quarter sales from the year earlier, driven by a surge in digital ad spending.

Microsoft's Ms. Hood said she expected "another strong quarter" for the three months ending in June. The company forecast $43.6 billion to $44.5 billion in sales in the three-month period, beating Wall Street expectations.

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Write to Aaron Tilley at aaron.tilley@wsj.com

(END) Dow Jones Newswires

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Document RTNW000020210428eh4s00036

online news
Microsoft fixes Windows update that impairs gaming performance

PC gamers have been complaining about impaired gaming performance in the wake of one of two Windows 10 patches; the KB5001330 update, or the preview version of the same which was dubbed KB5000842. An official Nvidia staff member on the GeForce forums has already recommended those affected by slower gaming after these updates to 'roll them back'. Now Microsoft has at last acknowledged the problem and started an action to fix the mess. On the Microsoft support page linked above the OS provider says that "A small subset of users have reported lower than expected performance in games after installing this update. Most users affected by this issue are running games full screen or borderless windowed modes and using two or more monitors." This update to the situation seems to have been filed this weekend.

Microsoft's 'small subset' isn't that small if the ComputerBase users survey is a good representation of the market, as approx 20 per cent of users say they were affected by this games performance issue.

Microsoft will be using a new-ish vector to iron out the performance sapping issues caused by applying KB5001330 / KB5000842. As long as you are not gaming on an enterprise managed device you can simply wait for the issues to be resolved by Microsoft's Known Issue Rollback (KIR). KIR is a server side update system which can be used for servicing and bug fixes "enabling us to quickly revert a single, targeted fix to a previously released behaviour if a critical regression is discovered," explains Microsoft.

The KIR process has now been initiated, and it is claimed this fix will be propagated automatically to Windows 10 PCs in about 24 hours via Windows Update. A system restart might help prompt the update if it doesn't start of its own accord.

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<mark>Microsoft</mark> Update on PC <mark>Gaming</mark> Plans Reportedly Near, Ubisoft+ to Game Pass Hinted at Again

Nathan Birch
408 words
27 April 2021
Wccftech.com
NEWAGAE
English
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Microsoft has been pretty focused on Xbox recently, which is understandable since they just released a new one, but what about PC gaming? Well, during the most recent episode of The Game Mess Show, VentureBeat's Jeff Grubb stated that Microsoft is prepping an "update about it's commitment to PC gaming" for this coming Thursday (April 29). It isn't entirely clear what form this update might take, but according to Grubb it probably won't be a big event or livestream…

Click to access link.

I believe Microsoft will be doing an update about it's commitment to PC gaming. There's a lot of good news around Microsoft and Xbox [...] but whenever someone has a criticism […] it's that the PC side of Game Pass doesn't seem quite as good. [...] I'm sure they'll talk about that, but they'll also, in general, speak in platitudes about how they feel about PC gaming overall and how much it means to them. This is not an event, this is not a big showcase, this is probably a blog post or something like that. Maybe they could talk about their plans for the Windows Store and how they plan to update that stuff, because there were talks along those lines before, but maybe that's not ready yet.

So, what can we expect from this update? Grubb speculates we might see some new Xbox Game Pass updates up some kind – perhaps the full launch of PC cloud gaming? I could also see some new Xbox Game Bar features and PC ports being announced. An update on what they plan to do with the widely-disliked Windows Store seems remote to me, but hey, fingers crossed.

In other potential news, Grubb also once again hinted there's a chance the Ubisoft+ subscription service could become a part of Xbox Game Pass Ultimate. Apparently, Ubisoft and Microsoft were in talks, and while Grubb isn't entirely sure how they went, he does think more Ubisoft games are coming to Game Pass one way the other. Of course, take all this with a grain of salt for now, but this all seems pretty plausible.

So, what are your thoughts on all of this? What kind of PC-related announcements are you hoping for from Microsoft?

Click to view image.

Document NEWAGAE020210427eh4r000p3

Microsoft Shows Strong Growth in Gaming, Cloud

By Aaron Tilley
549 words
28 April 2021
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RTNW
English
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Microsoft has seen massive growth across its professional and consumer businesses with people stuck at home and remote work and distance education becoming the norm for many. That has driven rapid uptake of its cloud-computing services and supercharged the company's videogaming sales. Microsoft's stock is up around 50% over the past year, driving the company's valuation to about $1.97 trillion, second only to Apple Inc.

"Over a year into the pandemic, digital adoption curves aren't slowing down. They're accelerating, " Microsoft Chief Executive Satya Nadella said in a statement.

The Redmond, Wash., company posted a 19% increase in its fiscal third-quarter sales to about $41.7 billion, generating net income of $15.5 billion for the January through March period. The results beat Wall Street expectations, according to FactSet.

"Microsoft continues to benefit from a Covid-19-led acceleration in cloud migration and strong demand for workforce modernization," KeyBanc Capital Markets analyst Michael Turits said in a note before the results.

Strong demand for cloud services late last year helped Microsoft reverse a trend of a gradually declining pace of growth as the business gained scale. The company said sales linked to Azure cloud services advanced 50% in the most recent quarter, on par with the December quarter. Azure, the collection of a global network of data centers and software tools Microsoft sells as a service, last year became a larger revenue source for the company than its Windows operating system, Piper Sandler analyst Brent Bracelin has said. Microsoft is No. 2 in the cloud behind Amazon.com Inc.

Microsoft also was able to popularize during the pandemic its Teams workplace collaboration suite that offers features competing with companies such as Zoom Video Communications Inc. and Slack Technologies Inc. Teams usage rose from 20 million active users before the pandemic in November 2019 to 115 million in October 2020, the last time the company updated its usage figures.

Microsoft has been looking for ways to underpin its efforts to reach a larger number of users through some high-profile acquisitions. Earlier this month, it acquired artificial-intelligence company Nuance Communications Inc. for $16 billion in an effort to boost its access to healthcare customers, where Nuance has a dominant position in voice-transcription software for doctors.

The company's videogaming activity has been particularly hot during the pandemic. Xbox content and services revenue increased 34% in the latest quarter aided by the recent release of two new consoles, Xbox Series X and S.

Late last year, the company bought ZeniMax Media Inc., the parent company of the popular Doom videogame franchise, for $7.5 billion. Microsoft also held acquisition talks with chat startup Discord Inc. that would have bolstered its consumer business. Those negotiations have ended, The Wall Street Journal reported last week, with Discord pursuing an initial public offering.

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Sony, Microsoft battle for Japanese gaming artist

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It has been roughly six months since Sony and Microsoft released their much-awaited next-generation consoles, the PlayStation 5 and Xbox Series X, but the battle for console supremacy is only starting to heat up. The two companies are reportedly locked in a battle to acquire a prestigious Japanese gaming platform, which would give the acquirer a decisive advantage.

Since the pure processing potential and raw power of each console are very comparable, what new customers are looking for is value in the library of games available to the users of each console.

Both Sony and Microsoft have their own game subscription services. They each allow the user to have access to a large library of games for a fixed monthly fee.

The Sony PS Now game library is twice the size of that of its rival with 700 games. But it's not about how many games each has, but rather about game quality.

Konami and Hideo Kojima

Both Sony and Microsoft will continue to dedicate huge internal resources to create highly-sought-after and exclusive games. However, that is not the only way forward, as Microsoft has proven by shelling out an $7.5 billion to purchase quality games from Doom and Fallout producer Bethesda.

We have already reported that [Microsoft has been linked with a move](#) to publish renowned game developer Hideo Kojima's next game exclusively on its platform, with the game in question rumoured to be an abandoned [Google Stadia](#) project.

For the uninitiated, Kojima is something akin to gaming's Quentin Tarantino, in that he has been adept at assimilating elements from older films, books and other creatives into his work in a fresh and often innovative manner, balancing high-minded concepts with interesting gameplay and meta elements aimed at making the gamer think about their in-game actions (see: player being rewarded for completing missions using non-lethal firearms in The Phantom Pain).

With the Japanese developer being credited as one of the pioneers of the stealth action genre and having spearheaded the critically acclaimed and commercially successful Metal Gear series, Kojima projects tend to carry a significant amount of prestige and loyal fans with them, so whichever platform manages to publish his games can expect a strong interest in them.

Meanwhile Japanese game developer Konami is sitting on several titles which could be worth a lot to the right company. These titles include the Castlevania series (which has received the anime treatment by Netflix with great success), the Silent Hill survival horror franchise, and the aforementioned Metal Gear series. Unfortunately for fans of these titles, Konami has pretty much given up on them, with their resources being redirected to the much more profitable world of mobile gaming and pachinko machines (the latter is used as a gambling device by people in Japan).

While Konami may not want to part with any intellectual property on a permanent basis, they are aware that their precious IP assets are underutilised at the moment and are looking at ways to generate revenue through them. ACG gaming took to Twitter earlier this month to report that Konami is considering leasing some of its IP and that Microsoft is already in talks with Konami to make this happen. No one can yet confirm how advanced these talks are or which titles they may involve.

Should Microsoft make an Xbox-exclusive Metal Gear game, it would send shockwaves through the industry.

However, despite some negative publicity over the past two months, Sony has remained coy on future plans, providing only hints at what's to come.

"We have been quietly but steadily investing in high-quality games for PlayStation, and we will make sure that the PS5 generation will have more dedicated software than ever before," said Sony Interactive Entertainment CEO Jim Ryan recently.

"We have repeatedly engaged in mergers and acquisitions, including Insomniac Games in the US. We will not rule out that option in the future," added Ryan.

This allows for the possibility that Sony may be competing with Microsoft for either the Kojima or Konami properties, or both.

The outcome could determine in large part the future of the international gaming industry.

While Sony dominated during the previous generation, a potential win for Microsoft in the Konami IP bidding war could change all that in a market worth upwards of $35 billion and that is projected to reach $51 billion by 2027.

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Microsoft Technology Licensing LLC; Patent Issued for Unified Virtual Reality Platform (USPTO 10,976,830)

2021 APR 26 (VerticalNews) -- By a News Reporter-Staff News Editor at Journal of Engineering -- Microsoft Technology Licensing LLC (Redmond, Washington, United States) has been issued patent number 10,976,830, according to news reporting originating out of Alexandria, Virginia, by VerticalNews editors.

The patent's inventors are Sharma, Vishal (Los Altos, CA); Amjadi, Elhum (Foster City, CA).

This patent was filed on June 11, 2019 and was published online on April 26, 2021.

From the background information supplied by the inventors, news correspondents obtained the following quote: "In a virtual reality (VR) system, a user interacts with a digitally simulated virtual environment designed to emulate characteristics of the real world. In particular, the VR system may include sensors to detect input from the user, e.g., movements, voice, eye gaze, etc., and also generate output for the user, e.g., stereoscopic imagery, audio, tactile feedback, etc., to create the sensation that the user is 'present' in and interacting with the virtual environment.

"VR systems may be utilized for a wide variety of applications, including providing users with entertainment and/or informative content. VR systems may also serve as an interface between human users and non-VR systems, such as shopping or social networking applications. For example, a gesture made by a user of a VR system may be interpreted as a command to perform a task in a non-VR system, such as adding a friend on a social network, performing a search on a submitted query, making purchases on a shopping website, etc. To facilitate the interaction of VR system modules and non-VR system modules, it would be desirable to provide a flexible unified computational platform supporting VR and non-VR module types.

"Another key feature of state-of-the-art VR systems will be their ability to provide both breadth and depth of detail for each virtual environment. For example, an integrated VR system may provide a diverse variety of virtual experiences, e.g., simulating the details of walking down a busy street, entering the interior of a virtual store with diverse offerings for purchase, driving a virtual car, etc. As each virtual experience is expected to fully immerse the user in the simulated environment, the unified computational platform will also need to flexibly accommodate the complex details of diverse VR experiences, as well as manage the transitions between VR experiences for the user.

"Yet another feature of advanced VR systems will be their ability to allow interactions between multiple users in 'joint' VR environments. For example, multiple users will have the capability to perceive each other's presence and actions in a single joint environment, thus allowing for collaboration amongst the users on joint tasks.

"To meet the aforementioned requirements, it would be desirable to provide flexible and versatile techniques for designing a unified computational platform for use in advanced virtual reality systems."

Supplementing the background information on this patent, VerticalNews reporters also obtained the inventors' summary information for this patent: "This Summary is provided to introduce a selection of concepts in a simplified form that are further described below in the Detailed Description. This Summary is not intended to identify key features or essential features of the claimed subject matter, nor is it intended to be used to limit the scope of the claimed subject matter.

"Briefly, various aspects of the subject matter described herein are directed towards techniques for providing a unified computational platform for implementing virtual reality systems. In an aspect, a VR client includes input and output modules for generating the VR experience for a user, and also an assistant interface that couples the input and output modules to an assistant server. The assistant interface may encapsulate user inputs into a message according to a predefined semantic information interchange language (SIIL) specification.

"The assistant server may include a command inference block for converting user-input SIIL messages to command-input SIIL messages. This conversion encodes user inputs to the VR system into a general command set that may be recognized and processed by both VR and non-VR modules. The assistant server may further include hardware for implementing a plurality of software plugins, each plugin dedicated to an individual VR or non-VR module, and designed to translate command-input SIIL messages into a custom or proprietary protocol used by each module. The present techniques considerably simplify and modularize the design of modules in a VR system, and reduce the burden on such modules to build or store their own mappings between user inputs and executed commands.

"Other advantages may become apparent from the following detailed description and drawings."

The claims supplied by the inventors are:

"The invention claimed is:

"1. An apparatus comprising: a command inference block configured to receive from a client a user-input message according to a first protocol specifying an input to a virtual reality system, and to convert the user-input message into a command-input message according to the first protocol; and at least one plugin module configured to: transmit a command input specified by the command-input message to an application module; translate a custom service message received from the application module into a first service message according to the first protocol; and transmit the first service message to the client.

"2. The apparatus of claim 1, the user-input message specifying at least one of a gesture performed by the user and a voice input.

"3. The apparatus of claim 1, the command inference block configured to convert the user-input message into the command-input language by being configured to: receive a context of the user-input message; retrieve a proposed command from a library based on the received context and the user-input message; and encapsulate the proposed command in the command-input SIIL message.

"4. The apparatus of claim 1, the context comprising at least one of co-presence of other individuals in a joint VR environment when one user generates an input, the user's geographic location when generating the input, a time of day when the user input is made, and a direction in which a physical input such as a gesture is made.

"5. The apparatus of claim 1, the command inference block configured to convert the user-input message into the command-input language by being configured to: receive a context of the user-input message; retrieve a proposed command from a library based on the received context and the user-input message; if a rejection of the proposed command is received from the user, encapsulate another command suggested by the user in the command-input SILL message; and update the library based on the another command suggested by the user.

"6. The apparatus of claim 1, the command inference block configured to convert the user-input message into the command-input language by being configured to: receive a context of the user-input message; retrieve a proposed command from a library based on the received context and the user-input message; if the library does not contain a proposed command based on the received context and the user-input message, encapsulate another command suggested by a second user in the command-input SIIL message; and update the library based on the another command suggested by the second user.

"7. The apparatus of claim 1, the command inference block configured to convert the user-input message into the command-input language by being configured to: receive a plurality of user-input messages from a plurality of users; receive a context of each user-input message; retrieve a proposed command from a library based on the plurality of received contexts and the plurality of user-input messages; and encapsulate the proposed command in the command-input SIIL message.

"8. The apparatus of claim 1, the at least one plugin module comprising a first virtual reality (VR) plugin and a second non-virtual reality (non-VR) plugin, the first VR plugin configured to exchange at least one parameter of the user with the second non-VR plugin using a message according to the first protocol, the at least one parameter comprising a credential or authorization associated with a payment instrument owned by the user, an assigned status of the user, and a user profile.

"9. The apparatus of claim 1, the at least one plugin module comprising a first virtual reality (VR) plugin and a second virtual reality (VR) plugin, the first VR plugin configured to exchange with the second VR plugin using messages according to the first protocol a virtual environment parameter comprising at least one of a virtual environment coordinate system, relative position of a user in the virtual environment coordinate system, and visual data associated with the virtual environment.

"10. The apparatus of claim 9, the first VR plugin configured to exchange data with the second VR plugin using a network communications channel.

"11. The apparatus of claim 1, the first service message comprising an instruction to the client to change an output signal generated by a virtual reality output module.

"12. The apparatus of claim 1, further comprising a server computer for implementing the command inference block and the at least one plugin module, the server computer configured to communicate with the client using a network connection.

"13. The apparatus of claim 1, the command inference block further configured to receive a second user-input message according to the first protocol, and to convert the combination of the user-input message and the second user-input message into a single command-input message according to the first protocol.

"14. A method for converting a user-input digital message to a command-input digital message for a virtual reality system, the method comprising: receiving at least one user-input message according to a first protocol; receiving a context for each of the at least one user-input message; retrieving a proposed command, if available, from a digital library mapping user input and context to command inputs; if a user rejection of the proposed command is not received, encapsulating the proposed command in at least one command-input message according to the first protocol; and transmitting the command-input message to an application module.

"15. The method of claim 14, further comprising: if a user rejection of the proposed command is received, encapsulating an alternative command specified by a user in the at least one command-input message according to the first protocol; and updating the digital library to map the user input and context to the alternative command specified by the user.

"16. The method of claim 14, further comprising: if the proposed command is not available from the digital library mapping user input and context to command inputs, receiving an alternative command specified by an alternative user; and encapsulating the alternative command in the at least one command-input message according to the first protocol.

"17. The method of claim 16, the receiving at least one user-input message according to a first protocol comprising receiving at least one user-input message from each of a plurality of users, the retrieving the proposed command comprising retrieving a single proposed command for the plurality of user-input messages from the plurality of users.

"18. A computing device including a memory holding instructions executable by a processor to: receive from a client a user-input message according to a first protocol specifying an input to a virtual reality system; convert the user-input message into a command-input message according to the first protocol; transmit a command input specified by the command-input message to an application module; translate a custom service message received from the application module into a first service message according to the first protocol; and transmit the first service message to the client.

"19. The device of claim 18, the user-input message specifying at least one of a gesture performed by the user and a voice input.

"20. The device of claim 18, the memory further holding instructions executable by a processor to: receive a context of the user-input message; retrieve a proposed command from a library based on the received context and the user-input message; and encapsulate the proposed command in the command-input SIIL message."

For the URL and additional information on this patent, see: Sharma, Vishal; Amjadi, Elhum. Unified Virtual Reality Platform. U.S. Patent Number 10,976,830, filed June 11, 2019, and published online on April 26, 2021. Patent URL:
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Keywords for this news article include: Business, Microsoft Technology Licensing LLC.

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Microsoft Technology Licensing LLC; Patent Issued for Using Eye Tracking To Hide Virtual Reality Scene Changes In Plain Sight (USPTO 10,976,816)

2021 APR 26 (VerticalNews) -- By a News Reporter-Staff News Editor at Journal of Engineering -- Microsoft Technology Licensing LLC (Redmond, Washington, United States) has been issued patent number 10,976,816, according to news reporting originating out of Alexandria, Virginia, by VerticalNews editors.

The patent's inventors are Wilson, Andrew D. (Seattle, WA); Marwecki, Sebastian Lennard (Potsdam, DE); Ofek, Eyal (Redmond, WA); Holz, Christian (Seattle, WA).

This patent was filed on June 25, 2019 and was published online on April 26, 2021.

From the background information supplied by the inventors, news correspondents obtained the following quote: "Virtual reality technology employs specialized computing hardware and software to provide users immersive virtual environments to interact with and explore. Virtual reality technologies can place users into virtual, computer-generated environments, where they can perceive and interact with virtual objects rendered therein. An essential part of any media production is creating and arranging scenery, or staging, which is an important part of audience engagement and enjoyment.

"In the context of interactive systems, such as virtual reality, unexpected staging is sometimes required as a virtual scene can react to user input, or user interaction with the virtual scene. Thus, creating or arranging virtual objects at runtime is needed in many virtual reality applications, as a virtual scene can change in many ways as a user interacts with the virtual environment."

Supplementing the background information on this patent, VerticalNews reporters also obtained the inventors' summary information for this patent: "Embodiments described herein provide systems and techniques for dynamically modifying a virtual environment or scene. More specifically, a virtual scene can be provided to a head-mounted display (HMD) by a computing device coupled to the HMD, where the virtual scene is provided for display. The computing device can receive sensor data from a set of sensors, such as eye-tracking sensors coupled to the HMD. The sensors can generate sensor data that includes eye-tracking data, such as pupil location, pupilometry, and the like. Based on the eye-tracking data (e.g., location of the pupil relative to the displayed virtual scene), the computing device can determine a set of focal regions of the displayed virtual scene, such as a foveal region, a parafoveal region, and/or a perifoveal region, among other things. As one or more sets of focal regions are determined, the computing device can calculate probabilities, analyze timing, determine intent, or process other factors to determine whether and/or when to modify or change a portion of the virtual scene with an increased likelihood that a wearer or user of the HMD does not notice the modification or change.

"This summary is provided to introduce a selection of concepts in a simplified form that are further described below in the detailed description. This summary is not intended to identify key features or essential features of the claimed subject matter, nor is it intended to be used in isolation as an aid in determining the scope of the claimed subject matter."

The claims supplied by the inventors are:

"What is claimed is:

"1. A computer-implemented method for dynamically modifying a virtual scene, the method comprising: providing for display, by a computing device, the virtual scene to a head-mounted display (HMD) coupled to the computing device; receiving, by the computing device, sensor data from a set of eye-tracking sensors coupled to the HMD; determining, by the computing device, a set of focal regions of the displayed virtual scene based on the received sensor data, wherein the determined set of focal regions includes a perifoveal region of the displayed virtual scene; modifying, by the computing device, a portion of the virtual scene based at least in part on a determination that the portion is radially outside of the determined perifoveal region; and providing for display, by the computing device, the virtual scene including the modified portion to the HMD.

"2. The computer-implemented method of claim 1, further comprising: determining, by the computing device, a pupilometry based on at least one detected pupil diameter included in the received sensor data; and determining, by the computing device, a cognitive load value based at least in part on the determined pupilometry, wherein the portion of the virtual scene is modified based further in part on the determined cognitive load value.

"3. The computer-implemented method of claim 1, further comprising: determining, by the computing device, a number of saccades over a defined period of time based on the received sensor data, and wherein the portion of the virtual scene is modified based further in part on a determination that the number of saccades is below a threshold value.

"4. The computer-implemented method of claim 1, further comprising: determining, by the computing device, a different set of focal regions of the displayed virtual scene based on the received sensor data, wherein the different set of focal regions includes a different perifoveal region of the displayed virtual scene; and detecting, by the computing device, a change from the determined different set of focal regions to the determined set of focal regions, wherein the portion of the virtual scene is modified within a defined period of time after the detected change.

"5. The computer-implemented method of claim 1, further comprising: determining, by the computing device, a different set of focal regions of the displayed virtual scene based on different sensor data received from the set of eye-tracking sensors, wherein the determined set of focal regions further includes a foveal region of the displayed virtual scene and the determined different set of focal regions includes a different foveal region corresponding to the portion and a different perifoveal region of the displayed virtual scene; and calculating, by the computing device, a weight associated with the portion based on a determined duration between a first time that the different set of focal regions is determined and a second time that the set of focal regions is determined, wherein the portion of the virtual scene is modified based further in part on the calculated weight.

"6. The computer-implemented method of claim 1, wherein the portion of the virtual scene is modified based further in part on a probability that the modification is detected, the probability being calculated based at least in part on the determined set of focal regions.

"7. The computer-implemented method of claim 1, further comprising: determining, by the computing device, a duration associated with the foveal region and a different portion of the displayed virtual scene, wherein the portion of the virtual scene is modified based further on a comparison of the determined duration to a defined dwell threshold duration.

"8. The computer-implemented method of claim 1, further comprising: determining, by the computing device, a plurality of different sets of focal regions of the displayed virtual scene based on the received sensor data, wherein the determined plurality of different sets of focal regions defines a gaze pattern, wherein the portion of the virtual scene is modified based further in part on a determination that the defined gaze pattern corresponds to one of a set of known gaze patterns.

"9. The computer-implemented method of claim 1, wherein the portion of the virtual scene is modified based further in part on another modification to the virtual scene, the other modification comprising one of an insertion of a virtual object into the virtual scene positioned at least a defined threshold distance away from the portion, or a modification of another portion of the virtual scene positioned at least the defined threshold distance away from the portion.

"10. A non-transitory computer storage medium storing computer-useable instructions that, when used by one or more computing devices, cause the one or more computing devices to perform operations comprising: providing for display a virtual scene to a HMD coupled to the computing device; receiving sensor data from a set of eye-tracking sensors coupled to the HMD, the sensor data corresponding to at least one of eye position and eye movement of a user; determining a set of focal regions within the displayed virtual scene based on the received sensor data, wherein the determined set of focal regions includes a foveal region of the displayed virtual scene and a perifoveal region of the displayed virtual scene; modifying a portion of the virtual scene based on a determination that the portion is radially outside of the determined perifoveal region; and providing for display the virtual scene including the modified portion to the HMD.

"11. The medium of claim 10, further comprising: determining a different set of focal regions of the displayed virtual scene based on different sensor data received from the set of eye-tracking sensors, wherein the determined set of focal regions further includes a foveal region of the displayed virtual scene and the determined different set of focal regions includes a different foveal region corresponding to the portion and a different perifoveal region of the displayed virtual scene; and calculating a weight associated with the portion based on a determined duration between a first time the different set of focal regions is determined and a second time the set of focal regions is determined, wherein the portion of the virtual scene is modified based further in part on the calculated weight.

"12. The medium of claim 10, further comprising: determining a pupilometry based on at least one detected pupil diameter included in the received sensor data; and determining a cognitive load value based at least in part on the determined pupilometry, wherein the portion of the virtual scene is modified based further in part on the determined cognitive load value.

"13. The medium of claim 10, further comprising: determining a number of saccades over a defined period of time based on the received sensor data, and wherein the portion of the virtual scene is modified based further in part on a determination that the number of saccades is below a threshold value.

"14. The medium of claim 10, further comprising: determining a different set of focal regions of the displayed virtual scene based on the received sensor data, wherein the different set of focal regions includes a different perifoveal region of the displayed virtual scene; and detecting a change from the determined different set of focal regions to the determined set of focal regions, wherein the portion of the virtual scene is modified within a defined period of time after the detected change.

"15. The medium of claim 10, further comprising: determining a probability of detection associated with the modification, the probability based in part on the determined set of focal regions, wherein the portion of the virtual scene is modified based on the probability of detection compared to a threshold detection value.

"16. The medium of claim 10, further comprising: determining a duration associated with the foveal region and a gaze pattern associated with a plurality of determined foveal regions, wherein the portion of the virtual scene is modified based on a comparison of the determined duration to a defined dwell threshold duration and a comparison of the gaze pattern to one of a set of known gaze patterns.

"17. A computerized system comprising: an eye-tracking means for determining a set of focal regions of a virtual scene displayed on a head-mounted device (HMD) based on received sensor data from a set of eye-tracking sensors coupled to the HMD, the determined set of focal regions including at least a perifoveal region; and a virtual scene modifying means for modifying a portion of the virtual scene based on a determination that the portion is radially outside of the determined perifoveal region.

"18. The system of claim 17, further comprising: an attention tracking means for determining that the portion can be modified based on one or more of a relative position of the portion to the perifoveal region, a weight calculated for the portion, a determined pupilometry, a detected number of saccades, a determined duration after one or more of the saccades.

"19. The system of claim 17 further comprising: a change activating means for initiating the modification based on one or more of a random trigger, a determination that a foveal region included in the determined set of focal regions corresponds to a particular virtual object within the virtual scene, or a scan path determined to correspond to a set of predefined scan paths.

"20. The system of claim 17 further comprising: a user intent and understanding means for determining a duration associated with the foveal region and a gaze pattern associated with a plurality of determined foveal regions, wherein the portion of the virtual scene is modified based on a comparison of the determined duration to a defined dwell threshold duration and a comparison of the gaze pattern to one of a set of known gaze patterns."

For the URL and additional information on this patent, see: Wilson, Andrew D.; Marwecki, Sebastian Lennard; Ofek, Eyal; Holz, Christian. Using Eye Tracking To Hide Virtual Reality Scene Changes In Plain Sight. U.S. Patent Number 10,976,816, filed June 25, 2019, and published online on April 26, 2021. Patent URL: http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l=50&s1=10,976,816.PN.&OS=PN/10,976,816RS=PN/10,976,816

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Microsoft Hong Kong Limited - Gaming just like everyone else

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* Original document

Gaming just like everyone else

Equipped with the right gear, gamers with disabilities are making new connections across the world

Kentaro Yoshinari is a super-competitive gamer who is ready to take on all comers from anywhere. He also has spinal muscular atrophy.

'People with disabilities can't always play regular sports,' Yoshinari says. 'But they can play computer games under the same conditions as everyone else.'

He is one of dozens of patients at the Hokkaido Medical Center in Japan's far north, where gaming has become a regular part of treatment and rehabilitation regimes.

Occupational therapist Eiichi Tanaka works with people with a range of disabilities at the hospital. Like Yoshinari, he is also a keen gamer.

'We currently have about 100 patients in our neuromuscular rehabilitation center who have been hospitalized for a long time,' Tanaka says. 'And 70 to 80% of them play computer games using smartphones, PCs and consoles.

'Games not only aid physical rehabilitation, they also serve as a catalyst for communication among the patients themselves and through the internet, between patients and the outside world.'

He has been encouraging people with disabilities to game since 1998. But console controllers used to be designed only for players who could use fingers on both hands to move characters, attack enemies, talk and so on.

Tanaka and his colleagues would modify controllers with accessories to meet the needs and abilities of individual patients. But customizing controllers this way wasn't easy or cheap.

That changed in 2018 with the debut of the Xbox Adaptive Controller.

'I was astounded,' he said. 'We had been begging game companies for years to develop controllers for people with disabilities. Then all of a sudden, the kind of device we'd been wanting for so long was rolled out.'

The Xbox Adaptive Controller has a large panel designed for easy operation by people with disabilities, as well as multiple ports for connection of additional buttons and other accessories. It exemplifies inclusive design principles like 'recognize exclusion,' 'learn from diversity' and 'solve for one, extend to many.'

[Link]

'If we design for people who have a unique need, it benefits people universally,' explains Bryce Johnson, a senior inclusivity designer on Microsoft's Xbox team.

YouTube Video

The staff and patients at the Hokkaido Medical Center were so impressed by the controller that they made a video about its impact.

'We wanted to show people how Xbox Adaptive Controller can be used to play games from the perspective of people with disabilities,' Tanaka says.

Because of COVID-19, people involved in the use Xbox Adaptive Controller in Tokyo were unable to visit the center to help with the video's production. Instead, Microsoft Teams was used to connect staff in Hokkaido and Tokyo to develop the story and confirm production details. They wanted the video to be useful to people throughout the world, so production staff also used Microsoft Translator and other tools to create English subtitles.

The video introduces the many features of the Xbox Adaptive Controller and shows how people with limited mobility can use them, particularly by understanding how their bodies move and how those movements can be used to play games.

'I think that there are still many people who don't know this,' says Yoshinari who led the video production.

'I want to make people with disabilities, like me, be aware that there are sports that they too can enjoy. Hopefully, this video will also help people without disabilities to understand that even people with disabilities can play computer games just like everyone else.

'We can now connect with people all over the country from here in Hokkaido. More and more patients who had never used Xbox to play games before are using Xbox Adaptive Controller these days to try their hand at new games.

'I'm looking forward to connecting with more and more people - not only throughout Japan but all over the world through playing games with them.'

The story was first published on Microsoft Stories Asia.

Disclaimer

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Document PCNVB00020210426eh4q000p1

Virtual Reality Content Creation Market to Boom Post 2021 | Oculus, Google , Microsoft , Samsung

1,125 words
23 April 2021
iCrowdNewswire
ICROWDN
English

Latest released the research study on Global Virtual Reality Content Creation Market, offers a detailed overview of the factors influencing the global business scope. Virtual Reality Content Creation Market research report shows the latest market insights, current situation analysis with upcoming trends and breakdown of the products and services. The report provides key statistics on the market status, size, share, growth factors of the Virtual Reality Content Creation.

The study covers emerging player's data, including: competitive landscape, sales, revenue and global market share of top manufacturers are: Oculus VR (United States),Google (United States),HTC Vive (China),Unity (United States),Microsoft (United States),Samsung (South Korea),Magic Leap (United States),WorldViz (United States),Snap Inc (United States),Wevr (United States)

Free Sample Report + All Related Graphs & Charts @:
https://www.advancemarketanalytics.com/sample-report/57329-global-virtual-reality-content-creation-market

Definition:

The Virtual reality refers to demonstrating real experience of a particular subject by using the computer-generated technology of a 3D image or atmosphere that can be interacted with in a relatively real or physical way by a person using special electronic equipment, such as a helmet with a screen inside or gloves fitted with sensors, goggles, etc. VR content creation imitates the presence of real environments which gives thundering experiences to the consumer.

Analyst at AMA have conducted special survey and have connected with opinion leaders and Industry experts from various region to minutely understand impact on growth as well as local reforms to fight the situation. A special chapter in the study presents Impact Analysis of COVID-19 on Global Virtual Reality Content Creation Market along with tables and graphs related to various country and segments showcasing impact on growth trends.

Market Trend:

Popularity Increasing For Virtual Games, Virtual Classrooms And Virtual Reality Content Movie

Market Drivers:

Highly demanded as it facilitates three-dimensional, computer-generated environment which can be explored and interacted with by an individual

Growing Use In Educational Learning Which Creates Immersive Experiences That Can Help Educate And Even Entertain consumers

Opportunities:

Growing Interest Of Children And Youngster In Different VR Animations And Contents

Growing Population Which Is Addicted To Virtual World

The Global Virtual Reality Content Creation Market segments and Market Data Break Down are illuminated below:

by Type (360-Degree Videos, 3D Animations, 3D Graphics (Computer animation, 3D modeling, Visual effects, Product design, Graphic/motion design, Visualization for architecture, engineering, Stereoscopic, 3D effects)), Application (Entertainment industry, Educational Learning (Academic Research Through To Engineering, Design, Business, Arts), Develop New Models, Training Methods, Communication and Interaction), Platform (Non-immersive reality, Fully immersive reality, Augmented reality, Collaborative, Web-based), End-User (Real Estate, Travel & Hospitality, Healthcare, Retail Marketing, Gaming, Automotive), Component (Software, Service)

Enquire for customization in Report @:
https://www.advancemarketanalytics.com/enquiry-before-buy/57329-global-virtual-reality-content-creation-market

Region Included are: North America, Europe, Asia Pacific, Oceania, South America, Middle East & Africa

Country Level Break-Up: United States, Canada, Mexico, Brazil, Argentina, Colombia, Chile, South Africa, Nigeria, Tunisia, Morocco, Germany, United Kingdom (UK), the Netherlands, Spain, Italy, Belgium, Austria, Turkey, Russia, France, Poland, Israel, United Arab Emirates, Qatar, Saudi Arabia, China, Japan, Taiwan, South Korea, Singapore, India, Australia and New Zealand etc.

What benefits does AMA research study is going to provide?

– Latest industry influencing trends and development scenario

– Open up New Markets

– To Seize powerful market opportunities

– Key decision in planning and to further expand market share

– Identify Key Business Segments, Market proposition & Gap Analysis

– Assisting in allocating marketing investments

Strategic Points Covered in Table of Content of Global Virtual Reality Content Creation Market:?

Chapter 1: Introduction, market driving force product Objective of Study and Research Scope the Virtual Reality Content Creation market

Chapter 2: Exclusive Summary – the basic information of the Virtual Reality Content Creation Market.

Chapter 3: Displaying the Market Dynamics- Drivers, Trends and Challenges of the Virtual Reality Content Creation

Chapter 4: Presenting the Virtual Reality Content Creation Market Factor Analysis Porters Five Forces, Supply/Value Chain, PESTEL analysis, Market Entropy, Patent/Trademark Analysis.

Chapter 5: Displaying market size by Type, End User and Region 2015-2020

Chapter 6: Evaluating the leading manufacturers of the Virtual Reality Content Creation market which consists of its Competitive Landscape, Peer Group Analysis, BCG Matrix & Company Profile

Chapter 7: To evaluate the market by segments, by countries and by manufacturers with revenue share and sales by key countries (2021-2026).

Chapter 8 & 9: Displaying the Appendix, Methodology and Data Source

Finally, Virtual Reality Content Creation Market is a valuable source of guidance for individuals and companies in decision framework.

Get More Information:
https://www.advancemarketanalytics.com/request-discount/57329-global-virtual-reality-content-creation-market

Key questions answered

– Who are the Leading key players and what are their Key Business plans in the Global Virtual Reality Content Creation market?

– What are the key concerns of the five forces analysis of the Global Virtual Reality Content Creation market?

– What are different prospects and threats faced by the dealers in the Global Virtual Reality Content Creation market?

– What are the strengths and weaknesses of the key vendors?

Definitively, this report will give you an unmistakable perspective on every single reality of the market without a need to allude to some other research report or an information source. Our report will give all of you the realities about the past, present, and eventual fate of the concerned Market.

Thanks for reading this article; you can also get individual chapter wise section or region wise report version like North America, Europe or Asia.

About Author:

Advance Market Analytics is Global leaders of Market Research Industry provides the quantified B2B research to Fortune 500 companies on high growth emerging opportunities which will impact more than 80% of worldwide companies' revenues.

Our Analyst is tracking high growth study with detailed statistical and in-depth analysis of market trends & dynamics that provide a complete overview of the industry. We follow an extensive research methodology coupled with critical insights related industry factors and market forces to generate the best value for our clients. We Provides reliable primary and secondary data sources, our analysts and consultants derive informative and usable data suited for our clients business needs. The research study enables clients to meet varied market objectives a from global footprint expansion to supply chain optimization and from competitor profiling to M&As.

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Document ICROWDN020210423eh4n00094

==Microsoft== Pty. Limited - ==Gaming== just like everyone else

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427 words
21 April 2021
Private Companies News via PUBT
PCNVB
English
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* Original document

Gaming just like everyone else

He has been encouraging people with disabilities to game since 1998. But console controllers used to be designed only for players who could use fingers on both hands to move characters, attack enemies, talk and so on.

Tanaka and his colleagues would modify controllers with accessories to meet the needs and abilities of individual patients. But customizing controllers this way wasn't easy or cheap.

That changed in 2018 with the debut of the Xbox Adaptive Controller.

'I was astounded,' he said. 'We had been begging game companies for years to develop controllers for people with disabilities. Then all of a sudden, the kind of device we'd been wanting for so long was rolled out.'

The Xbox Adaptive Controller has a large panel designed for easy operation by people with disabilities, as well as multiple ports for connection of additional buttons and other accessories. It exemplifies inclusive design principles like 'recognize exclusion,' 'learn from diversity' and 'solve for one, extend to many.'

'If we design for people who have a unique need, it benefits people universally,' explains Bryce Johnson, a senior inclusivity designer on Microsoft's Xbox team.

The staff and patients at the Hokkaido Medical Center were so impressed by the controller that they made a video about its impact.

'We wanted to show people how Xbox Adaptive Controller can be used to play games from the perspective of people with disabilities,' Tanaka says.

Because of COVID-19, people involved in the use Xbox Adaptive Controller in Tokyo were unable to visit the center to help with the video's production. Instead, Microsoft Teams was used to connect staff in Hokkaido and Tokyo to develop the story and confirm production details. They wanted the video to be useful to people throughout the world, so production staff also used Microsoft Translator and other tools to create English subtitles.

The video introduces the many features of the Xbox Adaptive Controller and shows how people with limited mobility can use them, particularly by understanding how their bodies move and how those movements can be used to play games.

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Microsoft Tests Cloud Gaming on Apple Devices -- Market Talk

147 words
20 April 2021
22:41
Dow Jones Newswires Chinese (English)
RTNW
English

1258 ET - Microsoft says it has started testing the option to stream videogames from the cloud to Apple mobile devices through web browsers, a way of circumventing the iPhone maker's App Store rules. Apple typically doesn't allow third-party developers to offer apps with multiple games. Microsoft is inviting select subscribers to its Game Pass service to participate in the test, which will provide access to more than 100 games via the browsers Edge, Google Chrome or Safari. "Our plan is to iterate quickly," the company says in a blog post. "Offering cloud gaming through the browser and having a simplified, universal landing page presents a great opportunity to make cloud gaming approachable to more players in more places over time." (sarah.needleman@wsj.com; @saraheneedleman)

(END) Dow Jones Newswires

20-04-21 1711GMT

Document RTNW000020210420eh4k000r1

Microsoft Tests Cloud **Gaming** on Apple Devices -- Market Talk

1258 ET - Microsoft says it has started testing the option to stream videogames from the cloud to Apple mobile devices through web browsers, a way of circumventing the iPhone maker's App Store rules. Apple typically doesn't allow third-party developers to offer apps with multiple games. Microsoft is inviting select subscribers to its Game Pass service to participate in the test, which will provide access to more than 100 games via the browsers Edge, Google Chrome or Safari. "Our plan is to iterate quickly," the company says in a blog post. "Offering cloud gaming through the browser and having a simplified, universal landing page presents a great opportunity to make cloud gaming approachable to more players in more places over time." (sarah.needleman@wsj.com; @saraheneedleman)

1257 ET - Aircraft materials specialist Hexcel says it boosted shipments for the Boeing 737 MAX and the Airbus A320 in 1Q compared with the prior quarter, but doesn't deviate from both plane makers' existing comments over future production rates. In contrast, widebody sales fell sequentially, and CEO Nick Stanage says shipments were "nowhere near" even the limited production rates on the 787 and A350 because of continued destocking. Shares recently down 2%, outperforming drops elsewhere in the sector. (doug.cameron@wsj.com; @dougcameron)

1238 ET - Lockheed Martin CEO Jim Taiclet says he's confident the F-35 will remain a growth driver, particularly with sustainment revenues growing at near-10% a year and international sales opportunities. Potential for Pentagon program reshuffling to pare domestic purchases remains an overhang for the stock, which is down 1.5% after beat and raise. Taiclet, on an investor call, also touts space and telecom opportunities, with the latter driven by classified business where it faces little competition from new entrants. (doug.cameron@wsj.com; @dougcameron)

1235 ET - VF Corp.'s Vans footwear and apparel brand says it is piloting and scaling regenerative agriculture practices on farms and ranches that produce rubber, cotton and leather that it will use in its products. The goal: to achieve a 30% reduction in carbon emissions by 2030. As part of the plan, the company says it will also explore bio-based alternatives with lower carbon footprints than traditional petroleum-based synthetic materials and convert virgin polyester used in its footwear, apparel and accessories to recycled sources. Vans also says that by 2025 it will eliminate all single-use plastic packaging and will have no plastic shopping bags in retail spaces by the end of 2021. (michael.dabaie@wsj.com)

1152 ET - Goldman Sachs says reported company price increases have fueled concern about a sharp rise in inflation, but it finds company commentary doesn't necessarily lead to a spike in typical inflation measures. Goldman's own gauge of price change announcements--based on nearly 100K transcripts of earnings calls from Russell 3000 companies over the last decade--has rebounded above pre-pandemic levels. But Goldman's Ronnie Walker tells WSJ, the rise "appears to be mostly contemporaneous rather than leading," and he's not bracing for inflation to jump as high as price-increase announcements may indicate. Inflation will accelerate "by a bit" in month-to-month terms, Walker says, "something like a few basis points higher on average in Mar-May vs. the prior three months." (paulo.trevisani@wsj.com; @ptrevisani)

1140 ET - JPMorgan advises investment in sectors most likely to benefit from a reopening economy, including "Energy, Financials, Materials, Industrials, small caps, high beta stocks, and various reopening and inflation themes." The bank acknowledges that reflation trade has reversed in the last few weeks, but sees it as temporary. "We believe that the reopening and reflation trade will resume with a move that will be bigger than we saw early this year...with the US recovering first, followed by Europe and finally Emerging Markets." JPMorgan adds that "these developments are not priced in." (paulo.trevisani@wsj.com; @ptrevisani)

1129 ET - Redfin says 31.5% of its users looked to move to a different metro area in 1Q, up from 30.3% in the previous quarter, due partly to remote workers looking for larger homes with more outdoor space. One consequence of pandemic-driven migration is that out-of-towners are driving up home prices and making it difficult for local residents to win bidding wars. Redfin says this is because out-of-towners have significantly bigger budgets than locals in the most popular migration destinations. The average housing budget for out-of-towners moving to Phoenix, the No. 1 migration destination for Redfin users in 1Q, was $627,000, 23%

higher than the $510,000 average budget for local buyers. "Remote work is here to stay for many Americans. The long-term cultural shift is disseminating money once concentrated on the coasts throughout the country," Redfin Chief Economist Daryl Fairweather says. (chris.wack@wsj.com)

1106 ET - Canadian National's $30B offer for Kansas City Southern could spark a bidding frenzy that would cascade throughout the North American railroad industry, analysts at Citi say. Citi thinks Canadian Pacific, which previously agreed to pay $25B for Kansas City Southern, will probably counter the new offer, and that whichever Canadian railroad loses the bidding war will turn its attention to another US target, likely CSX or Norfolk Southern. That, the analysts say, would increase the risk of waiting to make a move for the two biggest railroads - Union Pacific and Berkshire Hathaway's BNSF. Kansas City Southern up 16%. (colin.kellaher@wsj.com)

1104 ET - Boeing CEO David Calhoun says discussions continue with the FAA over remedies for the electrical issues that have frozen 737 MAX deliveries. While it's touted a fix may take just hours for each plane, the delivery pause is about to enter its third week, and fuselage supplier Spirit AeroSystems has halted shipments since the end of March. While limited 787 deliveries have resumed, it's heavily reliant on the MAX for cash, with analysts estimating it burned through $3B in 1Q. Boeing falls 3.8%, extending earlier losses after the surprise announcement of CFO Greg Smith's departure. (doug.cameron@wsj.com; @dougcameron)

1101 ET - Vertex is coughing up a lot of cash for a small increase in its ownership of CTX001, a gene therapy the company is co-developing with CRISPR Therapeutics, signaling high hopes for the rare blood-disorder treatment. Vertex to pay $900M upfront--plus $200M upon regulatory approval, to increase its share of future profits to 60%, up from 50% previously. "Expectations have grown for Vertex to engage in more meaningful business development," says JPMorgan, but Tuesday's deal "is probably not what investors had in mind." R.W. Baird estimates that the deal pegs CTX001 at a $9B valuation, which it calls "steep for an asset in a highly competitive space, with a limited portion of the patient population likely to receive gene therapies." Vertex up 0.4%, while CRISPR up 4%. (joseph.walker@wsj.com)

1041 ET - Boeing's decision to extend CEO David Calhoun's tenure beyond the mandatory retirement age of 65 echoes events at Lockheed Martin three years ago, and perhaps has the same unintended consequences. Former CEO Marillyn Hewson stayed on past 65, prompting an exodus of some expected successors including then-CFO Bruce Tanner and Orlando Carvalho, who headed its aeronautics business. It then reached into its board to appoint Jim Taiclet as CEO. Greg Smith's decision to depart Boeing at age 54 removes a leading internal CEO candidate, but there's no obvious board candidate to succeed Calhoun. (doug.cameron@wsj.com; @dougcameron)

1033 ET - Pfizer is likely to generate $24B in sales from its Covid-19 vaccine this year, with Moderna ringing in $14B from its own shot, Bernstein's Ronny Gal says. Gal says the companies will benefit as countries increase reliance on their mRNA vaccines due to safety concerns around rival vaccines from Johnson & Johnson and AstraZeneca, as well as from the need for future booster shots to ensure people maintain protection against Covid-19. Gal adjusted his models because neither J&J nor AstraZeneca is expected to deliver doses to the US beyond the initial 100M doses that were prepurchased from J&J. (jared.hopkins@wsj.com; @jaredshopkins)

(END) Dow Jones Newswires

April 20, 2021 12:58 ET (16:58 GMT)

Document DJDN000020210420eh4k004oc

telecompaper

Microsoft starts Xbox Cloud Gaming tests on Apple devices, Windows PCs

195 words
20 April 2021
Telecompaper World
TELWOR
English

Microsoft said it's bringing Xbox cloud gaming to more devices in 2021. As of 20 April, it'll begin sending out invites to selected Xbox Game Pass Ultimate members to start testing the Xbox Cloud Gaming limited beta for Windows 10 PCs and Apple phones and tablets via web browsers.

The cloud gaming service first launched last September with a dedicated app for Android devices. It's now expanding to Windows and iOS devices, based on browser access. Over 100 Xbox Game Pass titles will be available to play through the browsers Edge, Google Chrome or Safari.

During the limited beta, it'll send out more invites on a continuous basis to players in all 22 supported countries, evaluate feedback, continue to improve the experience, and add support for more devices. Its plan is to open up to all Xbox Game Pass Ultimate members in the coming months so more people have the opportunity to play Xbox in new ways.

Playing on the browser requires a compatible Bluetooth or USB-connected controller, or players can use custom touch controls for more than 50 games.

Document TELWOR0020210420eh4k0005o

Tech
Microsoft to expand testing of its Xbox Cloud Gaming service on Windows PCs, Apple iPhones and iPads

Mike Snider
287 words
19 April 2021
USA Today Online
USATONL
English

Microsoft is expanding access to its Xbox Cloud Gaming service Tuesday to Windows PCs and Apple iPhones and iPads.

As part of the limited beta test, some Xbox Game Pass Ultimate members will get invites to play cloud games via Chrome and Edge browsers for Windows 10 PCs and the Safari browser on Apple devices starting Tuesday.

Microsoft has been testing its service, announced more than two years ago, on Xbox consoles, PCs and Android devices. The Xbox Cloud Gaming has more than 100 games available, including "Halo," "Grand Theft Auto V" and "Fallout 4."

Invites to test the service will go out to players in 22 countries. "Our plan is to iterate quickly and open up to all Xbox Game Pass Ultimate members in the coming months so more people have the opportunity to play Xbox in all-new ways," said Catherine Gluckstein, Microsoft's vice president and head of product at Project xCloud, said in a blog post.

Is 'DogeDay' coming? As Bitcoin tumbles, Dogecoin fans want to make 'DogeDay' happen on April 20

Time to cut internet cords: T-Mobile, Verizon up their bids to be your next home broadband

Xbox Cloud games require a compatible Bluetooth or USB-connected controller, but more than 50 games, including "Minecraft Dungeons," can be played with touch controls. For more information on what devices can be used, check out the Xbox Cloud Gaming support hub on Reddit.

Follow Mike Snider on Twitter: @MikeSnider.

This article originally appeared on USA TODAY: Microsoft to expand testing of its Xbox Cloud Gaming service on Windows PCs, Apple iPhones and iPads

Document USATONL020210419eh4j000mf

Microsoft to test Xbox cloud gaming on PCs, Apple mobile devices

197 words
19 April 2021
21:56
Reuters News
LBA
English

April 19 (Reuters) - Microsoft Corp's gaming division Xbox will roll out a beta version of its cloud gaming service on web browsers of Windows 10 PCs and Apple Inc's iPhones and iPads starting Tuesday.

The feature will enable users to play over 100 Xbox Game Pass titles on Microsoft's Edge, Google's Chrome, or Apple's Safari internet browsers on their devices instead of using a video game console, easing access to gaming irrespective of location and device.

The beta version will only be available for select Xbox Game Pass Ultimate members, who will be sent an invite, said Catherine Gluckstein, head of Xbox's cloud gaming service in a blog post https://bit.ly/2P01FsU on Monday.

In September, Microsoft had launched its Xbox cloud gaming service priced at $1 for new users' first month, in a major drive to attract casual gamers with the promise of cutting ties to the living room and as competition with Sony Group Corp heats up. (https://reut.rs/32q7GlV) (Reporting by Chavi Mehta in Bengaluru; Editing by Ramakrishnan M.)

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Document LBA0000020210419eh4j02a6d

cnet NEWS.COM

Microsoft's Xbox Cloud Gaming is expanding testing to iOS and PC browsers tomorrow

Eli Blumenthal
483 words
19 April 2021
CNET News.com
CNEWSN
English
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Microsoft's Xbox Cloud Gaming is expanding. On Monday the company announced that starting tomorrow it will begin testing the browser-based version of the service with Windows 10 PCs and Apple phones and tablets.

Previously known as Project xCloud, the new service allows for streaming full-featured Xbox games over the internet onto devices that aren't on your home Wi-Fi or near your physical console. Catherine Gluckstein, vice president and head of product for Project xCloud, writes in a blog post that the expansion to web browsers will be limited to start.

"Starting tomorrow, we'll begin sending out invites to select Xbox Game Pass Ultimate members to start testing the Xbox Cloud Gaming limited beta for Windows 10 PCs and Apple phones and tablets via web browsers," Gluckstein writes, adding that the company's plan is to "iterate quickly and open up to all Xbox Game Pass Ultimate members in the coming months."

Those invited into the test will be able to play "over 100 Xbox Game Pass titles through Edge, Google Chrome, or Safari" by heading to xbox.com/play.

You will need "a compatible Bluetooth or USB-connected controller" (an Xbox or PlayStation 4 controller will work) though "more than 50 games" will also feature "custom touch controls" for playing using your phone's touchscreen. A full list of compatible remotes can be found on Microsoft's site.

Xbox Game Pass Ultimate is Microsoft's $15 (£11, AU$16) per month Xbox subscription service that includes Xbox Live Gold, the ability to play using Xbox Cloud Gaming and access to over 100 games on Xbox consoles or PC. Microsoft has been building out Game Pass' game selection in recent weeks, notably adding Sony's MLB The Show 21 (which launches on Tuesday) and bringing back Grand Theft Auto V.

Already available on Android and the Xbox Game Pass PC app since its official launch last September, Microsoft had planned to bring xCloud to iOS devices through a dedicated app, but was stymied by Apple's App Store rules. In a statement last year, the company blasted Apple saying that the iPhone-maker "stands alone as the only general purpose platform to deny consumers from cloud gaming and game subscription services like Xbox Game Pass."

Apple since changed its rules, but Microsoft was still not pleased as Apple required each Xbox game to be submitted as individual apps as opposed to living inside a single Xbox Cloud Gaming portal.

By going through a web browser, Microsoft follows other cloud gaming efforts like Amazon's Luna, figuring out a way to bring the service to Apple users without needing to get Apple's approval first.

Click to view image.

Microsoft's Xbox Cloud Gaming is about to head to web browsers. | Lori Grunin/CNET

Document CNEWSN0020210419eh4j0005z

11:56 EDT Microsoft to start testing cloud gaming for Windows 10 PCs, iOS...

146 words
19 April 2021
Theflyonthewall.com
FLYWAL
English
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11:56 EDT Microsoft to start testing cloud gaming for Windows 10 PCs, iOS devicesMicrosoft (AAPL) said that, starting Tuesday, it will begin ending out invites to select Xbox Game Pass Ultimate members to start testing the Xbox Cloud Gaming limited beta for Windows 10 PCs and Apple (AAPL) phones and tablets via web browsers. "The limited beta is our time to test and learn; we'll send out more invites on a continuous basis to players in all 22 supported countries, evaluate feedback, continue to improve the experience, and add support for more devices," the company said. "Our plan is to iterate quickly and open up to all Xbox Game Pass Ultimate members in the coming months so more people have the opportunity to play Xbox in all-new ways."

Reference Link

Document FLYWAL0020210419eh4j012cl

PR Newswire
a **CISION** company

Rainway partners with Microsoft to deliver new cloud gaming experience

455 words
19 April 2021
19:35
PR Newswire
PRN
English

Rainway's unique technology for real-time interactive streaming is enabling Microsoft to bring Xbox Cloud Gaming to more devices through browsers

SEATTLE, April 19, 2021 /PRNewswire/ -- Rainway has partnered with Microsoft to provide its Software Development Kit (SDK) to enhance and streamline Xbox Cloud Gaming technology. Rainway's browser solution integrates seamlessly into the Xbox Cloud Gaming streaming stack, making it possible to bring Xbox content to gamers through a multitude of devices running Microsoft Edge, Google Chrome, and Safari.

"Our goal at Xbox is to enable gamers around the world to play the games they want, on the devices they want, with the people they want," said Kevin LaChapelle, Vice President, Xbox Cloud Gaming Platform. "To provide a consistent cloud gaming experience that spans multiple devices, we're making games available through browser which provides the necessary performance, compatibility and speed that meets the needs of gamers. As we continue on our journey to deliver content on a range of new devices through web, we're excited to partner with Rainway and utilize their cutting-edge browser technology in our streaming stack."

With Rainway App Services, pioneering companies, big and small, can license Rainway's plug-and-play SDK to build their own experiences. Rainway provides everything their partners need to leverage the power of real-time interactive streams, whether to build a cloud gaming service, create a system of secure thin clients for a hospital or bank, or innovative synchronous collaboration solutions for the new work-from-home world.

"By making our real-time interactive streaming technology available to our App Services partners, we usher in a new era where developers and organizations are empowered to build the future of computing, collaboration, productivity, and development. We are proud to say Microsoft, as one of our first App Services Partners, was able to use our technology to bring Xbox Cloud Gaming to more users and devices." said Rainway CEO, Andrew Sampson. "

For more information on Rainway and our App Services, go to rainway.com

Press Kit: Download at rainway.com/branding

About Rainway

Rainway's mission is to unleash the future of computing, collaboration, productivity, and development by using real-time interactive streaming to change the way that desktop software is built and distributed. The company based in Seattle, WA, was co-founded by Andrew Sampson, CEO, and Evan Banyash, CTO. To learn more about Rainway App Services, visit rainway.com.

Press Kit

View original content: http://www.prnewswire.com/news-releases/rainway-partners-with-microsoft-to-deliver-new-cloud-gaming-experience-301271275.html

SOURCE Rainway

/CONTACT: Press Contact: Jeanette Keblish, jeanette@rainway.com, 206-423-0095

/Web site: http://rainway.com

(END)

Document PRN0000020210419eh4j000ji

Altec Highlighting How Going Paperless in AP and Beyond Enables Your Remote Workforce to Work More Efficiently During Microsoft Virtual Event

394 words
14 April 2021
National Iraqi News Agency
NAIRAQ
English

(PRWeb) - Altec, a leader in enterprise document management and process automation solutions, will be showcasing its DocLinksolution this week, April 14-15, during the Worldwide Microsoft Technology User Group Virtual Event. You can receive a free pass to the event from our silver sponsorship page.

Peri Lynn Silwood, Sales Director and Mark Whitbeck, Senior Sales Engineer for Altec will be presenting on Wednesday, April 14 at 3pm ET. The session, titled Go Paperless! Empower Your Employees to Work Remotely, will detail how your teams who may be working in-office or from home, can communicate, collaborate, and work efficiently from anywhere with DocLink. Youll learn, through our DocLink demos and customer success stories, how to enhance your Dynamics ERP by going paperless and eliminating manual, paper-based processes in every department, including:

Accounts Payable invoice processing including 3-way matching, audit prep

Accounts Receivable invoice, supplemental documentation delivery

Human Resources onboarding processes, access & delivery of employee documents

Legal/Contract Management version control, electronic signatures

Operations/Facilities Management service requests, builds

Field Service mobile capture, service calls

Silkwood says, DocLink has been instrumental to our customers as they navigate ongoing pandemic business challenges. For instance, DocLink significantly reduces invoice processing time in AP, can enable you to manage documents for your entire onboarding process in HR, allow the legal department to find any contract in seconds, and so much more. And DocLinks inherent remote capabilities enable businesses to continue their operations seamlessly with employees working from anywhere. I encourage all attendees to join us for our session and in our virtual booth to discover how to spend less time managing your data and gain improved efficiency, visibility and control in all aspects of your business.

About Altec Altecs document management and process automation solution DocLink helps companies connect their people, processes and data by automating tasks in accounts payable and beyond into other enterprise departments. DocLink enables companies to digitally transform their operation, improving productivity and ultimately saving companies significant time and money. Thousands of companies globally use DocLink on-premise, in the cloud or in hybrid environments. Altec enjoys strong, collaborative partnerships with ERP providers including Microsoft, Sage, Acumatica, AmTech, Key2Act, Epicor, and SAP B1. Learn more at http://www.altec-inc.com.

Document NAIRAQ0020210414eh4e0002v

$159 Billion Worldwide <mark>Gaming</mark> Software Industry to 2026 - Featuring Ubisoft Entertainment, Google & <mark>Microsoft</mark> Among Others - ResearchAndMarkets.com

DUBLIN--(BUSINESS WIRE)--April 13, 2021--

The "Global Gaming Software Market, by Device Type (Smartphones, Tablets, PC, Gaming Consoles and Handheld Games), By Game Type (Action, Adventure, Stimulation, and Others), By Distribution Channel, By End Use, By Region, Competition Forecast & Opportunities, 2026" report has been added to ResearchAndMarkets.com's offering.

The Global Gaming Software Market is expected to reach USD159.59 billion by 2026, growing at a CAGR of 10.81% in the next five years, owing to the rapid technological advancements and increasing customer engagement.

The increasing software gaming penetration in the entertainment and educational sectors around the world, increase in the number of smartphones, and evolving business models are creating numerous growth opportunities for the Global Gaming Software Market. The end-users are progressively receiving diverse types of software games, such as adventure, action, role-playing, simulation, puzzles, sports, and others.

Gaming Software can be segmented based on the gaming device type, gaming type end-use, distribution channel, and region. The market can be segmented into action, adventure, simulation, role-playing, sports, puzzles based on type. Action is expected to lead the market owing to its increasing demand from the customers. Action games are highly used as they are believed to benefit the brain by growing its cognitive abilities, including perception, attention, and reaction time.

Companies Mentioned

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    --
Disney Interactive Studios, Inc.

    -- Tencent Holding Ltd.

    -- Ubisoft Entertainment SA

    -- Google LLC

    -- Microsoft Corp.

    -- NCSoft Corporation

    -- Nexon Co. Ltd.

    -- Nintendo Co, Ltd.

    -- Electronic Arts, Inc.

    -- Valve Corporation
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Objective of the Study:

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    -- To analyze the historical growth in the market size of the Global Gaming
       Software Market from 2016 to 2020.

    -- To estimate and forecast the market size of the Global Gaming Software
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Market from 2021 to 2026 and growth rate until 2026.

    -- To define, classify and forecast the Global Gaming Software Market based
       on device type, type, end-use, region, distribution channel, and company.

    -- To scrutinize the detailed market segmentation and forecast the market
       size, in terms of value, and based on end-use sector by segmenting the
       Global Gaming Software Market into six sectors, namely, Action, Adventure,

       Stimulation, Role Playing, Sports, Puzzles.

    -- To analyze and forecast the market size, in terms of regions.

    -- To identify the drivers and challenges for the Global Gaming Software
       Market.

    -- To strategically profile leading players in the market which are driving
       the innovation and technological advancements in the Global Gaming
       Software Market.

Key Topics Covered:

1. Product Overview

2. Research Methodology

3. Impact of COVID-19 on Global Gaming Software Market

4. Executive Summary

5. Voice of Customer

6. Global Gaming Software Market Outlook

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Device Type (Smartphones, PC, Gaming Consoles, Handheld Games and Tablets)

6.2.2. By Game Type (Action, Adventure, Stimulation, Role Playing, Sports, Puzzles and Others)

6.2.3. By End-Use (Entertainment, Education, Others)

6.2.4. By Distribution Channel (Online and Offline)

6.2.5. By Region (Asia-Pacific, Europe, North America, Middle East & Africa, and South America)

6.2.6. By Company (2020)

6.3. Product Map

7. North America Gaming Software Market Outlook

7.1. Market Size & Forecast

7.2. Market Share & Forecast

7.3. Product Map

7.4. North America Gaming Software Market Country Analysis

8. Asia-Pacific Gaming Software Market Outlook

8.1. Market Size & Forecast

8.2. Market Share & Forecast

8.3. Product Map

For more information about this report visit https://www.researchandmarkets.com/r/d0h5hj

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Document BWR0000020210413eh4d000ge

Digital Gaming Market to See Massive Growth by 2026 | Microsoft , Sony , Nintendo ,

1,102 words
7 April 2021
iCrowdNewswire
ICROWDN
English

Latest released the research study on Global Digital Gaming Market, offers a detailed overview of the factors influencing the global business scope. Digital Gaming Market research report shows the latest market insights, current situation analysis with upcoming trends and breakdown of the products and services. The report provides key statistics on the market status, size, share, growth factors of the Digital Gaming

The study covers emerging player's data, including: competitive landscape, sales, revenue and global market share of top manufacturers are Microsoft Corporation (United States),Sony Corporation (Japan),Nintendo (Japan),Activision Blizzard (United States),Behavior Interactive (Canada),Electronic Arts (United States),Take Two Interactive (United States),Ubisoft (France),Zynga (United States),Tencent (China),GungHo Online (China)

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Definition

Rising Dependency on Smartphones will help to boost global digital gaming market. Digital games are designed for play with digital electronic device such as a computer, videogame console, mobile device or interactive television. It is interactive platform one or more players intended to offer a virtual environment and user-controlled experience for entertainment as well as educational purpose. Additionally, it enables users to experience immersive and digital form of games based out of real life and imaginary situations. Key digital game providers focus on development of advanced products to facilitate the trend of online gaming.

The Global Digital Gaming Market segments and Market Data Break Down are illuminated below:

by Gaming Platform (Android, IOS, Others), Device (Tablet, Computer, Laptop, Mobile, Console Unit), Gaming Subscription Model (Premium, Paymium, Freemium), Gaming Audience (Social Gamers, Serious Gamers, Core Gamers)

What's Trending in Market:

The Upsurge in Internet Penetration among Developing and Developed Countries

Growing Disposable Income and Technology Innovation

Challenges:

Strict Regulatory Policies

Opportunities:

Introduction of Tech Devices, such as VR Headsets

Huge Adoption among Emerging Countries

Market Growth Drivers:

Rising Dependency on Smartphone

Fuelling Number of Gamers around the World

Analyst at AMA have conducted special survey and have connected with opinion leaders and Industry experts from various region to minutely understand impact on growth as well as local reforms to fight the situation. A special chapter in the study presents Impact Analysis of COVID-19 on Digital Gaming Market along with tables and graphs related to various country and segments showcasing impact on growth trends.

Region Included are: North America, Europe, Asia Pacific, Oceania, South America, Middle East & Africa

Country Level Break-Up: United States, Canada, Mexico, Brazil, Argentina, Colombia, Chile, South Africa, Nigeria, Tunisia, Morocco, Germany, United Kingdom (UK), the Netherlands, Spain, Italy, Belgium, Austria, Turkey, Russia, France, Poland, Israel, United Arab Emirates, Qatar, Saudi Arabia, China, Japan, Taiwan, South Korea, Singapore, India, Australia and New Zealand etc.

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Strategic Points Covered in Table of Content of Global Digital Gaming Market:

Chapter 1: Introduction, market driving force product Objective of Study and Research Scope the Digital Gaming market

Chapter 2: Exclusive Summary – the basic information of the Digital Gaming Market.

Chapter 3: Displaying the Market Dynamics- Drivers, Trends and Challenges of the Digital Gaming

Chapter 4: Presenting the Digital Gaming Market Factor Analysis Porters Five Forces, Supply/Value Chain, PESTEL analysis, Market Entropy, Patent/Trademark Analysis.

Chapter 5: Displaying market size by Type, End User and Region 2014-2019

Chapter 6: Evaluating the leading manufacturers of the Digital Gaming market which consists of its Competitive Landscape, Peer Group Analysis, BCG Matrix & Company Profile

Chapter 7: To evaluate the market by segments, by countries and by manufacturers with revenue share and sales by key countries (2020-2025).

Chapter 8 & 9: Displaying the Appendix, Methodology and Data Source

Finally, Digital Gaming Market is a valuable source of guidance for individuals and companies in decision framework.

Data Sources & Methodology

The primary sources involves the industry experts from the Global Digital Gaming Market including the management organizations, processing organizations, analytics service providers of the industry's value chain. All primary sources were interviewed to gather and authenticate qualitative & quantitative information and determine the future prospects.

In the extensive primary research process undertaken for this study, the primary sources – Postal Surveys, telephone, Online & Face-to-Face Survey were considered to obtain and verify both qualitative and quantitative aspects of this research study. When it comes to secondary sources Company's Annual reports, press Releases, Websites, Investor Presentation, Conference Call transcripts, Webinar, Journals, Regulators, National Customs and Industry Associations were given primary weight-age.

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What benefits does AMA research study is going to provide?

Latest industry influencing trends and development scenario Open up New Markets To Seize powerful market opportunities Key decision in planning and to further expand market share Identify Key Business Segments, Market proposition & Gap Analysis Assisting in allocating marketing investments

Definitively, this report will give you an unmistakable perspective on every single reality of the market without a need to allude to some other research report or an information source. Our report will give all of you the realities about the past, present, and eventual fate of the concerned Market.

Thanks for reading this article; you can also get individual chapter wise section or region wise report version like North America, Europe or Southeast Asia.

About Author:

Advance Market Analytics is Global leaders of Market Research Industry provides the quantified B2B research to Fortune 500 companies on high growth emerging opportunities which will impact more than 80% of worldwide companies' revenues.

Our Analyst is tracking high growth study with detailed statistical and in-depth analysis of market trends & dynamics that provide a complete overview of the industry. We follow an extensive research methodology coupled with critical insights related industry factors and market forces to generate the best value for our clients. We Provides reliable primary and secondary data sources, our analysts and consultants derive informative and usable data suited for our clients business needs. The research study enables clients to meet varied market objectives a from global footprint expansion to supply chain optimization and from competitor profiling to M&As.

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Document ICROWDN020210407eh470008g

online news
Microsoft Adds Backward Compatibility to Xbox Cloud Gaming Beta

Microsoft has recently announced an expansion of their Xbox Cloud Gaming Beta with the addition of backward compatibility for select Xbox 360 and original Xbox titles. Xbox Game Pass Ultimate members can now stream 16 backward compatible games through the Xbox Cloud Gaming Beta (formally Project xCloud). Microsoft has also enabled touch support for select titles while the rest will require a controller, the games are currently only playable on Android with no support for Apple devices. Xbox Game Pass Ultimate subscribers with a compatible device can now try out backward compatibility and you can view the complete list of available games below.

Backward Compatible Games Playable with Xbox Cloud Gaming (Beta) Banjo-Kazooie Banjo-Tooie Double Dragon Neon Fable II Fallout: New Vegas Gears of War 2 Gears of War 3 Gears of War: Judgment Jetpac Refuelled (touch controls enabled) Kameo Perfect Dark Perfect Dark Zero The Elder Scrolls III: Morrowind The Elder Scrolls IV: Oblivion Viva Piñata (touch controls enabled) Viva Piñata: TIP (touch controls enabled)

Document FMETMA0020210408eh470000s

Microsoft Build 2021 Coming Next Month with Whats Next for Gaming Event

350 words
6 April 2021
Kabulpress.org
KPRESS
English

Microsoft has locked in the dates for Build 2021, which will be all-virtual again this year due to the ongoing global COVID-19 pandemic. One of the early surprises is a scheduled Whats Next for Gaming event to be held during the annual conference.

At Build, Microsoft does not usually go big on gaming, preferring to focus on other areas of its business. In fact, the company does not have a dedicated gaming conference. Instead, major Xbox and PC Gaming announcements are made at E3 and other events.

However, its worth noting Microsofts Whats Next is a series of small introductions into the companys future plans. In other words, you may not hear about major announcements. Instead, we expect Microsoft will focus on its ongoing plans for Project xCloud and how it plans to leverage the acquisition of Bethesda parent ZeniMax Media.

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As for the Build 2021 conference, the annual event will take place over the days May 25 to 27. Last year, Microsoft made the decision to host all its conferences online through 2021 with travel restrictions likely to continue during this year. One of the benefits of a virtual Build is everyone can attend.

Project xCloud and ZeniMax Purchase

As mentioned, Microsofts Whats Next in Gaming event will likely center on the companys cloud gaming ambitions. Microsoft has recently confirmed Project xCloud will launch this spring. Thats a perfect timeframe for the company to discuss its wider plans for the platform at Build 2021.

Microsoft announced the acquisition last year, the company behind Bethesda Studios, for $7.5 billion. The ZeniMax purchase was the biggest gaming acquisition ever, highlighting Microsofts commitment to Xbox Game Studios.

With ZeniMax and Bethesda under its wing, Microsoft will further drive into a player-centric gaming market. Replacing the old device-centric market, it is now players who dictate content. As Microsoft pushes further into the cloud, Bethesda will play an important role. That will start with the release of the companys Starfield online title on Xbox Game Pass.

Document KPRESS0020210406eh460008f

Microsoft Technology Licensing LLC; Researchers Submit Patent Application, "Haptic Simulation Of Motion In Virtual Reality", for Approval (USPTO 20210082187)

2021 APR 10 (VerticalNews) -- By a News Reporter-Staff News Editor at Investment Weekly News -- From Washington, D.C., VerticalNews journalists report that a patent application by the inventor GAVRILIUC, Anatolie (Kirkland, WA), filed on September 16, 2019, was made available online on March 18, 2021.

The patent's assignee is Microsoft Technology Licensing LLC (Redmond, Washington, United States).

News editors obtained the following quote from the background information supplied by the inventors: "Virtual reality devices are configured to present virtual images depicting a virtual environment that replaces a user's view of their own surrounding real-world environment. Users may navigate the virtual environment with or without physically moving in the real world. Use of virtual reality devices can cause motion sickness, or other unpleasant symptoms, for some users."

As a supplement to the background information on this patent application, VerticalNews correspondents also obtained the inventor's summary information for this patent application: "This Summary is provided to introduce a selection of concepts in a simplified form that are further described below in the Detailed Description. This Summary is not intended to identify key features or essential features of the claimed subject matter, nor is it intended to be used to limit the scope of the claimed subject matter. Furthermore, the claimed subject matter is not limited to implementations that solve any or all disadvantages noted in any part of this disclosure.

"A virtual reality device includes a near-eye display; a logic machine; and a storage machine holding instructions executable by the logic machine to: via the near-eye display, present virtual image frames depicting a virtual environment. The virtual image frames are dynamically updated to simulate movement of a user of the virtual reality device through the virtual environment. Movement-simulating haptics are provided to a vestibular system of the user via one or more vestibular haptic devices, based on the simulated movement of the user through the virtual environment."

The claims supplied by the inventors are:

"1. A virtual reality device, comprising: a near-eye display; a logic machine; and a storage machine holding instructions executable by the logic machine to: via the near-eye display, present virtual image frames depicting a virtual environment; dynamically update the virtual image frames to simulate virtual movement of a user of the virtual reality device through the virtual environment, such simulated virtual movement being different from an actual movement of the user through a real-world environment; and provide movement-simulating haptics to a vestibular system of the user via one or more vestibular haptic devices, the movement-simulating haptics provided based on the simulated movement of the user through the virtual environment.

"2. The virtual reality device of claim 1, where the virtual reality device is a head mounted display device, and the one or more vestibular haptic devices are integrated into a frame of the head mounted display device.

"3. The virtual reality device of claim 2, where a vestibular haptic device of the one or more vestibular haptic devices is integrated into a temple support of the head mounted display device and positioned behind an ear of the user.

"4. The virtual reality device of claim 3, where a second vestibular haptic device is integrated into a second temple support of the head mounted display device and positioned behind a second ear of the user.

"5. The virtual reality device of claim 2, where a vestibular haptic device of the one or more vestibular haptic devices contacts a face of the user.

"6. The virtual reality device of claim 1, where the one or more vestibular haptic devices are physically separate from, but communicatively coupled with, the virtual reality device.

"7. The virtual reality device of claim 1, where the one or more vestibular haptic devices provide movement-simulating haptics to the vestibular system of the user via bone conduction.

"8. The virtual reality device of claim 1, where the movement-simulating haptics provided by the one or more vestibular haptic devices has a vibration frequency and intensity that is inaudible to the user.

"9. The virtual reality device of claim 1, where the movement-simulating haptics are provided intermittently as one or more separate pulses.

"10. The virtual reality device of claim 9, where the one or more separate pulses are synchronized to simulated footfalls of the user in the virtual environment.

"11. The virtual reality device of claim 9, where the one or more separate pulses vary according to one or both of vibration frequency and intensity.

"12. The virtual reality device of claim 1, where the movement-simulating haptics are provided continuously.

"13. The virtual reality device of claim 1, where the instructions are further executable to provide movement-unrelated haptics to the user regardless of the simulated virtual movement of the user through the virtual environment.

"14. The virtual reality device of claim 13, where the movement-unrelated haptics are provided by a haptic device different from the one or more vestibular haptic devices.

"15. The virtual reality device of claim 13, where the virtual image frames depicting the virtual environment are rendered by a video game application, and the movement-unrelated haptics are based on a virtual interaction in the video game application.

"16. The virtual reality device of claim 1, further comprising one or more motion sensors, and where the instructions are further executable to reduce the movement-simulating haptics based on detecting, via the one or more motion sensors, that the user is physically moving through the real-world environment.

"17. A method for reducing motion sickness associated with a virtual reality device, the method comprising: via a near-eye display of the virtual reality device, presenting virtual image frames depicting a virtual environment; dynamically updating the virtual image frames to simulate virtual movement of a user of the virtual reality device through the virtual environment, such simulated movement being different from an actual movement of the user through a real-world environment; and providing movement-simulating haptics to a vestibular system of the user via one or more vestibular haptic devices, the movement-simulating haptics provided based on the simulated movement of the user through the virtual environment.

"18. The method of claim 17, where the virtual reality device is a head mounted display device, and the one or more vestibular haptic devices are integrated into a frame of the head mounted display device.

"19. The method of claim 18, where the movement-simulating haptics are intermittent and provided as one or more separate pulses, and where the one or more separate pulses are synchronized to simulated footfalls of the user in the virtual environment.

"20. A head mounted display device, comprising: one or more temple supports, each of the one or more temple supports including one or more vestibular haptic devices; a near-eye display; a logic machine; and a storage machine holding instructions executable by the logic machine to: via the near-eye display, present virtual image frames depicting a virtual environment; dynamically update the virtual image frames to simulate virtual movement of a user of the head mounted display device through the virtual environment, such simulated virtual movement being different from an actual movement of the user through a real-world environment; and provide movement-simulating haptics to a vestibular system of the user via the one or more vestibular haptic devices, the movement-simulating haptics provided based on the simulated movement of the user through the virtual environment."

For additional information on this patent application, see: GAVRILIUC, Anatolie. Haptic Simulation Of Motion In Virtual Reality. Filed September 16, 2019 and posted March 18, 2021. Patent URL: http://appft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PG01&p=1&u=%2Fnetahtml%2FPTO%2Fsrchnum.html&r=1&f=G&l=50&s1=%2220210082187%22.PGNR.&OS=DN/20210082187&RS=DN/20210082187

Keywords for this news article include: Business, Video Game, Electronics, Microsoft Technology Licensing LLC.

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07:24 EDT <mark>Microsoft</mark> making progress toward being 'Netflix of <mark>Gaming</mark>,' says...

121 words
1 April 2021
Theflyonthewall.com
FLYWAL
English

07:24 EDT Microsoft making progress toward being 'Netflix of Gaming,' says Morgan StanleyMorgan Stanley analyst Keith Weiss said he believes Microsoft's (MSFT) 18M subscribers for Game Pass demonstrate its progress toward becoming the "Netflix of Gaming" and that a possible acquisition of Discord, as reported about in the The Wall Street Journal, would represent a meaningful 'Community' addition to build on its leading gaming assets. Weiss also noted that Discord is currently hosted on the Google Cloud Platform (GOOGL), stating that migrating Discord to Azure would "represent a meaningful large scale Azure win" for Microsoft. Weiss has an Overweight rating and $290 price target on Microsoft shares.MSCO

Document FLYWAL0020210401eh4100c9p

Tech

Microsoft acquiring Discord for $10B would be a huge bet on gaming—and a smart one

Erik Brattested
871 words
29 March 2021
Fast Company
FSTC
English
Copyright 2021 Mansueto Ventures LLC

While Zoom has become the be-all and end-all of staying connected over the past year, for gamers the first point of call has been Discord.

This free voice, video, and text communication service may not have stolen headlines like Zoom, but the platform has seen user growth surge over the last year. Now, it has around 150 million users relying on the service to chat, meet, share, and play games.

This growth appears to have caught the eye of Microsoft, with recent reports suggesting that it is interested in acquiring Discord for the colossal price of nearly $10 billion.

Assessing the interest

The driving force behind Microsoft's interest in Discord may be that it would increase the company's exposure to the global gaming market. Although Discord is not a developer or a platform where people directly play games, the service has become a central social hub for millions of gamers.

If the acquisition occurs, Microsoft will likely seek to embed Discord and its millions of active users into an ecosystem of Microsoft products.

The most comparable move would be Amazon's acquisition of Twitch for just under $1 billion in 2014. It was mutually beneficial: Amazon was able to incentivize Twitch's users to sign up for Prime while encouraging Prime subscribers to watch and follow users on Twitch. Twitch now hosts 91% of all video game streaming, dwarfing competition from YouTube and Facebook, and attracts more than 2 million viewers at any given time of any given day.

Microsoft will likely look to create a similar symbiotic relationship between Microsoft Game Pass—a monthly subscription that gives users access to a vast library of games—and Discord's premium service Nitro, which provides an enhanced experience through upgraded video and upload functions and access to a global bank of emojis and avatars.

The tech giant is also building an online gaming service, Project xCloud, that will let users stream Xbox games to any device with a screen and an internet connection. This could one day make expensive hardware, such as consoles, unnecessary. Microsoft could potentially integrate this service within Discord, since the platform already offers popular streaming options for users, paving the way for the post-console era of gaming.

But if it is to succeed, Microsoft will need to learn from the mistakes of the past.

Understanding the challenges

Microsoft acquired Mixer, an upstart competitor to Twitch, in 2017 and spent as much as $30 million on deals with high-profile streamers such as Ninja to lure users to the platform. But the service failed to attract viewers and streamers in equal measure. Compounded by a lackluster user experience, it quickly ran out of steam and was shut down permanently last year.

A potential acquisition of Discord would circumvent these challenges. Discord already has millions of active users, and it boasts a popular, intuitive UX. But access to this massive community comes with its own baggage.

The freedom of access and ease of use has attracted all kinds of users to Discord, ranging from those who use it to play the popular game Among Us to more nefarious alt-right groups. Microsoft would need to find the right balance between Discord remaining an engaging and open place for users and being a brand-safe part of the tech giant.

Users are, after all, its key advantage. The platform isn't fueled by content. Microsoft wouldn't have to spend millions luring streamers or invest billions in creating content like Netflix. The users and the community are what's valuable about Discord. All Microsoft would need to do is keep them happy.

Keeping the community satisfied

Discord users will likely be concerned that this acquisition could transform the platform from a gaming hangout into a corporate boardroom.

Discord was almost purchased before, in 2018, with possible acquisition prices ranging from $2 billion to $6 billion. But the undisclosed companies in the acquisition talks wanted Discord to change its fundamental values and embrace new revenue streams, particularly through advertising, and so Discord rejected the offers.

Discord has a carefully cultivated experience. If Microsoft were to come in and make radical changes, such as in-platform advertising or separate subscription tiers, it would push Discord's community to other platforms.

But of all the tech giants it could be acquired by, Microsoft is the least likely to interfere with Discord's successful recipe for user experience. The company famously acquired Minecraft, and instead of forcing a particular direction on the game, it allowed developer Mojang to grow the game and its player base as they saw fit—albeit with a Microsoft logo watermarked at the bottom.

Overall, Microsoft's interest is good news for gamers. It just has to protect what makes the platform so valuable in the first place. While it offers fantastic opportunities for a wider ecosystem play, the global giant cannot interfere with Discord's core product. If it can do this, Microsoft can secure itself a place in the future of the gaming industry.

Erik Brattested is a senior designer at Superunion.

Click to view image.

Document FSTC000020210329eh3t0002v

<mark>Gaming</mark> Market is Booming Worldwide with Activision Blizzard, <mark>Microsoft</mark>, Sony

Latest Market intelligence report released by HTF MI with title "Global Gaming Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery" is designed covering micro level of analysis by manufacturers and key business segments. The Global Gaming Market survey analysis offers energetic visions to conclude and study market size, market hopes, and competitive surroundings. The research is derived through primary and secondary statistics sources and it comprises both qualitative and quantitative detailing. Some of the key players profiled in the study are CyberAgent Inc., GungHo Online Entertainment Inc., Tencent Holdings Ltd., Bandai Namco Entertainment Inc., Activision Blizzard Inc., Electronic Arts Inc., NetEase Inc., Microsoft Corp., The Walt Disney Co & Sony Corp..

What's keeping CyberAgent Inc., GungHo Online Entertainment Inc., Tencent Holdings Ltd., Bandai Namco Entertainment Inc., Activision Blizzard Inc., Electronic Arts Inc., NetEase Inc., Microsoft Corp., The Walt Disney Co & Sony Corp. Ahead in the Market? Benchmark yourself with the strategic moves and findings recently released by HTF MI

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Market Overview of Global Gaming

If you are involved in the Global Gaming industry or aim to be, then this study will provide you inclusive point of view. It's vital you keep your market knowledge up to date segmented by Applications [Online & Offline], Product Types [, Console Gaming, Mobile Gaming, PC Gaming & Others] and major players. If you have a different set of players/manufacturers according to geography or needs regional or country segmented reports we can provide customization according to your requirement.

This study mainly helps understand which market segments or Region or Country they should focus in coming years to channelize their efforts and investments to maximize growth and profitability. The report presents the market competitive landscape and a consistent in depth analysis of the major vendor/key players in the market along with impact of economic slowdown due to COVID.

Furthermore, the years considered for the study are as follows:

Historical year – 2014-2019

Base year – 2019

Forecast period** – 2020 to 2026 [** unless otherwise stated]

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**Moreover, it will also include the opportunities available in micro markets for stakeholders to invest, detailed analysis of competitive landscape and product services of key players.

The titled segments and sub-section of the market are illuminated below:

The Study Explore the Product Types of Gaming Market: , Console Gaming, Mobile Gaming, PC Gaming & Others

Key Applications/end-users of Global GamingMarket: Online & Offline

Top Players in the Market are: CyberAgent Inc., GungHo Online Entertainment Inc., Tencent Holdings Ltd., Bandai Namco Entertainment Inc., Activision Blizzard Inc., Electronic Arts Inc., NetEase Inc., Microsoft Corp., The Walt Disney Co & Sony Corp.

Region Included are: North America (Covered in Chapter 9), United States, Canada, Mexico, Europe (Covered in Chapter 10), Germany, UK, France, Italy, Spain, Russia, Others, Asia-Pacific (Covered in

Chapter 11), China, Japan, South Korea, Australia, India, South America (Covered in Chapter 12), Brazil, Argentina, Columbia, Middle East and Africa (Covered in Chapter 13), UAE, Egypt & South Africa

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Microsoft is bringing Auto HDR gaming to Windows PC

Microsoft released Windows 10 Insider Preview Build 21337 (RS_PRERELEASE) to Windows Insiders in the Dev Channel yesterday. The update features quite a few attractive additions such as; the ability to reorder and customise virtual desktops, a File Explorer layout update, updates to caption settings, and Inbox apps additions and improvements – as well as a raft of other minor updates and bug fixes.

What I haven't mentioned so far is an exciting update for Windows gamers. Build 21337 includes a preview of Auto HDR, a technology Microsoft debuted on Xbox Series consoles which works not just on modern titles for these platforms but older SDR backwards compatible games from the original Xbox and Xbox 360 days.

Microsoft has a dedicated DirectX developer blog post on this Auto HDR feature introduction. Before going further it is important to note that Auto HDR won't work with just any old PC setup. In your Windows HD Colour Settings control panel you will be able to quickly see if you have capable hardware – and be able to toggle the 'Use HDR' setting. Basically it should work on any modern PC where your monitor is HDR certified. If you already have this setting applied then the Insider preview will automatically apple the Auto HDR PC gaming experience going forward. Interestingly Microsoft has also implemented a 'secret feature' which can "enable a split screen mode where the left side shows the original SDR content and the right side shows the Auto HDR upgraded content". It is recommended that tinkering with this is only for advanced users at this time and requires sue of the command prompt. However, Microsoft gives you step-by-step instructions to turn the option on and off.

Probably the most important thing about all this is – does Auto HDR improve my gaming visuals? Of course modern games designed for HDR will use the full range of colour and luminance available in a premeditated way. They will be designed and tested with HDR systems in mind. Auto HDR requires the use of 'intelligence' to expand the use of the available colour space etc. The above example is provided by Microsoft to show how SDR, Auto HDR and Native HDR compare in the game Gears 5. You can see that Auto HDR makes a pretty good shot at how the designers wanted HDR to look. Microsoft explains that "HDR and Auto HDR are not just about boosting brightness but really about emphasizing the details in a scene leveraging the increased range: darkening shadows and illuminating highlights."

Last October Digital Foundry took a close look at what Auto HDR brought to Xbox gamers. You can watch that analysis here (YouTube) but remember that though you will hear the differences explained you won't really be able to see the differences unless you have already got an HDR capable system to watch on.

Document FMETMA0020210325eh3p0000a

CE Noticias Financieras English
Meet Discord, the platform <mark>Microsoft</mark> wants to buy to continue its expansion into <mark>gaming</mark>

Microsoft would intend to acquire Discord. The information was disseminated by Bloomberg, which noted that it will offer $10 billion in order to advance the purchase of the app that went from having 70 million active monthly users in 2019 to doubling that number a year later, according to data offered by the same company. They also registered 14 million active users on a daily basis.

The question is: what is Discord's potential for Microsoft to decide to offer an amount greater than, for example, for the purchase of Zenimax Media/Bethesda Softworks? There are two factors that combine: one has to do directly with the development that the platform had and the tools it offers. The second factor is crossed by Microsoft's intent regarding the plurality of services it offers its users.

Discord was created in 2015 and was born associated with the gamer community. The goal was to create a space where players could chat while developing their games. The platform gives its users the ability to create servers, which is what each of the spaces in which you can chat through text or audio is called. Each of these spaces can contain different channels, which is the way to organize conversations according to different topics. A functionality that can be seen, for example, in Slack.

Discord brings together different aspects, which are what explain the growth it had of users, but also the possibilities it can offer in the future. First of all it has different tools that already exist on other platforms, but in this case they all coexist in one place. In addition, it is designed to be able to work in parallel with games. Third, it's available on different devices, so it reaches communities.

On the platform page they explain that "the friends you have on your server will be able to see that you are connected and join instantly to talk without calling" so the ease of use is a relevant value. And most importantly, the possibility to create communities and moderate them.

Discord operated on a reality: gaming-related communities talk about other topics as well. The ability to create different channels sorts those different conversations and allows you to create more specific and therefore more varied communities. Discord, with its dynamics, encourages the creation of infinite niches.

Although he was born within the gamer ecosystem, he extended the themes that coexist within his universe. It's a process similar to the one that happened with Twitch, where the "Just Chatting" category continued to grow. Gaming became the spearhead for the growth, within those spaces, of different communities that end up replicating the forms of interaction that are born associated with video games.

The sharp increase in users that it registered in Discord between 2019 and 2020 is framed in the context that defined the pandemic and confinement measures. Forced virtuality required new channels for people to stay connected and gaming was an area that provided tools to users with other interests.

According to data disseminated by the same company, during 2020 about 70% of Discord users used the platform to talk about topics that were not directly related to video games or users who already had video game channels also added to new topics.

But, moreover, the alleged purchase conversations do not come at any time. Microsoft clearly seeks to expand the range of services and benefits it offers its users. A few weeks ago the tech giant formalized the incorporation of ZenimaxMedia/Bethesda Softworks and the news was accompanied by an announcement: 20 of Bathesda's most iconic games were added to Game Pass, the Xbox subscription service.

Discord gives you the ability to reinforce the sense of community that players have. Microsoft would position itself as a cross-platform experience that offers an ever-widening range of features but also expands its gaming offering. All communities would live in a single space, beyond the devices on which they access the games.

According to Bloomberg Bloomberg Discord it could be incorporated as one of the services offered by Game Pass to its subscribers, expanding the range of benefits that they can access to make the proposal more attractive. Although none of the companies commented, the chat app would also have had conversations with Epic Games and Amazon.

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Document NFINCE0020210324eh3o002hy

Microsoft reportedly in talks to buy gaming chat app Discord for $10B

Steven Musil
173 words
23 March 2021
CNET News.com
CNEWSN
English

Microsoft is in negotiations to acquire Discord -- a messaging app for gamers -- for $10 billion, Bloomberg reported Monday. That followed an earlier report by VentureBeat that the San Francisco-based company had received interest from several buyers.

Launched in 2015, the chat app built initially for gamers has been steadily expanding outside that world as it is increasingly being used by YouTube personalities, podcasters, hackers and more. Overall, the company says it counts more than 250 million registered users.

The reported talks come as the coronavirus pandemic has increased consumer focus on video games. According to data from research group NPD, spending on video games hit a record $11.2 billion in the third quarter of 2020, an increase of 24% over the previous year.

Microsoft declined to comment, while Discord didn't respond to a request for comment.

Click to view image.

Many gamers these days like to play online with friends. Discord helps them do that. | Getty Images

Document CNEWSN0020210323eh3n0000e

Microsoft is in talks to acquire gaming focused chat platform, Discord, for over $10 billion

Tech giant Microsoft is reportedly in talks to buy gaming-focused chat platform Discord for over $10 billion. According to a Bloomberg report, the talks are in early stages right now and there's a chance that Discord may decide to go public instead.

San Francisco-based Discord is best known for its free service that lets gamers communicate by video, voice and text, and people stuck at home during the pandemic have increasingly used its technology for study groups, dance classes, book clubs and other virtual gatherings. Microsoft, which last year sought to buy social-media app TikTok and held talks to acquire Pinterest Inc., has been shopping for assets that would provide access to thriving communities of users, according to people familiar with the company's thinking.The chat platform is also in talks with Epic Games and Amazon for a similar deal, and Microsoft is in the running, but no deal is imminent,the report said.Discord's sale plans were first reported by Venturebeat on March 22, which said "multiple parties" were interested in buying the company. Discord had reached a valuation of $7 billion in December after it raised $140 million in a funding round led by Greenoaks Capital. The company had also raised $100 million in June last year. Venturebeat's source said the company could be looking at a double-digit acquisition soon.

Discord is more likely to go public than sell itself, one person said. Representatives for Microsoft and Discord declined to comment.

Document ATANIX0020210323eh3n0002t

Microsoft is in talks to acquire gaming chat platform Discord for $10 billion

Popular gaming chat platform Discord is looking at acquisition by Microsoft at an approximate price of $10 billion, according to reports.

Discordhas made its name in the gaming space as the chatting platform for gamers and teams. And now apparently Discord Inc has approached different companies looking to get acquired. And it seems like Microsoft might be the interested party that may be ready to offer a sum north of $10 billion.

According to multiple reports, Discord has been approaching different buyers among which is Microsoft. But a deal is not on the table yet, according to people who are familiar with the situation.

* Discord review

* Microsoft's TikTok acquisition is back on track after weekend Trump talks

While VentureBeat's reporttalks about Microsoft in talks to offer $10 billion, apparently another source in Bloomberg's report has mentioned that Discord is more likely to go public than sell itself.

On their own part, both Microsoft and Discord have declined to comment on this matter. Discord is a San Francisco-based company which is known for its free chat app for gamers which allows them to chat over video, voice, and text.

And with the pandemic situation confining people to their homes, they scrambled for any free chatting app that seemed reliable. This worked in favour of Discord like most other video and voice chat apps. From being limited to gamers it's users grew to be used for study groups, dance classes, book clubs and other virtual meetups.

Discord currently has over 100 million monthly active users and has grown beyond being known only as a gaming chat app. As for Microsoft, it has been looking to expand its portfolio of products to offer which would form a platform for people.

And to that end, Microsoft looked into acquiring social-media app TikTokand even held talks with an interest to acquire Pinterest Inc. According to Bloomberg Intelligence Analyst Matthew Kanterman Microsoft's intentions to acquire Discord is in line with its attempt to grow its gaming business more toward software and services.

"There's a big opportunity to bundle Discord's premium offering, Nitro, into the Game Pass service to drive more subscriptions from the last reported 18 million." He said. Microsoft interest to grow its gaming business was quite obvious from the fact that it recently acquired ZeniMax Media Inc. for $7.5 billion which owns Bethesda that publishes popular AAA games like The Elder Scrolls and Doom.

* Microsoft confirms PS5 will miss out on some Bethesda games

Discord and Microsoft (Discord and Microsoft)

Document TECHR00020210323eh3n000gp

All News
Microsoft Surface Duo Gets Dual-Screen Gaming Support & March Security Patch

Sagar Naresh
447 words
19 March 2021
Android Headlines
ANDHD
English
Copyright 2021. Android Headlines. Chris Yackulic

[Microsoft Surface Duo](#), a phablet that was supposed to turn heads after its launch, but failed to do so. The device was more or less a gimmick which multiple features missing, which we expected from a foldable device.

First of all, it was Microsoft's first take on Android, and second, it was the first foldable phone from the company. But missing features overpowered the real potential of the device.

There was no seam-less dual-screen display, which avoided the Microsoft Surface Duo to be used as a truly foldable phone. Moreover, it did not offer a seamless display like Samsung Galaxy Fold and Z Fold2.

Besides, the hefty price tag of the device was also not appreciated by users. However, if you managed to get your hands on the Microsoft Surface Duo, then there is some good news for you.

Microsoft has pushed the March 2021 security patch along with dual-screen gaming support for the phablet. Dual-screen gaming support is enabled on the device, thanks to an update to the Xbox Game Pass Beta app.

What basically this feature means is that now your Microsoft Surface Duo can be used for gaming like a Nintendo Switch device. Meaning you can use the lower half as dedicated control while keeping the main screen uninterrupted for gaming.

Adding dual-screen gaming support gives Surface Duo the missing identity it was looking for

It seems like the company had put a well-thought process behind adding the dual-screen gaming feature on the Surface Duo. FYI, Microsoft couldn't establish any identity for the phone, because it really did not know which customers to target this device to.

Now, with the latest addition of dual-screen gaming, the Surface Duo can be used as a full-fledged gaming device, giving it the much-needed identity. It could very well be a selling point for the device as well.

As [PhoneArena](#) mentioned, you can try out the Gears 5 game right now, which supports dual-screen controls. Apart from this, the update also bumps the security patch level to March 2021.

The official changelog is not available yet, but it brings these two prominent features along with some bug fixes and performance improvements.

It updates the build number from 2021.115.52 to 2021.207.70. The update should be live for all the unlocked Microsoft Surface Duo devices.

If you haven't received the update yet, then you can trigger it manually by heading over to Settings>>Software Update. Note that the official OTA will arrive gradually.

[Surface Duo Project xCloud](#)

Document ANDHD000020210320eh3j0000a

Xbox Game Pass Cloud <mark>Gaming</mark> for PC and iOS is Arriving Soon Hints <mark>Microsoft</mark>

Nathan Birch
341 words
19 March 2021
Wccftech.com
NEWAGAE
English

When will players be able to steam games to their PC or iOS device via Xbox Game Pass Ultimate Cloud Gaming (previously known as xCloud)? We know Microsoft has already begun browser-based cloud steaming beta testing, but can we expect a full launch soon? Thankfully, it seems the answer is yes! In a new video overview of Xbox Game Pass Ultimate Cloud Gaming, which you can check out below, Microsoft VP of engineering Kevin Lachapelle had the following to say about the upcoming PC/iOS launch.

Click to access link.

We've already announced that we're bringing [Xbox Game Pass Cloud Gaming] to iOS and PC early this year. So, I won't give you specific dates, but it's...not very far.

Kevin followed that statement up with a playful wink, hinting that PC/iOS launch may be quite soon indeed. Of course, this has already been a big month for Xbox Game Pass, as Microsoft added almost all of last year's big sports games, 20 Bethesda titles, and more to the service.

Microsoft has already promised to bring Xbox cloud gaming to PC and iOS this spring, which technically extends for the next three months. Hopefully this latest tease indicates we won't be waiting until May or June for the option…

In Spring 2021, we will take the next step in our journey to reach more players around the world by making cloud gaming as part of Xbox Game Pass Ultimate available on Windows PCs through the Xbox app and browser, and iOS devices through mobile web browser. By adding over a billion devices as a path to playing in the Xbox ecosystem, we envision a seamless experience for all types of players.

What do you think? Will you be more likely to sign up for Xbox Game Pass once cloud gaming becomes available on PC and iOS? Or does the feature not interest you?

Click to view image.

Document NEWAGAE020210319eh3j000jj

THE JOURNAL OF ENGINEERING
IET Open Access Research

Microsoft Technology Licensing LLC; Patent Issued for Efficiency Enhancements To Construction Of Virtual Reality Environments (USPTO 10,937,244)

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2021 MAR 15 (VerticalNews) -- By a News Reporter-Staff News Editor at Journal of Engineering -- From Alexandria, Virginia, VerticalNews journalists report that a patent by the inventors Kim, Dong Back (Bellevue, WA); Moreno, Ricardo Acosta (Vancouver, CA); Wang, Jia (Redmond, WA); Eiten, Joshua Benjamin (Seattle, WA); Landvogt, Stefan (Kirkland, WA), filed on October 23, 2018, was published online on March 15, 2021.

The patent's assignee for patent number 10,937,244 is Microsoft Technology Licensing LLC (Redmond, Washington, United States).

News editors obtained the following quote from the background information supplied by the inventors: "Because of the ubiquity of the hardware for generating them, two-dimensional graphical user interfaces for computing devices are commonplace. By contrast, three-dimensional graphical user interfaces, such as virtual reality, augmented reality, or mixed reality interfaces are more specialized because they were developed within specific contexts where the expense of the hardware, necessary for generating such three-dimensional graphical user interfaces, was justified or invested. Accordingly, mechanisms for constructing virtual reality computer graphical environments are typically specialized to a particular application or context, and often lack functionality that can facilitate more efficient construction of virtual reality environments. Additionally, the fundamental differences between the display of two-dimensional graphical user interfaces, such as on traditional, standalone computer monitors, and the display of three-dimensional graphical user interfaces, such as through virtual reality headsets, as well as the fundamental differences between the interaction with two-dimensional graphical user interfaces and three-dimensional graphical user interfaces, render the construction of three-dimensional virtual reality environments unable to benefit, in the same manner, from tools and techniques applicable only to two-dimensional interfaces."

As a supplement to the background information on this patent, VerticalNews correspondents also obtained the inventors' summary information for this patent: "The construction of virtual reality environments can be made more efficient with enhancements directed to the sizing of objects to be utilized in the construction of virtual reality environments, enhancements directed to the simultaneous display of multiple thumbnails, or other like indicators, of virtual reality environments being constructed, enhancements directed to controlling the positioning of a view of a virtual reality environment, enhancements directed to conceptualizing the virtual reality environment as perceived through different types of three-dimensional presentational hardware, and enhancements directed to the exchange of objects between multiple virtual reality environments being constructed.

"This Summary is provided to introduce a selection of concepts in a simplified form that are further described below in the Detailed Description. This Summary is not intended to identify key features or essential features of the claimed subject matter, nor is it intended to be used to limit the scope of the claimed subject matter.

"Additional features and advantages will be made apparent from the following detailed description that proceeds with reference to the accompanying drawings."

The claims supplied by the inventors are:

"We claim:

"1. One or more computer storage media comprising computer-executable instructions, which, when executed by one or more processing units of one or more computing devices, cause the one or more computing devices to: render, as an image onto a two-dimensional surface represented by an inside of a sphere, a three-dimensional environment as perceived by a viewer at a center of the sphere, wherein the rendering comprises generating both texture information and depth information for the image, the depth information being based on a location of a viewer as compared with location of objects in the three-dimensional environment; apply a stencil buffer to the rendered two-dimensional image, leaving only a

first portion of the rendered two-dimensional image; generate, for display through a virtual-reality display device, a simulated three-dimensional thumbnail image that is representative of the three-dimensional environment by parallax shading the first portion of the rendered two-dimensional image based on the depth information and a location of a right eye of a viewer and separately parallax shading the first portion of the rendered two-dimensional image based on the depth information and a location of a left eye of the viewer; and regenerating, for display through the virtual-reality display device, the simulated three-dimensional thumbnail image by again parallax shading the first portion of the rendered two-dimensional image based on the depth information and a new location of the right eye of the viewer and separately again parallax shading the first portion of the rendered two-dimensional image based on the depth information and a new location of the left eye of the viewer, wherein the new location of the right eye and the new location of the left eye are because the viewer moved their head, the regenerating in response to the viewer moving their head causing the simulated three-dimensional thumbnail image to appear, to the viewer, through the virtual-reality display device, to behave as a three-dimensional object.

"2. The computer storage media of claim 1, further comprising computer-executable instructions which, when executed by the one or more processing units of the one or more computing devices, cause the one or more computing devices to further: re-execute the computer-executable instructions of claim 1 for multiple other three-dimensional environments to generate, and then regenerate in response to the user moving their head, multiple other simulated three-dimensional thumbnail images on a same interface.

"3. The computer storage media of claim 1, further comprising computer-executable instructions which, when executed by the one or more processing units of the one or more computing devices, cause the one or more computing devices to further: store the first portion of the rendered two-dimensional image in a thumbnail file.

"4. The computer storage media of claim 1, further comprising computer-executable instructions which, when executed by the one or more processing units of the one or more computing devices, cause the one or more computing devices to further: generate, for display through the virtual-reality display device, a ghost user, the ghost user being a representation of a user at a different point in a virtual reality environment, the ghost user comprising an indication of both a position and an orientation of the ghost user; and generate, for display through the virtual-reality display device, a preview window comprising a generated view of the virtual reality environment as it would be seen by a user positioned at the indicated position of the ghost user and oriented as the indicated orientation of the ghost user.

"5. The computer storage media of claim 4, wherein the ghost user comprises an indication of a scale of the ghost user as compared with the virtual reality environment.

"6. The computer storage media of claim 4, further comprising computer-executable instructions which, when executed by the one or more processing units of the one or more computing devices, cause the one or more computing devices to further: regenerate, for display through the virtual-reality display device, the ghost user in response to user action directed towards the ghost user, the user action repositioning or reorienting the ghost user; and generate, for display through the virtual-reality display device, the preview window in accordance with the repositioning or reorienting of the ghost user.

"7. The computer storage media of claim 4, further comprising computer-executable instructions which, when executed by the one or more processing units of the one or more computing devices, cause the one or more computing devices to further: regenerate, for display through the virtual-reality display device, in response to user action directed to a viewpoint switch visual element that is visually displayed proximate to the ghost user, the virtual reality environment as if the user was positioned at the indicated position of the ghost user and oriented as the indicated orientation of the ghost user.

"8. The computer storage media of claim 7, further comprising computer-executable instructions which, when executed by the one or more processing units of the one or more computing devices, cause the one or more computing devices to further: regenerate, for display through the virtual-reality display device, in response to a second user action, the virtual reality environment as if the user was again positioned at a same position as when the user directed the user action to the viewpoint switch visual element.

"9. The computer storage media of claim 8, wherein the position and orientation of the ghost user after the second user action is based on a last position and orientation of the user prior to the second user action.

"10. The computer storage media of claim 1, further comprising computer-executable instructions which, when executed by the one or more processing units of the one or more computing devices, cause the one or more computing devices to further: generate, for display through the virtual-reality display device, a shelf within a virtual reality environment; generate, for display through the virtual-reality display device, in response to a user dragging an object from another part of the virtual reality environment onto the shelf, a visually smaller version of the object visually displayed on the shelf; and write, in response to the user dragging the object from the other part of the virtual reality environment onto the shelf, three-dimensional object data, defining the object, into a clipboard data storage.

"11. The computer storage media of claim 1, further comprising computer-executable instructions which, when executed by the one or more processing units of the one or more computing devices, cause the one or more computing devices to further: generate, for display through the virtual-reality display device, a shelf within a virtual reality environment, the shelf having visually displayed on it a visually smaller version of an object; generate, for display through the virtual-reality display device, the object in another part of the virtual reality environment, in response to a user dragging the visually smaller version of the object from the shelf the other part of the virtual reality environment; and obtain, in response to the user dragging the visually smaller version of the object from the shelf the other part of the virtual reality environment, three-dimensional object data, defining the object, from a clipboard data storage.

"12. The computer storage media of claim 1, further comprising computer-executable instructions which, when executed by the one or more processing units of the one or more computing devices, cause the one or more computing devices to further: generate, for display through the virtual-reality display device, an object within a virtual reality environment; detect a first user action directed to a first part of the object, the first user action being performed with a first arm of the user; detect a second user action directed to a second part of the object, the second user action being performed with a second arm of the user; detect a third user action comprising at least one of: moving the first arm of the user away from the second arm of the user, moving the second arm of the user away from the first arm of the user, or moving both arms of the user away from each other; generate, for display through the virtual-reality display device, in response to the detecting the third user action, a non-uniformly resized version of the object, the non-uniformly resized version of the object differing in size from the object along an axis defined by the first part of the object and the second part of the object, the difference in size corresponding to a ratio between a current distance between the arms of the user and a distance between the arms of the user prior to the third user action.

"13. The computer storage media of claim 12, further comprising computer-executable instructions which, when executed by the one or more processing units of the one or more computing devices, cause the one or more computing devices to further: detect a user input prior to the second user action; and generate, in response to the detected user input, a uniformly resized version of the object, the uniformly resized version of the object differing in size from the object based on a magnitude of the detected user input.

"14. The computer storage media of claim 12, further comprising computer-executable instructions which, when executed by the one or more processing units of the one or more computing devices, cause the one or more computing devices to further: generate, for display through the virtual-reality display device, in response to detecting an initiation of the second user action, anchor points visually displayed on one or more locations of the object, the one or more locations comprising the second part of the object.

"15. A method of controlling a display of a virtual-reality display device, the method comprising: rendering, as an image onto a two-dimensional surface represented by an inside of a sphere, a three-dimensional environment as perceived by a viewer at a center of the sphere, wherein the rendering comprises generating both texture information and depth information for the image, the depth information being based on a location of a viewer as compared with location of objects in the three-dimensional environment; applying a stencil buffer to the rendered two-dimensional image, leaving only a first portion of the rendered two-dimensional image; generating, for display through the virtual-reality display device, a simulated three-dimensional thumbnail image that is representative of the three-dimensional environment by parallax shading the first portion of the rendered two-dimensional image based on the depth information and a location of a right eye of a viewer and separately parallax shading the first portion of the rendered two-dimensional image based on the depth information and a location of a left eye of the viewer; and regenerating, for display through the virtual-reality display device, the simulated three-dimensional thumbnail image by again parallax shading the first portion of the rendered two-dimensional image based on the depth information and a new location of the right eye of the viewer and separately again parallax shading the first portion of the rendered two-dimensional image based on the depth information and a new location of the left eye of the viewer, wherein the new location of the right eye and the new location of the left eye are because the viewer moved their head, the regenerating in response to the viewer moving their head causing the simulated three-dimensional thumbnail image to appear, to the viewer, through the virtual-reality display device, to behave as a three-dimensional object.

"16. The method of claim 15, further comprising: generating, for display through the virtual-reality display device, a ghost user, the ghost user being a representation of a user at a different point in a virtual reality environment, the ghost user comprising an indication of both a position and an orientation of the ghost user; and generating, for display through the virtual-reality display device, a preview window comprising a generated view of the virtual reality environment as it would be seen by a user positioned at the indicated position of the ghost user and oriented as the indicated orientation of the ghost user.

"17. The method of claim 15, further comprising: generating, for display through the virtual-reality display device, a shelf within a virtual reality environment; generating, for display through the virtual-reality display device, in response to a user dragging an object from another part of the virtual reality environment onto the shelf, a visually smaller version of the object visually displayed on the shelf; and writing, in response to the

user dragging the object from the other part of the virtual reality environment onto the shelf, three-dimensional object data, defining the object, into a clipboard data storage.

"18. The method of claim 15, further comprising: generating, for display through the virtual-reality display device, a shelf within a virtual reality environment, the shelf having visually displayed on it a visually smaller version of an object; generating, for display through the virtual-reality display device, the object in another part of the virtual reality environment, in response to a user dragging the visually smaller version of the object from the shelf the other part of the virtual reality environment; and obtaining, in response to the user dragging the visually smaller version of the object from the shelf the other part of the virtual reality environment, three-dimensional object data, defining the object, from a clipboard data storage.

"19. The method of claim 15, further comprising: generating, for display through the virtual-reality display device, an object within a virtual reality environment; detecting a first user action directed to a first part of the object, the first user action being performed with a first arm of the user; detecting a second user action directed to a second part of the object, the second user action being performed with a second arm of the user; detecting a third user action comprising at least one of: moving the first arm of the user away from the second arm of the user, moving the second arm of the user away from the first arm of the user, or moving both arms of the user away from each other; generating, for display through the virtual-reality display device, in response to the detecting the third user action, a non-uniformly resized version of the object, the non-uniformly resized version of the object differing in size from the object along an axis defined by the first part of the object and the second part of the object, the difference in size corresponding to a ratio between a current distance between the arms of the user and a distance between the arms of the user prior to the third user action.

"20. A computing device comprising: one or more hardware processing units; and one or more computer storage media comprising computer-executable instructions, which, when executed by the one or more hardware processing units, cause the computing device to: render, as an image onto a two-dimensional surface represented by an inside of a sphere, a three-dimensional environment as perceived by a viewer at a center of the sphere, wherein the rendering comprises generating both texture information and depth information for the image, the depth information being based on a location of a viewer as compared with location of objects in the three-dimensional environment; apply a stencil buffer to the rendered two-dimensional image, leaving only a first portion of the rendered two-dimensional image; generate, for display through a virtual-reality display device that is communicationally coupled to the computing device, a simulated three-dimensional thumbnail image that is representative of the three-dimensional environment by parallax shading the first portion of the rendered two-dimensional image based on the depth information and a location of a right eye of a viewer and separately parallax shading the first portion of the rendered two-dimensional image based on the depth information and a location of a left eye of the viewer; and regenerate, for display through the virtual-reality display device, the simulated three-dimensional thumbnail image by again parallax shading the first portion of the rendered two-dimensional image based on the depth information and a new location of the right eye of the viewer and separately again parallax shading the first portion of the rendered two-dimensional image based on the depth information and a new location of the left eye of the viewer, wherein the new location of the right eye and the new location of the left eye are because the viewer moved their head, the regenerating in response to the viewer moving their head causing the simulated three-dimensional thumbnail image to appear, to the viewer, through the virtual-reality display device, to behave as a three-dimensional object."

For additional information on this patent, see: Kim, Dong Back; Moreno, Ricardo Acosta; Wang, Jia; Eiten, Joshua Benjamin; Landvogt, Stefan. Efficiency Enhancements To Construction Of Virtual Reality Environments. U.S. Patent Number 10,937,244, filed October 23, 2018, and published online on March 15, 2021. Patent URL:
http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l=50&s1=10,937,244.PN.&OS=PN/10,937,244RS=PN/10,937,244

Keywords for this news article include: Business, Computers, Microsoft Technology Licensing LLC.

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Document JOENG00020210315eh3f00120

Cloud Gaming Market to Witness Huge Growth by 2026 : Google, Microsoft, Alibaba

The "Cloud Gaming – Market Development Outlook " Study has been added to HTF MI repository. The study envisage detailed qualitative as well as quantitative market data insights and follows Industry benchmark classification and NAICS standards to built strong players coverage in the study. Some of the major and emerging players identified are Loudplay.io, Sony, Ubitus, Nvidia, Tencent, EA, Capcom, Blade SAS, Google, Microsoft & Alibaba.

Get Inside Scoop of the report, request for sample @:
https://www.htfmarketreport.com/sample-report/3116176-global-cloud-gaming-market-2

Global Cloud Gaming Market Development Scenario by Players

Ø Financials Information, Business Overview and Product Specification Matrix

Ø Patent Analysis Briefing* [if applicable]

Ø No. of Patents Issuance by Year / by Players / By Issuing Office

Ø Key Development – Product/Service Launch, Mergers & Acquisition, Joint Ventures

Cloud Gaming Market Competition

Each company profiled in the research document is studied considering various factors such as product and its application portfolios, market share, growth potential, future plans, and development activity. Readers will be able to gain complete understanding and knowledge of the competitive landscape. Most importantly, the report sheds light on important strategies that key and emerging players are taking to maintain their ranking in the Global Cloud Gaming Market. It shows how the market competition will change in the next few years and how players are preparing themselves to stay ahead of the curve.

Order Global Cloud Gaming Market study full copy now @
https://www.htfmarketreport.com/buy-now?format=1&report=3116176

Important Features that are under offering & key highlights of the report :

1) How companies are selected or profiled in the report?

List of some players that are profiled in the the report includes "Loudplay.io, Sony, Ubitus, Nvidia, Tencent, EA, Capcom, Blade SAS, Google, Microsoft & Alibaba". Usually we follow NAICS Industry standards and validate company profile with product mapping to filter relevant Industry players, furthermore list is sorted to come up with a sample size of atleast 50 to 100 companies having greater topline value to get their segment revenue for market estimation.

** List of companies mentioned may vary in the final report subject to Name Change / Merger etc.

2) Is it possible to add more list of company and customize study as per our need?

Yes, we can add or profile new company as per client need in the report, provided it is available in our coverage list as mentioned in answer to Question 1 and after feasibility run final confirmation will be provided by research team checking the constraints related to difficulty of survey.

3) Can we narrow the available business segments ?

Yes, depending upon the data availability and feasibility check by our Research Analyst, further breakdown in business segments by end use application or product type can be provided (If applicable) by Revenue Size or Volume*.

4) Can specific country of interest be added? What all regional slits covered with covid impact analysis?

Yes, Country level splits can be modified in the study as per objectives. Currently, research report gives special attention and focus on following regions with covid outbreak and impact analysis:

North America (Covered in Chapter 9), United States, Canada, Mexico, Europe (Covered in Chapter 10), Germany, UK, France, Italy, Spain, Russia, Others, Asia-Pacific (Covered in Chapter 11), China, Japan, South Korea, Australia, India, South America (Covered in Chapter 12), Brazil, Argentina, Columbia, Middle East and Africa (Covered in Chapter 13), UAE, Egypt & South Africa

** One country of specific interest can be included at no added cost. For inclusion of more regional segment quote will vary.

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Hardcore gamers & Casual gamers are the segments analysed and sized in this study by application/end-users, displays the potential growth and various shift for period 2015 to 2026. The changing dynamics supporting the growth makes it critical for businesses in this space to keep abreast of the moving pulse of the market. Check which segment will bring in healthy gains adding significant momentum to overall growth. , PC, Connected TV & Smartphone have been considered for segmenting Cloud Gaming market by type.

With the multiple advantages of technology, cost and service, many major developed rapidly. They kept leading domestic market and on the other way actively developing international market and seizing market share, becoming the backbone of Global Cloud Gaming industry. It is understood that currently domestic players has been massively used by operators in China.

***Sub Regions Included: North America [United States, Canada, Mexico], Asia-Pacific [China, India, Japan, South Korea, Australia, Indonesia, Malaysia, Philippines, Thailand, Vietnam], Europe [Germany, France, UK, Italy, Russia, Rest of Europe], South America [Brazil, Argentina, Rest of South America], Middle East & Africa [GCC Countries, Turkey, Egypt, South Africa, Rest of Middle East & Africa]

*** Unless until specified in Original TOC of Global Cloud Gaming Market Study

To know more about the table of contents, you can click @
https://www.htfmarketreport.com/reports/3116176-global-cloud-gaming-market-2

Research Objectives

• To analyse and forecast the Global Cloud Gaming market, in terms of value and volume.

• Which segment has the potential to gain the highest market share?

• To help decision maker from new offer perspective and benchmark existing marketing strategy.

• Correlate cost structure historical data with key business segments.

• Analyse marketing contribution and customer acquisition by up-selling and cross selling.

• Identifying Influencing factors keeping Global Cloud Gaming Market Intense, factored with periodic analysis of CR4 & CR8 concentration ratio & HHI Index.

HTF MI also offers Custom Research services providing focused, comprehensive and tailored research according to clientele objectives. Thanks for reading this article; you can also get individual chapter wise section or region wise report like North America, Europe or Asia.

Document ICROWDN020210312eh3c000me

<mark>Digital Twins</mark> Market May Set New Growth Story | General Electric, <mark>Microsoft</mark>, Oracle, Siemens,

The fourth industrial revolution or Industry 4.0 which embraces automation, data exchange and manufacturing technologies is at the talking point of the business world. Digital Twins is at the core of this new industrial revolution bringing in unlimited possibilities. The global Digital Twins Market is expected to boost in the forecasted period due to declining time and cost of product development as well as unplanned downtime. The digital twin is referred to as the virtual replica model or digitized duplicates of physical assets, processes, systems, and devices. There are various types are available in digital twin processes such as parts twin, product twin, process twin, and system twin. It is a digital representation of a physical object or system. The technology behind digital twins has expanded to include large items including buildings, factories, and even cities, and some have said people and processes can have digital twins, expanding the concept even further.

The application of digital twin processes including product design and development, machine and equipment health monitoring, predictive maintenance and dynamic optimization. The increasing opportunities for digital twins in the healthcare industry also help to trigger market demand in the future.

A Latest intelligence report published by AMA Research with title Digital Twins Market Outlook to 2026. A detailed study accumulated to offer Latest insights about acute features of the Global Digital Twins market. This report provides a detailed overview of key factors in the Digital Twins Market and factors such as driver, restraint, past and current trends, regulatory scenarios and technology development. A thorough analysis of these factors including economic slowdown, local & global reforms and COVID-19 Impact has been conducted to determine future growth prospects in the global market.

Major Players in This Report Include,

General Electric (United States),IBM Corporation (United States),Microsoft Corporation (United States),Oracle Corporation (United States),HP (United States),ANSYS, Inc. (United States),Dassault SystÃ¨mes (France),Siemens AG (Germany),Robert Bosch GmbH (Germany) ,Amazon Web Services (United States),SAP (Germany)

Free Sample Report + All Related Graphs & Charts @:
https://www.advancemarketanalytics.com/sample-report/16241-global-digital-twins-market

Keep yourself up-to-date with latest market trends and changing dynamics due to COVID Impact and Economic Slowdown globally. Maintain a competitive edge by sizing up with available business opportunity in Global Digital Twins Market various segments and emerging territory.

What's Trending in Market:

Adoption of IOT and Cloud Platforms

Rising Attraction towards 3D Printing as well as 3D Simulation

Challenges:

Lack of Awareness about Benefit of Digital Twin

Lack of Professionals

Restraints:

Growing Concern about Data Security and Privacy

Market Growth Drivers:

Developing Usage of Connected Devices across Numerous Organizations

A Rise of High-Speed Networking Skills

The Global Digital Twins Market segments and Market Data Break Down are illuminated below:

by Type (Parts Twin, Product Twin, Process Twin, System Twin), Application (Product Design and Development, Machine and Equipment Health Monitoring, Predictive Maintenance, Dynamic Optimization), Industry Vertical (Aerospace & Defense, Automotive & Transportation, Home & Commercial, Electronics & Electricals/Machine Manufacturing, Energy & Utilities, Healthcare, Retail & Consumer Goods), Technology (IoT & IIoT, Blockchain, Artificial Intelligence & Machine Learning, Augmented Reality, Virtual Reality, and Mixed Reality, Big Data Analytics, 5G)

Region Included are: North America, Europe, Asia Pacific, Oceania, South America, Middle East & Africa

Country Level Break-Up: United States, Canada, Mexico, Brazil, Argentina, Colombia, Chile, South Africa, Nigeria, Tunisia, Morocco, Germany, United Kingdom (UK), the Netherlands, Spain, Italy, Belgium, Austria, Turkey, Russia, France, Poland, Israel, United Arab Emirates, Qatar, Saudi Arabia, China, Japan, Taiwan, South Korea, Singapore, India, Australia and New Zealand etc.

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Strategic Points Covered in Table of Content of Global Digital Twins Market:

Chapter 1: Introduction, market driving force product Objective of Study and Research Scope the Digital Twins market

Chapter 2: Exclusive Summary – the basic information of the Digital Twins Market.

Chapter 3: Displaying the Market Dynamics- Drivers, Trends and Challenges of the Digital Twins

Chapter 4: Presenting the Digital Twins Market Factor Analysis Porters Five Forces, Supply/Value Chain, PESTEL analysis, Market Entropy, Patent/Trademark Analysis.

Chapter 5: Displaying market size by Type, End User and Region 2015-2020

Chapter 6: Evaluating the leading manufacturers of the Digital Twins market which consists of its Competitive Landscape, Peer Group Analysis, BCG Matrix & Company Profile

Chapter 7: To evaluate the market by segments, by countries and by manufacturers with revenue share and sales by key countries (2021-2026).

Chapter 8 & 9: Displaying the Appendix, Methodology and Data Source

Finally, Digital Twins Market is a valuable source of guidance for individuals and companies in decision framework.

Data Sources & Methodology

The primary sources involves the industry experts from the Global Digital Twins Market including the management organizations, processing organizations, analytics service providers of the industry's value chain. All primary sources were interviewed to gather and authenticate qualitative & quantitative information and determine the future prospects.

In the extensive primary research process undertaken for this study, the primary sources – Postal Surveys, telephone, Online & Face-to-Face Survey were considered to obtain and verify both qualitative and quantitative aspects of this research study. When it comes to secondary sources Company's Annual reports, press Releases, Websites, Investor Presentation, Conference Call transcripts, Webinar, Journals, Regulators, National Customs and Industry Associations were given primary weight-age.

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What benefits does AMA research study is going to provide?

Latest industry influencing trends and development scenario Open up New Markets To Seize powerful market opportunities Key decision in planning and to further expand market share Identify Key Business Segments, Market proposition & Gap Analysis Assisting in allocating marketing investments

Definitively, this report will give you an unmistakable perspective on every single reality of the market without a need to allude to some other research report or an information source. Our report will give all of you the realities about the past, present, and eventual fate of the concerned Market.

Thanks for reading this article; you can also get individual chapter wise section or region wise report version like North America, Europe or Southeast Asia.

About Author:

Advance Market Analytics is Global leaders of Market Research Industry provides the quantified B2B research to Fortune 500 companies on high growth emerging opportunities which will impact more than 80% of worldwide companies' revenues.

Our Analyst is tracking high growth study with detailed statistical and in-depth analysis of market trends & dynamics that provide a complete overview of the industry. We follow an extensive research methodology coupled with critical insights related industry factors and market forces to generate the best value for our clients. We Provides reliable primary and secondary data sources, our analysts and consultants derive informative and usable data suited for our clients business needs. The research study enables clients to meet varied market objectives a from global footprint expansion to supply chain optimization and from competitor profiling to M&As.

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https://twitter.com/amareport

Document ICROWDN020210311eh3b000uw

Perkins Coie Represented Microsoft in $7.5B Gaming Acquisition of ZeniMax Media

March 10 -- Perkins Coie issued the following news release:

Perkins Coie is pleased to have represented Microsoft Corporation in its $7.5 billion acquisition of interactive gaming company ZeniMax Media, Inc. The transaction closed on March 9, 2021 following regulatory approvals.

Perkins Coie acted as Microsoft's primary game and intellectual property counsel on the transaction. ZeniMax Media, the parent company of several of the most iconic game studios including Bethesda Softworks, id Software, Arkane Studios, MachineGames, and Alpha Dog Games, is one of the world's largest, privately held game developers and publishers. The deal saw Microsoft's Xbox division take ownership of Bethesda Softworks' best-selling gaming franchises, including The Elder Scrolls, Doom, and Fallout, among others. With Zenimax Media now part of Xbox, Microsoft has increased its first-party development resources from 15 studios to 23 studios.

The Perkins Coie team was led by Seattle partner Kirk Soderquist and Chicago partner Gilbert Villaflor, and also included partners Don Karl and Nicole Dunham, associates Stefan Blum, Samuel Boro, Martin Howard, Lisa Manrique, Megan Von Borstel, D. Sean West, and Christopher Wieman, and senior paralegal Colin MacGregor.

The transaction will significantly expand Microsoft's game business and the Perkins Coie team assisted Microsoft in evaluating ZeniMax Media's global game studios.

Perkins Coie has successfully represented Microsoft in numerous prior gaming acquisitions, including most recently the acquisition of Double Fine Productions, InXile Entertainment, Obsidian Entertainment, and its $2.5 billion acquisition of Mojang, the creator of the popular "Minecraft" video game franchise, in 2014.

Perkins Coie is a leading international law firm that is known for providing high value, strategic solutions and extraordinary client service on matters vital to our clients' success. With more than 1,100 lawyers in offices across the United States and Asia, we provide a full array of corporate, commercial litigation, intellectual property, and regulatory legal advice to a broad range of clients, including many of the world's most innovative companies and industry leaders as well as public and not-for-profit organizations.

Source: Perkins Coie

Document ATINVT0020210322eh3a000e2

Microsoft Ignite: Major Announcements From The IT Giants Virtual Event

1,024 words
9 March 2021
Kuwait Times
MEWKUT
English

Microsoft made the dozens of announcements and new products and features unveiled at Microsofts virtual Ignite conference last week, including new features in Azure, Dynamics 365, Power Platform, industry clouds, Outlook, Microsoft Teams, security and training.

The three-day virtual conference included keynotes from executives and experts and a ton of news about how Microsofts new products will make life easier for the IT department and end users.

Here are some announcements we wanted to highlight. For the complete list, check out Microsofts Book of News from the virtual event.

Related: U.S. Officials, Cybersecurity Experts Prepare For Fallout of Microsoft Exchange Server Exploits

Azure

Much of the news coming out of Ignite centered around Azure, the companys cloud computing platform. The highlights include:

Azure Percept, a new secure platform to help customers build, apply and operate artificial intelligence models in lower-power edge cameras and audio devices. It is designed to enable uses like object detection, shelf analytics, anomaly detection and keyword spotting at the edge.

Azure Synapse Pathway, a new solution designed to help customers simplify and accelerate migrating from a legacy or cloud data warehouse to Azure Synapse Analytics by providing automated translation of existing business logic.

Updates to Azure Machine Learning, including support for large-scale interactive data preparation backed by Azure Synapse Spark.

Updates to Azures analytics tools.

A new datacenter region in China to meet growing customer demand in the country.

Azure Resource Mover, which provides portability between Azure regions.

Microsoft Teams and Outlook

Teams is among the most important Microsoft tools being utilized right now given the resilience of the COVID-19 pandemic and the shift to remote work. To that end, the company is releasing several new features for the flagship unified communications and collaboration app, including:

Microsoft Teams Connect, a new feature designed to help organizations collaborate with customers, partners or suppliers leveraging chat, meetings, app collaboration and real-time document co-authoring.

PowerPoint Live in Teams, which allows presenters to deliver more inclusive experiences with notes, slides, meeting chat in a single view.

Presenter mode, which gives presenters the ability to customize how their video feed and content appear to meeting participants.

Dynamic view, which intelligently arranges meeting elements for optimal presentation.

Teams Room updates, like new gallery view in Teams Rooms, certified hardware and intelligent speakers.

New security, privacy and compliance features like invite-only meeting controls, the ability to disable video to limit disruptions, end-to-end encryption for 1:1 calls and multiego support to give multinational organizations greater control over location of specific data centers where Teams data is stored.

Microsoft introduced several updates for Outlook to help users better manage their time via calendar and scheduling features, including:

Outlook calendar board, an update to the Outlook calendar that adds a free-form view to the traditional grid view.

Suggested times in Outlook mobile that uses AI to suggest times when participants are available for meetings

Dynamics 365 and Power Platform

Also introduced were new and updated capabilities for Dynamics 365 and the Power Platform, including:

New integrations with Dynamics 365 and Microsoft Teams designed to enhance sales, marketing, customer service, field service, commerce and human resources.

Dynamics 365 Intelligent Order Management, a new application to help customer scale their order management process from intake to delivery without replacing legacy enterprise resource planning systems.

Real-time personalized customer experience capabilities in Dynamics 365.

Microsoft Power Automate Desktop, offering robotic process automation capabilities, which will be offered to Windows 10 users for free

Updates to Power BI Premium including flexibility to license per user or per capacity, faster processing, autoscale to automatically add capacity when needed and consistent cost management.

A new low-code programming language, Microsoft Power Fx, for logic customization across the Power Platform.

New features to help IT implement enhanced security for low-code tools and automation.

IT Management

The company announced new features and products to help make the job easier for system administrators and managers, including:

In cloud configuration, which has now been integrated into Microsoft Endpoint Manager, enabling IT administrators to apply a uniform and secure cloud-based configuration of Windows 10 Pro or Enterprise devices.

New cloud-based capabilities within Microsoft 354 Apps admin center

A unified mobile app for iOS and Android that combines Microsoft Tunnel virtual private network capabilities with mobile threat defense from Microsoft Defender for Endpoint.

Universal print, a new cloud-based print solution that eliminates the need for print servers or installing printer drivers.

Security

With new cyber attacks being disclosed almost daily, Microsoft has been at the forefront of IT industrys response, including to the SolarWinds compromise and now the Exchange Server vulnerabilities. The company also announced several key updates for security, compliance and identity, including:

Attack Simulation Training to help customers detect, prioritize and remediate phishing risk.

Updates to Azure confidential computing and Key Vault, including Azure Key Vault Managed HSM, Always Encrypted and Trusted Launch.

Updates to Azure Security Center and Azure Defender that include improved security alerts, endpoint detection and response support, improved integration of network security and new reporting capabilities.

Updates for Azure Sentinel to help expand extended detection and response integration.

Edge Secured-core, a new device label within the Azure Certified Device program to identify edge devices that meet a defined set of security environments

Updates to Microsoft 365 Defender that enable customers to investigate and remediate threats from the single integrated Microsoft 365 Defender portal, along with unified alerts, extended email alert capabilities and a new Learning Hub.

AWS Single Sign-On to simplify SSO access across multiple Amazon Web Services Accounts, pre-integrated in the Azure Active Directory app gallery.

Password-less authentication in Azure Active Directory that enables employees to sign in with a look or tap using Windows Hello for Business, Microsoft Authenticator app or compatible FIDO2 security keys.

Azure Active Directory Conditional Access authentication, enabling customers to configure and fine-tune access policies based on user, device, location, real-time risk information and more.

New certifications and training for security, compliance, identity, information protection, security operations and more.

Document MEWKUT0020210309eh390008d

Research and Markets; Worldwide <mark>Gaming</mark> Industry to 2026 - Featuring Tencent Holdings, Sony and <mark>Microsoft</mark> Among Others - ResearchAndMarkets.com

945 words
5 March 2021
Medical Letter on the CDC & FDA
MLCF
1214
English

2021 MAR 14 (NewsRx) -- By a News Reporter-Staff News Editor at Medical Letter on the CDC & FDA -- The "Gaming Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026" report has been added to ResearchAndMarkets.com's offering. According to this report the global gaming market reached a value of US$ 167.9 Billion in 2020. Looking forward, the publisher expects the global gaming market to reach a value of US$ 287.1 Billion by 2026, exhibiting a CAGR of 9.24% during 2021-2026. Gaming, also known as video games or electronic games, refers to a computer application which is played with a certain set of rules. It involves mental or physical stimulation that provides entertainment and relaxation to the player or the spectators. Gaming is a powerful tool that can help children in developing certain life skills and can also aid the educators in seeking ways to supplement classroom teaching.

The gaming sector has been revolutionized with the advent of advanced graphical engines and information technology. The increasing proliferation of mobile phones and easy availability of games on the internet along with innovations in both hardware and software are expected to have a positive impact on the growth of the global gaming market. In addition, the growing adoption of mobile and browser games which offer free-to-play business models is another trend that is gaining traction in the gaming market. Further, with the rising popularity of e-sports, multiplayer video game competition between professional and amateur players, the gaming market is witnessing an accelerated growth worldwide. Some of the other factors propelling the gaming market are empowering nature of games; availability of different genres, such as strategy, action, simulation, etc.; and a shift from physical games to online games. Companies Mentioned Tencent Holdings Limited

Sony Corporation

Microsoft Corporation

Apple Inc.

Activision Blizzard Inc

Google LLC

NetEase Inc.

Electronic Arts Inc.

Nintendo Co. Ltdand Bandai Namco Holdings Inc. Key Questions Answered in This Report: How has the global gaming market performed so far and how will it perform in the coming years?

What are the key regions in the global gaming market?

What has been the impact of COVID-19 on the global gaming market?

Which are the device types in the global gaming market?

Which are the platforms in the global gaming market?

Which are the revenue types in the global gaming market?

Which are the popular type in the global gaming market?

Which are the age groups in the global gaming market?

What are the various stages in the value chain of the global gaming market?

What are the key driving factors and challenges in the global gaming market?

What is the structure of the global gaming market and who are the key players?

What is the degree of competition in the global gaming market? Key Topics Covered: 1 Preface 2 Scope and Methodology 3 Executive Summary 4 Introduction 4.1 Overview 4.2 Key Industry Trends 5 Global Gaming Market 5.1 Market Overview 5.2 Market Performance 5.3 Impact of COVID-19 5.4 Price Analysis 5.5 Market Breakup by Device Type 5.6 Market Breakup by Platform 5.7 Market Breakup by Revenue Type 5.8 Market Breakup by Type 5.9 Market Breakup by Age Group 5.10 Market Breakup by Region 5.11 Market Forecast 5.12 SWOT Analysis 5.13 Value Chain Analysis 5.14 Porters Five Forces Analysis 6 Market Breakup by Device Type 6.1 Consoles 6.1.1 Market Trends 6.1.2 Market Forecast 6.2 Mobiles and Tablets 6.2.1 Market Trends 6.2.2 Market Forecast 6.3 Computers 6.3.1 Market Trends 6.3.2 Market Forecast 7 Market Breakup by Platform 7.1 Online 7.1.1 Market Trends 7.1.2 Market Forecast 7.2 Offline 7.2.1 Market Trends 7.2.2 Market Forecast 8 Market Breakup by Revenue Type 8.1 In-Game Purchase 8.1.1 Market Trends 8.1.2 Market Forecast 8.2 Game Purchase 8.2.1 Market Trends 8.2.2 Market Forecast 8.3 Advertising 8.3.1 Market Trends 8.3.2 Market Forecast 9 Market Breakup by Type 9.1 Adventure/Role Playing Games 9.1.1 Market Trends 9.1.2 Market Forecast 9.2 Puzzles 9.2.1 Market Trends 9.2.2 Market Forecast 9.3 Social Games 9.3.1 Market Trends 9.3.2 Market Forecast 9.4 Strategy 9.4.1 Market Trends 9.4.2 Market Forecast 9.5 Simulation 9.5.1 Market Trends 9.5.2 Market Forecast 9.6 Others 9.6.1 Market Trends 9.6.2 Market Forecast 10 Market Breakup by Age Group 10.1 Adult 10.1.1 Market Trends 10.1.2 Market Forecast 10.2 Children 10.2.1 Market Trends 10.2.2 Market Forecast 11 Market Breakup by Region 11.1 Asia Pacific 11.2 North America 11.3 Europe 11.4 Middle East and Africa 11.5 Latin America 12 Competitive Landscape 12.1 Market Structure 12.2 Key Players 12.3 Profiles of Key Players For more information about this report visit https://www.researchandmarkets.com/r/rsrc43 View source version on businesswire.com: https://www.businesswire.com/news/home/20210225005818/en/

Keywords for this news article include: Viral, COVID-19, Virology, SARS-CoV-2, RNA Viruses, Research and Markets, Severe Acute Respiratory Syndrome Coronavirus 2.

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Document MLCF000020210305eh35000hh

India
Microsoft testing xCloud gaming service in super resolution

212 words
5 March 2021
Indo-Asian News Service
HNIANS
English
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New Delhi, March 5 (IANS) Microsoft is testing 1080p streaming resolution for its Xbox Game Pass Cloud Gaming service, according to media reports.

According to Windows Central, the cloud gaming service is currently available in 720p streams but an upgrade to 1080p would bring it in line with fellow service Google Stadia.

The improvement in visual quality likely comes as part of an infrastructure upgrade that involves replacing the older Xbox One S server blades with more powerful Xbox Series X boards.

"Recent rumours have also suggested that Microsoft has been looking to upgrade its cloud streaming services from Xbox One to Series X architecture sometime this year," the report said on Thursday.

In addition, Microsoft is also giving a final touch to its Xbox Game Streaming app for Windows PCs, which includes access to streaming games from the company's xCloud service.

Presently, one cannot stream games from the new Xbox consoles to Windows PCs because it is unsupported in the existing Xbox Console Companion app.

However, the upcoming app will let Windows users stream games from their Xbox Series S/X consoles, and from xCloud.

The app will also bring xCloud streaming to Windows PCs for the first time.

--IANS

wh/na

Document HNIANS0020210305eh35001p5

Microsoft Technology Licensing LLC; Patent Issued for Cross-Device Accessory Input And Output For Enhanced Gaming Experience (USPTO 10,926,169)

1,988 words
4 March 2021
Politics & Government Week
POLGOV
3120
English

2021 MAR 11 (VerticalNews) -- By a News Reporter-Staff News Editor at Politics & Government Week -- A patent by the inventors Itay, Meir Ben (Sammamish, WA); Shah, Shrey Nitin (Redmond, WA), filed on April 4, 2019, was published online on March 8, 2021, according to news reporting originating from Alexandria, Virginia, by VerticalNews correspondents.

Patent number 10,926,169 is assigned to Microsoft Technology Licensing LLC (Redmond, Washington, United States).

The following quote was obtained by the news editors from the background information supplied by the inventors: "As mobile computing devices have become increasingly sophisticated in their hardware, software and processing capabilities, so to have the games that developers create for them. Today, mobile games are generally only limited by constraints inherent to the mobile devices themselves such as the limited size of the display and the limited input mechanisms. Alternatively, gamers may have substantial resources available to them on, or associated with, their primary gaming devices (e.g., personal computers, videogame consoles) that are typically only used for playing platform-specific games. Those resources may include large displays/monitors, game controllers, joysticks, and sophisticated sound systems, among others.

"It is with respect to this general technical environment that aspects of the present technology disclosed herein have been contemplated. Furthermore, although a general environment has been discussed, it should be understood that the examples described herein should not be limited to the general environment identified in the background."

In addition to the background information obtained for this patent, VerticalNews journalists also obtained the inventors' summary information for this patent: "This summary is provided to introduce a selection of concepts in a simplified form that are further described below in the Detailed Description section. This summary is not intended to identify key features or essential features of the claimed subject matter, nor is it intended to be used as an aid in determining the scope of the claimed subject matter. Additional aspects, features, and/or advantages of examples will be set forth in part in the description which follows and, in part, will be apparent from the description or may be learned by practice of the disclosure.

"Non-limiting examples of the present disclosure describe systems, methods and devices for providing collaborative use of computing resources in videogame execution. When a user's mobile computing device connects to the user's primary gaming device (e.g., personal computer, videogame console), the primary gaming device may determine whether there are mobile games installed on the mobile computing device that are compatible with one or more input or output accessories associated with the user's primary gaming device. The user may utilize a gaming application or widget on the primary gaming device to select from available mobile games to initiate the utilization of primary gaming device accessories for input and/or output during execution of the selected game by the mobile computing device. That is, the mobile computing device may execute the processing of the selected mobile game, but the audio, video and/or haptic output may be surfaced by accessories of the primary gaming device, and/or the controls for the game may be received via the input accessories for the primary gaming device (e.g., controllers, joysticks, keyboards, etc.)."

The claims supplied by the inventors are:

"What is claimed is:

"1. A system for providing collaborative use of computing resources in videogame execution, comprising: a memory for storing executable program code; and one or more processors, functionally coupled to the memory, the one or more processors being responsive to computer-executable instructions contained in the program code and operative to: identify by a personal computer (PC) device, a mobile computing device, wherein the mobile computing device is executing a mobile game; pair the PC device and the mobile computing device; receive a control input, in a first format executable by the PC device, from an input device connected to the PC device; transfer the control input in the first format from the PC device to the mobile computing device; translate the control input from the first format to a second format that is executable by a game engine associated with the mobile game on the mobile computing device; execute, by the game engine

on the mobile computing device, the translated control input; and perform an operation in the mobile game on the mobile computing device corresponding to the translated control input.

"2. The system of claim 1, wherein the one or more processors are further responsive to the computer-executable instructions contained in the program code and operative to: receive an audio data stream of the mobile game from the mobile computing device; and audibly produce the audio data stream on at least one speaker device associated with the PC device.

"3. The system of claim 1, wherein the control input is received from one of: a game controller input device; a steering wheel controller input device; a joystick input device; a mouse input device; and a keyboard input device.

"4. The system of claim 1, wherein the one or more processors are further responsive to the computer-executable instructions contained in the program code and operative to: maintain, by the mobile computing device, a control input list comprising an identity of a plurality of input devices for the PC device that are compatible with the mobile computing device.

"5. The system of claim 4, wherein the one or more processors are further responsive to the computer-executable instructions contained in the program code and operative to: maintain, by the mobile computing device, a set of instructions for controlling game applications for each of the plurality of input devices.

"6. The system of claim 1, wherein the one or more processors are further responsive to the computer-executable instructions contained in the program code and operative to: identify a display device connected to the game console device; stream videogame data from the mobile game on the mobile computing device to the PC device; and cause the video data stream to be displayed on the display device.

"7. The system of claim 1, wherein the one or more processors are further responsive to the computer-executable instructions contained in the program code and operative to: surface a list comprising an identity of a plurality of mobile games executable on the mobile computing device and controllable by one or more input devices connected to the PC device.

"8. A method for providing collaborative use of computing resources in videogame execution, the method comprising: identifying, by a game console device, a mobile computing device, wherein the mobile computing device is executing a mobile game; pairing the game console device and the mobile computing device; receiving a control input, in a first format executable by the game console, from an input device connected to the game console device; transferring the control input in the first format from the game console device to the mobile computing device; translating the control input from the first format to a second format that is executable by a game engine associated with the mobile game on the mobile computing device; executing, by the game engine on the mobile computing device, the translated control input; and performing an operation in the mobile game on the mobile computing device corresponding to the translated control input.

"9. The method of claim 8, further comprising maintaining a control input list comprising an identity of a plurality of input devices for computing devices that are compatible with the mobile computing device.

"10. The method of claim 9, further comprising maintaining a set of instructions for controlling game applications for each of the plurality of input devices.

"11. The method of claim 8, further comprising: identifying a display device associated with the game console device; streaming video game data from the mobile game on the mobile computing device to the display device; and causing the video data stream to be displayed on the display device.

"12. The method of claim 8, further comprising: identifying a display device connected to the game console device; streaming video game data from the mobile game on the mobile computing device to the game console device; and causing the video data stream to be displayed on the display device.

"13. The method of claim 8, further comprising: identifying a speaker device associated with the game console device; streaming audio game data from the mobile game on the mobile computing device to the speaker device; and causing the audio data stream to be audibly produced by the speaker device.

"14. The method of claim 8, further comprising: identifying a speaker device connected to the game console device; streaming audio game data from the mobile game on the mobile computing device to the game console device; and causing the audio data stream to be audibly produced by the speaker device.

"15. The method of claim 8, wherein the control input is generated by one of: a game controller input device; a steering wheel controller input device; a joystick input device; a mouse input device; and a keyboard input device.

"16. A computer-readable storage device comprising executable instructions that, when executed by one or more processors, assists with providing collaborative use of computing resources in videogame execution, the computer-readable storage device including instructions executable by the one or more processors for: identifying, by a game console device, a mobile computing device, wherein the mobile computing device is executing a mobile game; pairing the game console device and the mobile computing device; receiving a control input, in a first format executable by the game console device, from an input device connected to the game console device; transferring the control input in the first format from the game console device to the mobile computing device; translating the control input from the first format to a second format that is executable by a game engine associated with the mobile game on the mobile computing device; executing, by the game engine on the mobile computing device, the translated control input; and performing an operation in the mobile game on the mobile computing device corresponding to the translated control input.

"17. The computer-readable storage device of claim 16, wherein the instructions are further executable by the one or more processors for: identifying a display device associated with the game console device; streaming video game data from the mobile game on the mobile computing device to the display device; and causing the video data stream to be displayed on the display device.

"18. The computer-readable storage device of claim 16, wherein the instructions are further executable by the one or more processors for: identifying a speaker device associated with the game console device; streaming audio game data from the mobile game on the mobile computing device to the speaker device; and causing the audio data stream to be audibly produced by the speaker device.

"19. The computer-readable storage device of claim 16, wherein the control input is generated by one of: a game controller input device; a steering wheel controller input device; a joystick input device; a mouse input device; and a keyboard input device."

URL and more information on this patent, see: Itay, Meir Ben; Shah, Shrey Nitin. Cross-Device Accessory Input And Output For Enhanced Gaming Experience. U.S. Patent Number 10,926,169, filed April 4, 2019, and published online on March 8, 2021. Patent URL:
http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l=50&s1=10,926,169.PN.&OS=PN/10,926,169RS=PN/10,926,169

Keywords for this news article include: Business, Computers, Data Streaming, Information Technology, Microsoft Technology Licensing LLC.

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Worldwide Gaming Industry to 2026 - Featuring Tencent Holdings, Sony and Microsoft Among Others - ResearchAndMarkets.com

DUBLIN--(BUSINESS WIRE)--February 25, 2021--
The "Gaming Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026" report has been added to ResearchAndMarkets.com's offering.

According to this report the global gaming market reached a value of US$ 167.9 Billion in 2020. Looking forward, the publisher expects the global gaming market to reach a value of US$ 287.1 Billion by 2026, exhibiting a CAGR of 9.24% during 2021-2026.

Gaming, also known as video games or electronic games, refers to a computer application which is played with a certain set of rules. It involves mental or physical stimulation that provides entertainment and relaxation to the player or the spectators. Gaming is a powerful tool that can help children in developing certain life skills and can also aid the educators in seeking ways to supplement classroom teaching. The gaming sector has been revolutionized with the advent of advanced graphical engines and information technology.

The increasing proliferation of mobile phones and easy availability of games on the internet along with innovations in both hardware and software are expected to have a positive impact on the growth of the global gaming market. In addition, the growing adoption of mobile and browser games which offer free-to-play business models is another trend that is gaining traction in the gaming market.

Further, with the rising popularity of e-sports, multiplayer video game competition between professional and amateur players, the gaming market is witnessing an accelerated growth worldwide. Some of the other factors propelling the gaming market are empowering nature of games; availability of different genres, such as strategy, action, simulation, etc.; and a shift from physical games to online games.

Companies Mentioned

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    --
Tencent Holdings Limited

    -- Sony Corporation

    -- Microsoft Corporation

    -- Apple Inc.

    -- Activision Blizzard Inc

    -- Google LLC

    -- NetEase Inc.

    -- Electronic Arts Inc.

    -- Nintendo Co. Ltdand Bandai Namco Holdings Inc.
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Key Questions Answered in This Report:

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    -- How has the global gaming market performed so far and how will it perform
       in the coming years?
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-- What are the key regions in the global gaming market?

-- What has been the impact of COVID-19 on the global gaming market?

-- Which are the device types in the global gaming market?

-- Which are the platforms in the global gaming market?

-- Which are the revenue types in the global gaming market?

-- Which are the popular type in the global gaming market?

-- Which are the age groups in the global gaming market?

-- What are the various stages in the value chain of the global gaming market?

-- What are the key driving factors and challenges in the global gaming market?

-- What is the structure of the global gaming market and who are the key players?

-- What is the degree of competition in the global gaming market?

Key Topics Covered:

1 Preface

2 Scope and Methodology

3 Executive Summary

4 Introduction

4.1 Overview

4.2 Key Industry Trends

5 Global Gaming Market

5.1 Market Overview

5.2 Market Performance

5.3 Impact of COVID-19

5.4 Price Analysis

5.5 Market Breakup by Device Type

5.6 Market Breakup by Platform

5.7 Market Breakup by Revenue Type

5.8 Market Breakup by Type

5.9 Market Breakup by Age Group

5.10 Market Breakup by Region

5.11 Market Forecast

5.12 SWOT Analysis

5.13 Value Chain Analysis

5.14 Porters Five Forces Analysis

6 Market Breakup by Device Type

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Gaming Software Market to See Huge Growth With Microsoft Corporation, Audiokinetic, Epic Games, Sony Corporation

Latest released the research study on Global Gaming Software Market, offers a detailed overview of the factors influencing the global business scope. Gaming Software Market research report shows the latest market insights, current situation analysis with upcoming trends and breakdown of the products and services. The report provides key statistics on the market status, size, share, growth factors of the Gaming Software Market. The study covers emerging player's data, including: competitive landscape, sales, revenue and global market share of top manufacturers.

The current market players are adopting various strategies, such as strategic alliances, to expand their regional footprint in growing economies. Major Players in This Report Include, Microsoft Corporation, Audiokinetic, Epic Games, Sony Corporation, Playtech, Electronic Arts, Inc., Rovio Entertainment Corporation, NVIDIA Corporation, Valve Corporation, PlayJam Ltd.,

Note: This content doesn't contain all the Information of the Report please fill the form (via link) and get all interesting information just one click in PDF with the latest update with chart and Table of Content

Free Sample Report + All Related Graphs & Charts (Including COVID19 Impact Analysis) @: https://www.advancemarketanalytics.com/sample-report/33674-global-gaming-software-market

Keep yourself up-to-date with latest market trends and changing dynamics due to COVID Impact and Economic Slowdown globally. Maintain a competitive edge by sizing up with available business opportunity in Gaming Software Market various segments and emerging territory.

Gaming Software Overview:

Gaming software market is one of the fastest growing markets in entertainment industry, and the growth of gaming industry is determined from the very beginning of its origin. Continuous development and innovation in gaming technology has generated an endless stream of new products, platforms. Increasing penetration of internet services across the world, along with easy availability and access of games on the internet, are also anticipated to boost the gaming software market growth over the forecast period.

Gaming Software Market Segmentation: by Type (Console Gaming Software, Handheld Gaming Software), Application (Entertainment, Educational), Deployment Mode (On-Premise, Cloud Based), Device (Mobiles, Gaming Consoles, PC)

Market Trends:

Increasing Need for VR and AR Game Development

Market Drivers:

Continuous Advancement and Innovation in Gaming Software Technology

Mobile Gaming and Downloadable Gaming Software on PC

Market Challenges

Presence of Free Game Development Software

Lack of Network Infrastructure in Developing Nations

Market Restraints:

Piracy and Fraud in Online Gaming Transactions

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Region Included are: North America, Europe, Asia Pacific, Oceania, South America, Middle East & Africa

Country Level Break-Up: United States, Canada, Mexico, Brazil, Argentina, Colombia, Chile, South Africa, Nigeria, Tunisia, Morocco, Germany, United Kingdom (UK), the Netherlands, Spain, Italy, Belgium, Austria, Turkey, Russia, France, Poland, Israel, United Arab Emirates, Qatar, Saudi Arabia, China, Japan, Taiwan, South Korea, Singapore, India, Australia and New Zealand etc.

What benefits does AMA research study is going to provide?

Latest industry influencing trends and development scenario Open up New Markets To Seize powerful market opportunities Key decision in planning and to further expand market share Identify Key Business Segments, Market proposition & Gap Analysis Assisting in allocating marketing investments

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Analyst at AMA have conducted special survey and have connected with opinion leaders and Industry experts from various region to minutely understand impact on growth as well as local reforms to fight the situation. A special chapter in the study presents Impact Analysis of COVID-19 on Global Gaming Software Market along with tables and graphs related to various country and segments showcasing impact on growth trends.

Strategic Points Covered in Table of Content of Global Gaming Software Market:

Chapter 1: Introduction, market driving force product Objective of Study and Research Scope the Global Gaming Software market

Chapter 2: Exclusive Summary – the basic information of the Global Gaming Software Market.

Chapter 3: Displaying the Market Dynamics- Drivers, Trends and Challenges of the Global Gaming Software

Chapter 4: Presenting the Global Gaming Software Market Factor Analysis Porters Five Forces, Supply/Value Chain, PESTEL analysis, Market Entropy, Patent/Trademark Analysis.

Chapter 5: Displaying the by Type, End User and Region 2013-2020

Chapter 6: Evaluating the leading manufacturers of the Global Gaming Software market which consists of its Competitive Landscape, Peer Group Analysis, BCG Matrix & Company Profile

Chapter 7: To evaluate the market by segments, by countries and by manufacturers with revenue share and sales by key countries in these various regions.

Chapter 8 & 9: Displaying the Appendix, Methodology and Data Source

Finally, Global Gaming Software Market is a valuable source of guidance for individuals and companies.

Data Sources & Methodology

The primary sources involve the industry experts from the Global Gaming Software Market including the management organizations, processing organizations, analytics service providers of the industry's value chain. All primary sources were interviewed to gather and authenticate qualitative & quantitative information and determine the future prospects.

In the extensive primary research process undertaken for this study, the primary sources – Postal Surveys, telephone, Online & Face-to-Face Survey were considered to obtain and verify both qualitative and quantitative aspects of this research study. When it comes to secondary sources Company's Annual reports, press Releases, Websites, Investor Presentation, Conference Call transcripts, Webinar, Journals, Regulators, National Customs and Industry Associations were given primary weightage.

Get More Information:
https://www.advancemarketanalytics.com/reports/33674-global-gaming-software-market

Definitively, this report will give you an unmistakable perspective on every single reality of the market without a need to allude to some other research report or an information source. Our report will give all of you the realities about the past, present, and eventual fate of the concerned Market.

Thanks for reading this article; you can also get individual chapter wise section or region wise report version like North America, Europe or Asia.

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Microsoft's GM of Cloud Gaming Says the Technology Will Allow Previously Impossible Game Experiences

Cloud gaming may have taken a blow in the eyes of the mainstream public with Google's decision to wind down its first-party studios a mere couple of years after opening them, but regardless of this specific and very Google-style instance, cloud gaming is still very much on the rise.

NVIDIA's GeForce NOW continues to expand, Amazon's Luna (still in early access) keeps adding new games like No More Heroes, and Microsoft's xCloud has been bundled into Game Pass to make the ever-growing library of games accessible even on the go by subscribers.

The latter cloud gaming service is built on Microsoft's Azure servers and PlayFab technology, which the Xbox and Windows giant acquired about three years ago alongside the company. Former PlayFab CEO and CoFounder James Gwertzman, now Microsoft's General Manager for Gaming Cloud, was recently interviewed by Game Rant; during the chat, he talked about the new opportunities allowed by cloud gaming technology to create previously impossible experiences.

We have a number of "industry priority scenarios." It doesn't roll off the tongue, but they're things that we think the industry really cares about today that may be pain points that we're trying to help with. The first one on our list of five is to accelerate game production with the cloud.

This act of content creation, once you have it in the cloud, distribution becomes more fluid. We see this with xCloud. It started out as just racking Xboxes in datacenters and streaming it. Now we're getting more experience with it, and you may be able to build game experiences that would not be possible without running in the cloud. Games were you can have lots of players in a single environment interacting in new ways.

xCloud was about putting Xboxes in the cloud *laugh* but the broader term is pixel streaming, where you're running GPUs in the cloud and streaming it down. Initially pixel streaming is going to be useful in non-gaming scenarios like architecture or retail where you want a 3D experience but you don't have to have the hardware. That will then move into gaming and you'll see developers leveraging experiences that go beyond what was possible before.

This is something we've heard before from Google as well as game developers such as Larian. Of course, some might snicker at the idea resurfacing from Microsoft again due to the failure of Crackdown 3's cloud-based multiplayer, though just because one game failed doesn't mean the technology as a whole doesn't have potential.

Besides, that's merely one of the possible applications. Later in the interview, Gwertzman also talked about a voice-font tool that could make it much cheaper (and easier) for smaller developers to add proper voice acting to their game projects.

[...] we have voice-font technology where we can record and listen to a couple of dozen hours of someone talking, and then build a model that can recreate that person's voice saying whatever we want them to say. When you think about that in the context of deep fakes it's deeply troubling, but when you think about its use in casting voices for games, it could allow an indie developer with a small budget to create thousands of hours of dialogue. Even better, have the computer speak using AI in whatever voice you want, you can get some really cool creative experiences. I love the idea of using voice fonts to let the computer speak in a more natural way than you typically get today. There's neat opportunities like that coming.

Are you excited about the potential of cloud gaming, especially once 5G coverage will be more widespread? Let us know in the comments.

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