



Tech

Apple's virtual reality headset could run on mysterious 'realityOS'

Adam Smith

403 words

9 February 2022

22:08

Independent Online

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English

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Apple's virtual reality headset has been rumoured to launch this year

[Apple's](#) operating system for its upcoming virtual reality headset could be called 'realityOS'.

References to the new operating system have been found within GitHub repos and App Store upload logs, according to 9to5Mac.

"What is Apple's RealityOS doing in the App Store upload logs?", iPhone developer Rens Verhoeven tweeted. "AR/VR confirmed?"

Uh what is Apple's RealityOS doing in the App Store upload logs?

AR/VR confirmed? pic.twitter.com/Wp7XWiseEU

— Rens Verhoeven (@renssies) [January 17, 2022](#)

The first mention of realityOS – or 'rOS' was from a Bloomberg report in 2017 and was discovered in pre-releases of iOS 13. The operating system seems to be based on iOS, which is also how iPadOS developed.

RealityOS could be the final name for the software as Apple reporter Mark Gurman says that the internal codename for the operating system is 'Oak'.

Apple's augmented reality headset, which has been rumoured for years, will apparently be as powerful as a Mac.

Apple analyst Ming-chi Kuo has claimed the device [will launch with a processor "with the same computing power level as the Mac"](#) to support a "comprehensive range of applications rather than specific applications".

However, Apple is reportedly planning not to get involved in the 'metaverse', according to Mr Gurman.

"I've been told pretty directly that the idea of a completely virtual world where users can escape to — like they can in Meta Platforms/Facebook's vision of the future — is off limits from Apple," [he said](#).

Instead, Apple will focus on "bursts of gaming, communication, and content consumption" where users log on for a specific purpose but then return to the real world.

This would be in line with Apple's other projects such as its augmented reality glasses, which are also reportedly in the works.

The Independent has reached out to Apple for more information.

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Proactive news headlines including **Apple**, Esports Entertainment, Champion **Gaming**, Silvercorp Metals and Fobi AI

Globenewswire

369 words

29 January 2022

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The Canadian Press

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English

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Document PZON000020220128ei1s0004y

God of War on the MacBook Air proves Apple accidentally made a gaming laptop

Darren Allan

228 words

21 January 2022

TechRadar

TECHR

English

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God of War runs just fine on a MacBook Air M1, but admittedly it takes some tweaking beforehand.

Fancy playing [God of War](#) on the MacBook Air? Well, that's possible, and indeed has been demonstrated by one Air owner, who posted a video of the game running online.

The video clip is from DueTry8342 on [Reddit](#), and it shows the God of War PC version running via CrossOver on a [MacBook Air M1 \(2020\)](#), one of the first Apple laptops to use its own silicon (and this is the base model with 8GB of RAM).

For those not familiar, CrossOver is basically the Mac take on Wine for Linux, meaning it uses a compatibility layer to run Windows software or games on an Apple machine.

As you might guess, the graphics settings are on low, but it's impressive to see that God of War runs mostly okay even on this relatively humble M1 MacBook, save for some nasty bouts of stuttering here and there.

Note that some of those commenting on the Reddit thread advise that updating DXVK (Vulkan-based translation layer) may help smooth things over more, as newer than version 1.9.3 has some optimizations for God of War.

[Apple MacBook Air \(M1,2020\) Rear Lid \(Future\)](#)

Document TECHR00020220121ei1I0012z



CE Noticias Financieras English

Phil Spencer finds it worrying that Apple, Google and Meta want to enter the gaming industry

352 words

20 January 2022

CE NoticiasFinancieras

NFINCE

English

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The first big news of the year 2022 is that Microsoft bought Activision Blizzard in a multi-million dollar deal. It has meant a before and after for the gaming industry that has given a lot to talk about for different reasons. One of them is the competition that Microsoft is facing in this technological field.

Since the agreement was announced, many have assured that it is a move with which Xbox wants to give a blow to Sony and Nintendo. And although the impact it will have is indisputable, it seems that initially they thought of other situations at the time of making the transaction.

Recently, Phil Spencer, general manager of gaming at Microsoft, had an interview with the Washington Post in which he did not hesitate to share his position on the purchase of Activision Blizzard. In addition, one of the topics he addressed was that of competition in the gaming industry.

On this, Spencer explained that he is concerned that technology giants such as Apple, Google and Meta want to enter the industry. Thus, he believes that the companies lack experience in the field and run the risk of causing an involution with their plans.

However, because of the above Spencer also believes that whatever Nintendo or Sony does would not be detrimental, because ultimately it is their core business and they would not do anything to negatively affect it.

"They have a long history in video games. Nintendo is not going to do anything that will hurt gaming in the long run because that's the business they're in. Sony is the same and I trust them. When we look at Microsoft's other big tech competitors - Google has the search engine and Chrome, Amazon has shopping, Facebook has social networking, all these large-scale consumer businesses. The discussion we've had internally, where those things are important to those other tech companies because of the number of consumers they reach, the game may be that for us," the executive said.

Document NFINCE0020220121ei1k0003i



Epic Sidesteps **Apple** To Reenter iOS Devices Through Nvidia's Cloud **Gaming** Service; Analysts Say Move Isn't 'Viable Business Alternative'

Shanthi Rexaline

531 words

15 January 2022

01:01

Benzinga.com

BNZNGA

English

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Epic Games' Fortnite, which was removed from Apple, Inc.'s (NASDAQ: [AAPL](#)) app store in August 2020, has managed to circumvent the restriction and reenter Apple's iOS-powered iPhone and iPads.

What Happened: Graphics chip giant Nvidia Corporation (NASDAQ: [NVDA](#)) announced that, starting next week, Fortnite on its [GeForce Now](#) cloud gaming service will launch in a limited-time closed beta for mobile, streamed through the Safari web browser on iOS and the GeForce Now Android app.

The beta is meant to test Nvidia's server capacity, graphics delivery and new touch controls performance. The company said, beginning Thursday, GeForce Now members can sign up to join the Fortnite limited-time closed beta for mobile devices.

Related Link: [Making Sense of Apples App Store Rule Tweaks: Cupertino Is One Step Ahead of Regulatory Curve](#)

Nvidia's GeForce Now service acts merely as a conduit for Epic's storefront, and in the process, Epic may not be required to pay any money from the in-game purchases players make on the new streamed version, the Verge reported.

For the unversed, Fortnite's ouster from App Store followed Epic's introduction of a direct payment option in the Fortnite app for iPhone and iPad to avoid the 30% commission Apple charges on each in-game purchase. The Fortnite game developer subsequently filed a [lawsuit against Apple](#), alleging Cupertino engaged in restrictive practices in the App Store.

Analysts Attach Little Significance: Analysts have not placed much significance on this workaround by Epic.

"Such round-about way to bypass App Store restrictions and payment will not likely to materially challenge Apple's control over the App Store," Oppenheimer analyst Martin Yang said in a note.

The analyst sees too much of friction involved. A GeForce Now membership is needed to start with, with the free tier limited to one hour, the analyst noted. The Priority tier offers session lengths of up to six hours but would cost \$9.99 per month, he added.

Related Link: [Apples Epic Loss Could Be A Game Changer For Spotify](#)

Yang also expects compromise in performance. For a competitive shooter game, cloud streaming Fortnite at a potentially lower refresh rate will likely compromise player experience to various degrees, the analyst said.

"Epic Games' effort to bring Fortnite on iOS through cloud-streaming is more of a political gesture than a viable business alternative," Yang wrote in the note.

Other games are unlikely to follow similar strategy in the near term, he added.

Loup Funds analysts echoed similar sentiment.

"It's complex to sign up for GeForce and not a lot of people use game streaming services today and you have to play it in the safari browser which isn't going to be a great experience as of today," analyst Doug Clinton said.

Latest Ratings for NVDA

Date	Firm	Action	From	To
Nov 2021				

Deutsche Bank	Maintains	Hold	
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Apple's Loss in Cloud Gaming Could Benefit Nvidia, Amazon, and Microsoft -- Barrons.com

356 words

11 January 2022

20:08

Dow Jones Institutional News

DJDN

English

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Jack Denton

Hand-in-hand with technological disruption comes a fresh list of winners and losers.

As the gaming industry looks to the cloud, Apple's (ticker: AAPL) policies put it at a disadvantage to rivals in Big Tech such as Nvidia (NVDA), Amazon.com (AMZN), and Microsoft (MSFT), according to new analysis.

Cloud gaming is on track to become a \$3 billion industry this year, according to research from data-analytics firm GlobalData -- representing 59% growth from 2021. The sector also has the potential to be far more disruptive within the wider gaming industry if developers can offer cloud-exclusive trending titles, the group said.

Cloud gaming describes video games that are run on remote servers via the internet, and not on the devices on which they're played.

As rivals in Big Tech jockey for position, GlobalData sees Apple at risk of losing out because of its strict policies for the App Store, like taking hefty commissions on most payments.

"Apple is the only big tech company without a gaming service," Rachel Foster Jones, an analyst at GlobalData, wrote in a note Tuesday. "Cloud gaming services will purposely avoid Apple's App Store due to its strict policies and app-approval processes."

If cloud gaming largely bypasses the App Store, GlobalData sees the likes of Nvidia, Amazon, and Microsoft opting for web-based avenues to target iPhone users.

"If successful, Apple will lose control over its customers, and it will be difficult for Apple to launch a competitive gaming service," Jones said. "Apple will therefore struggle to gain a foothold in the cloud gaming space."

As for devices, the most popular platform for cloud gaming is set to be Alphabet's (GOOGL) Android, Jones said.

She added that Samsung Electronics (5930.South Korea), BBK Electronics, Xiaomi (1810.H.K.), and Huawei were all well-positioned if they can partner with gaming providers to take advantage of mobile gaming in 5G.

Write to Jack Denton at jack.denton@dowjones.com

(END) Dow Jones Newswires

January 11, 2022 09:38 ET (14:38 GMT)

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CE Noticias Financieras English

Apple opposes the metaverse: its virtual reality glasses will be very different

472 words

11 January 2022

CE NoticiasFinancieras

NFINCE

English

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The metaverse projected by Mark Zuckerberg, owner of Meta (formerly Facebook), is far from convincing another major U.S. technology company. Apparently, Apple has its own plans for this ambitious virtual world, such as the launch of its first virtual reality glasses

to compete directly with the Oculus Rift 2 helmet. Mark Gurman, a Bloomberg journalist, assured that the company believes that this new virtual universe is "off limits", and that its viewer, unlike the Oculus one, will be intended for another user experience. In fact, he stressed that it is unlikely that the company will mention the word "metaverse" during the launch of the also known as Apple Glass

.Mainly, the idea of this virtual reality viewer is that the user can "play, communicate and consume content", but only in occasional moments and not throughout the day.

This strategy is very different

from the one proposed by Meta, who intends that the user can, even, from conducting business meetings to shopping virtually not only through virtual reality devices such as the Oculus, as well as other services and platforms that are still under development. On the other hand, the Bloomberg journalist pointed out that the augmented reality glasses Apple is working on are designed to be used by the user at all times.

As for its design, it could be similar to the virtual reality glasses announced during 2021 by companies such as Xiaomi or Oppo. In this case, the user will be able to see relevant information reflected on the lens while, for example, playing sports.

Although the apple company did not give official details so far, Apple Glass will arrive in 2023

according to Bloomberg. An omen that does not agree with the statements of TF International Securities analyst Ming-Chi Kuo, perhaps the most respected and reliable Apple expert, who said that this device will be ready to ship in 2022 "at the earliest". Tim Cook's million-dollar salary The Apple CEO, who celebrates his 10th anniversary at the helm of the US giant in 2021

, was paid \$98.73 million in salary, incentives and stock last year. That's an increase of nearly 570% over 2020, according to a document filed Thursday with the U.S. stock regulator, the SEC.

The bulk of Tim Cook's income consisted of \$82.35 million in stock awarded to him by Apple.

The executive also received \$12 million for exceeding internal financial targets.

Cook's annual base salary of \$3 million

was unchanged from previous years. Apple is in radiant health on Wall Street, where on Monday it surpassed the \$3 trillion market capitalization barrier, a first in the history of the New York Stock Exchange. Shortly thereafter it fell back below this threshold.

SLLook

also

Document NFINCE0020220111ei1b006n1

Regulation

Korean Government Reportedly Asks Google and Apple to Remove P2E Gaming Apps

Godfrey Benjamin

350 words

30 December 2021

Blockchain.News

BLCRNW

English

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Crackdowns targeting blockchain and cryptocurrency affiliated entities are taking a new twist in South Korea as the government has started blocking play-2-earn (P2E) gaming apps.

As [reported](#) by local media platform Naver, the government has requested global app marketplace operators such as Google and Apple to block the registration of related apps.

According to the reports, the subtle ban on P2E linked gaming applications was effected by the Game Management Committee under the Ministry of Culture, Sports, and Tourism, and it will notably impact the local distribution of games. The report detailed that the very first stage of the ban will be effected at the point where P2E games are planning to register with the government body which is expected to give a rating that will aid the games to launch.

Amongst the prominent P2E domestic game developers that the ban is impacting include 'Five Stars for Clayton' and 'Infinite Breakthrough Three Kingdoms Reverse.' As Naver reported, the Game Management Committee is always at the beck and call of the government to block a game hoping to launch, and it blocked the rating of Five Stars for Clayton back in April, a timeline that signalled this subtle play has long been in the works.

South Korea is a mixed country in terms of crypto innovation growth and regulatory clampdowns. The country's market watchdogs sent a [number of exchanges packing](#) as they were unable to meet the requirement to partner with local banks for the sake of providing adequate Know-Your-Customer (KYC) and Anti-Money Laundering (AML) checks.

South Korea has also been looking to float a [crypto tax rule](#), a move that has been [postponed](#) until further notice as the controversy and division surrounding the bill is notably too much. While no one understands the end game with respect to the ban on P2E games, there is a likelihood that the continuous growth and development of the GameFi ecosystem in Korea will make the government rescind its position in the near term.

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Digital Turbine Inc. - Mobile Monday: Apple's Take Rate, Gen X Loves Mobile Gaming, and Mobile is Breaking Records

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126 words

13 December 2021

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English

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Mobile Monday: Apple's Take Rate, Gen X Loves Mobile Gaming, and Mobile is Breaking Records

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Mobile Monday: Apple's Take Rate, Gen X Loves Mobile Gaming, and Mobile is Breaking Records

Mobile Monday

Every week, Digital Turbine, AdColony, and Fyber are teaming up to give you the latest news and insights in the mobile world. In this edition of Mobile Monday, Digital Turbine explains the publisher push to reduce Apple's take from App Store purchases and the ramifications if this were to happen, AdColony discusses Gen X's affinity for mobile gaming, and Fyber shares record revenues for mobile games this year. Learn all about these stories in this week's Mobile Monday!

Keeping Up With the Apple's

It's not often that we look for Mobile Monday content on investor websites, but a [recent story and video by Motley Fool highlighting Epic Games' lawsuit with Apple](#) had us paying attention. The story in brief: Epic Games is trying to get Apple to reduce its App Store take rate. The story highlights that the current take rate is 30% from purchases in the App Store - a sizable chunk of potential revenue for publishers.

While the analysts do make multiple comments of how this is very unlikely to happen, they do take some time to consider what might be the end result if it did - a massive boom for mobile advertising: "If there's a revenue jump per user, all of a sudden those users are way more valuable to the mobile-gaming company. They're going to spend more money on advertising in order to acquire them. Because they're going to gain more revenue for each one."

The problem, of course, is that this is a massive revenue stream that Apple is likely unwilling to let go of easily - even if they might end up with a net benefit afterwards. But it does highlight the need for other options outside of stores for apps to get on phones (like on-device solutions) and also why we are seeing so much consolidation in the industry. By reducing the "ad tax" in mobile advertising, the entire market could see an influx of dollars - dollars that would ultimately benefit the entire industry.

Gen X Rank Mobile Games as Their Favorite Mobile Activity

Who are mobile gamers? As our research has established, mobile gaming is no longer just an activity enjoyed by younger, jobless generations. Consumers from every demographic, young and old, male and female, with ranging income and education levels enjoy playing mobile games. What's more, according to [Tapjoy's](#) latest research, 81% of Gen X users rank mobile games as their favorite mobile activity, as noted in [Business of Apps](#).

Gen X users are upping their time on mobile devices by 66% this year compared to last year. On those devices, consumers are playing games to relax and unwind in addition to shopping on mobile. Also, 61% of Gen X users are planning on spending more when shopping on mobile this year. While spending time on mobile, users are accustomed to seeing mobile ads, and 59% prefer rewarded mobile game ads. In addition to rewarded ads, Gen X consumers like to see funny and succinct ads. 40% of Gen Xers have completed rewards ads with 28% completing them once or twice a week.

While these users may not have grown up in the world of gaming, social media, or with technology at their fingertips, they have quickly adjusted to a mobile-focused world and become as tech-savvy as their younger counterparts. What's more, these consumers are settled into their careers and ready with higher disposable incomes to spend while shopping on mobile.

Another Year, Another Record for Mobile Gaming!

Page 14 of 149 © 2022 Factiva, Inc. All rights reserved.

As the world inches out of lockdowns, mobile devices are still embraced as a permanent accessory in consumers' hands. According to [App Annie](#), the proof is in the numbers. Global spend across iOS and Google Play Stores are set to reach \$135 billion in 2021, up from 2020's \$112 billion.

iOS spending dominates with 65 cents in every app economy dollar spent with gamers spending the most! Gamers contribute around 60% of iOS revenue and nearly 80% of dollars spent in Google Play. On the App Store, mobile gamers are projected to spend \$52.3 billion globally by the end of the year. The large increase in mobile game revenues is also making waves across the broader gaming industry. This is driving more investment in mobile content and attracting brands to grab a piece of the pie.

With mobile gaming raking in the big numbers, new sub-genres are emerging and shaping new gameplay habits. The top-performing genres, according to App Annie, are Strategy, RPG, and Simulation. Also spotted on the breakout games by average MAU is ROBLOX. Although it's more of a platform than a game, it's a sneak peek into the metaverse trend that has been a popular topic of late. As records continue to break, the holiday season has only just begun...

About Mobile Mondays

Mobile Monday examines the latest news, trends, and developments in mobile apps, tech, and advertising. Do you have a story to share for the next Mobile Monday?

About [Fyber](#), part of Digital Turbine's independent Mobile Growth Platform, develops innovative ad monetization solutions trusted by top mobile game and app publishers. Fyber's product suite offers publishers a trusted, unconflicted alternative that drives superior results by creating an optimal connection between mobile audiences, top global brands, and mobile-first advertisers across over 40Bn daily ad opportunities. Fyber's FairBid mediation, Fyber Marketplace, and Offer Wall Edge are all built with performance, scale, and transparency in mind. To dive deeper into how their monetization solutions put app developers first, check out their [blog](#).

About [AdColony](#), part of Digital Turbine's leading independent mobile growth and monetization platform, helps brands, agencies, and apps expand their reach and results with the power of mobile. AdColony is known globally for its award-winning video advertising marketplace, with ad engagement innovations like Instant-Play™, Aurora™ HD Video, Playables, and more. Looking for more insights on apps and mobile games? Find out more on their [blog](#)!

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CE Noticias Financieras English

Apple: Virtual Reality Lenses Could Detect Objects and Hand Gestures

560 words

9 December 2021

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Apple is getting to work on its second generation of virtual and augmented reality headsets/lenses. A development that will adopt a new battery system, a lighter design and a faster processor. Apple analyst MingChi Kuo published predictions even before seeing the first generation.

The augmented reality (AR) glasses project developed by Apple would feature several 3D sensing modules to provide a more intuitive user interface that can detect objects and hand gestures.

"We predict that the structured light of the augmented reality (AR) and mixed reality (MR) headset can detect not only the change of hand position and objects of users or other people in front of them, but also the change of dynamic hand details," the analyst has indicated.

As the Apple analyst pointed out in a report obtained by 9to5Mac, the device would have four 3D sensors of higher quality than current iPhones. With these, the headset will be able to deliver a powerful immersive experience.

With this motion capture, Apple's headset "can provide a more intuitive and faster user interface," as noted by Ming Chi-Kuo. For example, it could detect the user's hand holding a balloon until they open their hand, release it, and it flies away.

Kuo projects the launch in 2024

We are expecting the first generation of this headset next year, 2022. Thanks to several rumors we already know the specifications of this device. Obviously, it would have the same computing power as a Mac, which will allow us to use the device independently of our iPhone.

Today, Kuo goes beyond a few years to announce that Apple is working on the second generation of this virtual and/or augmented reality helmet, mentioning that the release date will be 2022. In addition, and as mentioned at the beginning of this article, he comments that the design will be made up of lighter parts than the first generation (weighing between 300 and 400 grams, according to the analyst) along with a new battery system that will last longer.

"Apple has started planning for the second-generation AR/VR headsets, and the shipping schedule will likely be in 2H24. Improvements for the second generation include lighter weight, redesigned form factor, battery system and processor compared to the first model, which will go into mass production in late 4Q22", Kuo explains.

Just as the hardware of these future glasses or headsets will evolve, we expect software development. In the first version, we expect the operating system of these glasses to focus on communication, multimedia content consumption and gaming. The contents are relatively easy to understand and attractive and interesting from a development point of view.

Thanks to the information gained from seemingly simple developments, the software of these glasses can be improved so that, when equipped with the right hardware, it can deliver positive results.

In part, we have already seen what the iPhone can bring us in the field of augmented reality. Transferring this to future glasses will open the door to possibilities that are hard to imagine, even today.

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Everything you should do before selling your iPhone to avoid problems

Wearables -

First Apple mixed reality headset to offer VR gaming, media, and communication

Chris Smith

700 words

6 December 2021

Boy Genius Report (BGR)

BGR

English

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You don't need leaks about Apple's imminent mixed reality headset to guess one of the device's main features. Like any gadget offering virtual reality (VR) features, gaming could easily be the main focus. The same goes for VR headsets from HTC, Sony, and Facebook. But you don't necessarily associate Apple with high-end gaming. That's because not all of Apple's devices offer access to high-end gaming, even though the hardware supports it. The new MacBooks are the best example of that. They offer PS5-grade performance, but they lack the games to turn them into gaming PCs.

That said, a well-connected insider says that gaming will be a significant focus for the first-gen Apple mixed reality headset. The others are content consumption and communication.

The so-called Apple Glasses appeared in all sorts of rumors all year long. We're looking at two types of devices that populate these leaks. One is the mixed reality device that's supposed to come next year. The wearable gadget will look a lot like the VR headsets from rivals. But it will also offer augmented reality (AR) features alongside VR. Hence the mixed reality designation. The second is a true AR-only gadget that will look a lot like regular glasses.

Previous reports indicated the head-worn gadget will feature high-end specs. We're looking at 4K micro-LED displays, 15 cameras including sensors for eye-tracking functionality, Wi-Fi 6E connectivity, and powerful processors.

The high-end specs suggest the first-gen Apple mixed reality headset will be an expensive addition to the line-up of Apple devices. And some reports did say that the gadget will indeed be pricier than other models. The Apple mixed reality headset's main features. Despite the powerful specs, however, the mixed reality device might still need a connection to an iPhone or MacBook — that's where Wi-Fi 6E might come in handy.

Bloomberg's Mark Gurman detailed the expected use cases for the new Apple device in his Power On newsletter. The insider said that the Apple mixed reality headset will have three "killer" features. That's gaming, media consumption, and communication: Gaming should be a strong focus of the machine, especially given that it will have multiple processors, a fan, extremely high resolution displays and its own App Store. Look for Apple to position the device as a dream for game developers. Next, media consumption. I expect Apple to work with media partners to create content that can be watched in VR on the device. Third, communications. Look for Animojis and a VR FaceTime-like experience to be the new-age Zoom. From the sounds of it, Apple's first mixed reality device could very well help the company launch its own metaverse.

There's no question that AR is a crucial technology for Apple. Several years ago, the company introduced AR support in iOS for iPhone and iPad. And it's been advancing its AR interests little by little in preparation for what true AR can be with the help of a dedicated headset.

But Apple is yet to deliver any VR content whatsoever. That's because you can't do VR without a headset. That's where the mixed reality device would come in handy. When will it launch? A separate report from Gurman said a few days ago that Apple will unveil the mixed reality device several months before launching it in stores. That's because Apple will need time to market the handset and work with developers to prepare mixed reality experiences for consumers.

That said, we're only looking at speculation for the time being. It'll be a while until we get to see the device in stores. MacRumors points out a different insider's report on the gadget. Analyst Ming-Chi Kuo said that Apple will begin mass-production in the second quarter of 2022, with a launch set for the fourth quarter.

The post First Apple mixed reality headset to offer VR gaming, media, and communication appeared first on BGR.

Document BGR0000020211206ehc600005



CE Noticias Financieras English

Goodbye to the iPhone! Apple plans to replace it with virtual reality device

420 words

1 December 2021

CE NoticiasFinancieras

NFINCE

English

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The company Apple, founded in 1976, is recognized as one of the most innovative technology companies, because in the world of smartphones, with the launch of the iPhone in 2007 and released to the world by Steve Jobs, is listed as a milestone in technology mobile devices we use today.

The design, innovation and technology used in the device led to that in subsequent years, the brand has a fan base that year after year is waiting for new models, however, an Asian analyst specializing in the Apple company does not see in the future that the device remains viable for the technology company.

?? With these gloves you can already touch the Metaverse, the future is today!

Ming-Chi Kuo, a renowned analyst of the financial group TF International Securities, said that Apple has considered changing the strategy with the iPhone, because in 10 years, the device as we know it will cease to exist, to instead use a new technology under development specializing in everyday use.

According to the specialist, by 2032 this change will use as the main technology the use of immersive virtual reality, which means that these new Apple devices will be more specialized in combining our reality with augmented reality.

Dual Track

This vision is accompanied by the announcement of a pair of glasses made by Apple, which seek to have a hybrid between augmented reality and the real world. This new technology will allow us to have a more digital interaction in our daily lives.

It should be noted that augmented reality is a project that has been working and that we currently find in a more everyday way, as for example, in the use of various applications on our mobile device such as Pokémon Go.

That is why Apple has begun to develop this new technology separate from mobile phones, so that augmented reality devices are those that will replace cell phones in the future, as is the case of the glasses which will be independent of the other devices of the company.

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With this revelation, it is clear that the way we interact with smart devices will change in the coming years, as well as the way we communicate, as this initiative accompanies the next metaverse of Mark Zuckerberg, where augmented reality will be of great importance for the development of new generations.

Document NFINCE0020211201ehc100202

Apple Inc. Patent Issued for Systems, methods, and graphical user interfaces for interacting with augmented and virtual reality environments (USPTO 11163417)

3,206 words

19 November 2021

Investment Weekly News

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6829

English

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2021 NOV 27 (VerticalNews) -- By a News Reporter-Staff News Editor at Investment Weekly News -- Apple Inc. (Cupertino, California, United States) has been issued patent number 11163417, according to news reporting originating out of Alexandria, Virginia, by VerticalNews editors.

The patent's inventors are Bernstein, Jeffrey T. (San Francisco, CA, US), Hauenstein, Mark K. (San Francisco, CA, US), Krenn, Matthaeus (Sunnyvale, CA, US), Malia, Joseph A. (San Francisco, CA, US), Missig, Julian K. (Redwood City, CA, US).

This patent was filed on August 29, 2018 and was published online on November 2, 2021.

From the background information supplied by the inventors, news correspondents obtained the following quote: "The development of computer systems for virtual/augmented reality has increased significantly in recent years. Example virtual/augmented reality environments include at least some virtual elements that replace or augment the physical world. Input devices, such as touch-sensitive surfaces, for computer systems and other electronic computing devices are used to interact with virtual/augmented reality environments. Example touch-sensitive surfaces include touchpads, touch-sensitive remote controls, and touch-screen displays. Such surfaces are used to manipulate user interfaces and objects therein on a display. Example user interface objects include digital images, video, text, icons, and control elements such as buttons and other graphics.

"But methods and interfaces for interacting with environments that include at least some virtual elements (e.g., augmented reality environments, mixed reality environments, and virtual reality environments) are cumbersome, inefficient, and limited. For example, using a sequence of inputs to select one or more user interface objects (e.g., one or more virtual elements in the virtual/augmented reality environment) and perform one or more actions on the selected user interface objects is tedious, creates a significant cognitive burden on a user, and detracts from the experience with the virtual/augmented reality environment. In addition, these methods take longer than necessary, thereby wasting energy. This latter consideration is particularly important in battery-operated devices."

Supplementing the background information on this patent, VerticalNews reporters also obtained the inventors' summary information for this patent: "Accordingly, there is a need for computer systems with improved methods and interfaces for interacting with augmented and virtual reality environments. Such methods and interfaces optionally complement or replace conventional methods for interacting with augmented and virtual reality environments. Such methods and interfaces reduce the number, extent, and/or nature of the inputs from a user and produce a more efficient human-machine interface. For battery-operated devices, such methods and interfaces conserve power and increase the time between battery charges.

"The above deficiencies and other problems associated with user interfaces for virtual/augmented reality are reduced or eliminated by the disclosed computer systems. In some embodiments, the computer system includes a desktop computer. In some embodiments, the computer system is portable (e.g., a notebook computer, tablet computer, or handheld device). In some embodiments, the computer system includes a personal electronic device (e.g., a wearable electronic device, such as a watch). In some embodiments, the computer system has (and/or is in communication with) a touchpad. In some embodiments, the computer system has (and/or is in communication with) a touch-sensitive display (also known as a "touch screen" or "touch-screen display"). In some embodiments, the computer system has a graphical user interface (GUI), one or more processors, memory and one or more modules, programs or sets of instructions stored in the memory for performing multiple functions. In some embodiments, the user interacts with the GUI in part through stylus and/or finger contacts and gestures on the touch-sensitive surface. In some embodiments, the functions optionally include game playing, image editing, drawing, presenting, word processing, spreadsheet making, telephoning, video conferencing, e-mailing, instant messaging, workout support, digital photographing, digital videoing, web browsing, digital music playing, note taking, and/or digital video playing. Executable instructions for performing these functions are, optionally, included in a non-transitory computer

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readable storage medium or other computer program product configured for execution by one or more processors.

"In accordance with some embodiments, a method is performed at a computer system having a display generation component, one or more cameras, and an input device. The method includes displaying, via the display generation component, an augmented reality environment. Displaying the augmented reality environment includes concurrently displaying: a representation of at least a portion of a field of view of the one or more cameras that includes a respective physical object, wherein the representation is updated as contents of the field of view of the one or more cameras change; and a respective virtual user interface object at a respective location in the representation of the field of view of the one or more cameras, wherein the respective virtual user interface object has a location that is determined based on the respective physical object in the field of view of the one or more cameras. The method also includes, while displaying the augmented reality environment, detecting an input at a location that corresponds to the respective virtual user interface object. The method further includes, while continuing to detect the input: detecting movement of the input relative to the respective physical object in the field of view of the one or more cameras; and, in response to detecting the movement of the input relative to the respective physical object in the field of view of the one or more cameras, adjusting an appearance of the respective virtual user interface object in accordance with a magnitude of movement of the input relative to the respective physical object.

"In accordance with some embodiments, a method is performed at a computer system having a display generation component, one or more cameras, and an input device. The method includes displaying, via the display generation component, an augmented reality environment. Displaying the augmented reality environment includes concurrently displaying: a representation of at least a portion of a field of view of the one or more cameras that includes a respective physical object, wherein the representation is updated as contents of the field of view of the one or more cameras change; and a respective virtual user interface object at a respective location in the representation of the field of view of the one or more cameras, wherein the respective virtual user interface object has a location that is determined based on the respective physical object in the field of view of the one or more cameras. The method also includes, while displaying the augmented reality environment, detecting an input that changes a virtual environment setting for the augmented reality environment. The method further includes, in response to detecting the input that changes the virtual environment setting: adjusting an appearance of the respective virtual user interface object in accordance with the change made to the virtual environment setting for the augmented reality environment; and applying a filter to at least a portion of the representation of the field of view of the one or more cameras, wherein the filter is selected based on the change made to the virtual environment setting.

"In accordance with some embodiments, a method is performed at a computer system having a display generation component, one or more cameras, and an input device. The method includes displaying, via the display generation component, an augmented reality environment. Displaying the augmented reality environment includes concurrently displaying: a representation of at least a portion of a field of view of the one or more cameras that includes a respective physical object, wherein the representation is updated as contents of the field of view of the one or more cameras change; and a first virtual user interface object in a virtual model that is displayed at a respective location in the representation of the field of view of the one or more cameras, wherein the first virtual user interface object has a location that is determined based on the respective physical object in the field of view of the one or more cameras. The method also includes, while displaying the augmented reality environment, detecting a first input that corresponds to selection of the first virtual user interface object; and, in response to detecting the first input that corresponds to selection of the first virtual user interface object, displaying a simulated field of view of the virtual model from a perspective of the first virtual user interface object in the virtual model."

The claims supplied by the inventors are:

"1. A method, comprising: at a computer system that includes one or more cameras and an input device, and further includes, or is in communication with, a display generation component: displaying, via the display generation component, an augmented reality environment, wherein displaying the augmented reality environment includes concurrently displaying: a representation of at least a portion of a field of view of the one or more cameras that includes a respective physical object that is associated with a physical surface, wherein the representation is updated as the field of view of the one or more cameras changes; and a respective virtual user interface object at a respective location in the representation of the field of view of the one or more cameras, wherein the respective virtual user interface object has a location that is determined based on the respective physical object in the field of view of the one or more cameras, and the respective virtual user interface object includes a plurality of portions including a first portion and a second portion; while displaying the augmented reality environment, detecting an input at a location that corresponds to the respective virtual user interface object; and while continuing to detect the input: detecting movement of the input relative to the respective physical object in the field of view of the one or more cameras; and in response to detecting the movement of the input relative to the respective physical object in the field of view of the one or more cameras, moving the first portion of the respective virtual user interface object, relative to the respective physical object and away from the physical surface associated with the respective physical

object, in accordance with a magnitude of movement of the input relative to the respective physical object; wherein, before and after the moving of the first portion of the respective virtual user interface object in the augmented reality environment, the second portion of the respective virtual user interface object, displayed in the augmented reality environment, is anchored to a portion of the respective physical object in the field of view of the one or more cameras that is associated with the respective physical surface; and the method includes, in response to detecting the movement of the input relative to the respective physical object, while the second portion of the respective virtual user interface object is anchored to the portion of the respective physical object that is associated with the respective physical surface, moving a third portion of the respective virtual user interface object relative to the first portion of the respective virtual user interface object and the second portion of the respective virtual user interface object.

"2. The method of claim 1, wherein moving the first portion of the respective virtual user interface object in accordance with the magnitude of movement of the input relative to the respective physical object in the field of view of the one or more cameras includes: in accordance with a determination that the magnitude of movement of the input relative to the respective physical object is a first magnitude, moving the first portion of the respective virtual user interface object in the augmented reality environment by a first adjustment; and in accordance with a determination that the magnitude of movement of the input relative to the respective physical object is a second magnitude distinct from the first magnitude, moving the first portion of the respective virtual user interface object in the augmented reality environment by a second adjustment distinct from the first adjustment.

"3. The method of claim 1, wherein the first portion of the respective virtual user interface object is moved in the augmented reality environment in response to detecting the movement of the input relative to the respective physical object in the field of view of the one or more cameras without regard to whether the movement of the input is due to: movement of the input on the input device, movement of the one or more cameras relative to the respective physical object in the field of view of the one or more cameras, or a combination of the movement of the input on the input device and the movement of the one or more cameras relative to the respective physical object in the field of view of the one or more cameras.

"4. The method of claim 1, wherein the movement of the input relative to the respective physical object in the field of view of the one or more cameras is based on: movement of the field of view of the one or more cameras relative to the respective physical object in the field of view of the one or more cameras; and movement of the input on the input device.

"5. The method of claim 1, wherein the movement of the input relative to the respective physical object in the field of view of the one or more cameras is based on movement of the input on the input device, and the method includes: after moving the first portion of the respective virtual user interface object in the augmented reality environment in accordance with the magnitude of movement of the input relative to the respective physical object: detecting movement of the field of view of the one or more cameras relative to the respective physical object; and in response to detecting the movement of the field of view of the one or more cameras relative to the respective physical object, continuing to move the first portion of the respective virtual user interface object in the augmented reality environment in accordance with a magnitude of movement of the field of view of the one or more cameras relative to the respective physical object.

"6. The method of claim 1, wherein the movement of the input relative to the respective physical object in the field of view of the one or more cameras is based on movement of the field of view of the one or more cameras relative to the respective physical object, and the method includes: after moving the first portion of the respective virtual user interface object in the augmented reality environment in accordance with the magnitude of movement of the input relative to the respective physical object: detecting movement of the input on the input device; and in response to detecting the movement of the input on the input device, continuing to move the first portion of the respective virtual user interface object in the augmented reality environment in accordance with a magnitude of movement of the input on the input device.

"7. The method of claim 1, wherein: detecting the input at the location that corresponds to the respective virtual user interface object includes detecting the input on the first portion of the respective virtual user interface object; and in response to detecting the movement of the input relative to the respective physical object in the field of view of the one or more cameras, while the second portion of the respective virtual user interface object is anchored to the portion of the respective physical object, the computer system updates the display of the respective virtual user interface object so as to maintain display of the first portion of the respective virtual user interface object at a location that corresponds to a location of the input.

"8. The method of claim 1, wherein: movement of the input relative to the respective physical object in the field of view of the one or more cameras includes movement of the computer system; and a determination of movement of the computer system is derived from image analysis that indicates one or more reference points within the field of view of the one or more cameras have changed between successive images captured by the one or more cameras.

"9. The method of claim 1, wherein movement of the first portion of the respective virtual user interface object in the augmented reality environment is based on a physical shape of the respective physical object in the field of view of the one or more cameras.

"10. The method of claim 1, wherein movement of the first portion of the respective virtual user interface object in the augmented reality environment is based on concurrent movement of one or more touch inputs and movement of the computer system.

"11. The method of claim 1, wherein moving the first portion of the respective virtual user interface object in the augmented reality environment includes moving at least a portion of the respective virtual user interface object beyond a maximum limit of a resting state of the respective virtual user interface object, and the method includes: while displaying the portion of the respective virtual user interface object at a location beyond the maximum limit of the resting state of the respective virtual user interface object, ceasing to detect the input; and in response to ceasing to detect the input, displaying the respective virtual user interface object at a location corresponding to the maximum limit of the resting state of the respective virtual user interface object.

"12. The method of claim 1, wherein the displayed augmented reality environment includes: one or more virtual objects that do not correspond to physical objects in the field of view of the one or more cameras; one or more physical objects that are in the field of view of the one or more cameras; and one or more 3D virtual models of the one or more physical objects that are in the field of view of the one or more cameras that replace at least a portion of the corresponding one or more physical objects.

"13. The method of claim 1, wherein the respective physical object in the field of view of the one or more cameras is a 3D marker that is recognizable from different angles and the respective virtual user interface object is a 3D virtual model that is overlaid on the respective physical object based on a camera angle of the one or more cameras."

There are additional claims. Please visit full patent to read further.

For the URL and additional information on this patent, see: Bernstein, Jeffrey T. Systems, methods, and graphical user interfaces for interacting with augmented and virtual reality environments. U.S. Patent Number 11163417, filed August 29, 2018, and published online on November 2, 2021. Patent URL: <http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetacgi%2FPTO%2Fsrchnum.htm&r=1&f=G&f=50&s1=11163417.PN.&OS=PN/11163417RS=PN/11163417>

Keywords for this news article include: Business, Apple Inc., Technology Companies, Personal Computer Companies.

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Augmented and Virtual Reality Content and Application Market To Explore Excellent Growth In Future | Alphabet, Samsung, Microsoft, Apple

1,208 words

19 November 2021

iCrowdNewswire

ICROWDN

English

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Global Augmented and Virtual Reality Content and Application Market Status, Trends and COVID-19 Impact Report 2021 , 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 Augmented and Virtual Reality Content and Application 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, Augmented and Virtual Reality Content and Application market size forecast, market data & Graphs and Statistics, Tables, Bar & Pie Charts, and many more for business intelligence.

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Key Segments Studied in the Global Augmented and Virtual Reality Content and Application Market

Manufacturer Detail

Alphabet Samsung Microsoft Apple BMW Worldviz LLC Qualcomm Atheer Daqri Echopixel

Product Type Segmentation

Software Service

Application Segmentation

Aerospace & Defense Gaming Medicine Education Business/E-commerce

Our market research provides vital intelligence on market size, business trends, industry structure, market share, and market forecasts that are essential to developing business plans and strategy.

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

xx

xx

xx

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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Each study, more than 100+ pages, is packed with tables, charts and insightful narrative including coverage on:

Market size Product segments – size and forecasts Market segments – size and forecasts Market share of leading manufacturers Relevant industry trends Industry structure Company profiles of industry participants Market environment Trade flows

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, 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

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Key Points Covered in Augmented and Virtual Reality Content and Application Market Report:

Global Augmented and Virtual Reality Content and Application Market Research Report

Section 1: Global Augmented and Virtual Reality Content and Application Industry Overview

Section 2: Global Economic Impact on Augmented and Virtual Reality Content and Application 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: Augmented and Virtual Reality Content and Application 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 Augmented and Virtual Reality Content and Application Market Forecast

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Document ICROWDN020211119ehbj0008k

The Telegraph

Coming soon: Two big gaming titles on Apple Arcade

253 words

19 November 2021

The Telegraph

ABPTEL

English

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Wreck-It Ralph, Elsa, and Mickey Mouse to Frozone, Moana, and Buzz Lightyear, they are all coming in one of the big video game launches of December — Disney Melee Mania on Apple Arcade. Players can join forces in rumble-ready teams to duke it out in a dazzling, never-before-seen virtual arena.

In the game, players are on a virtual battleground and they can choose from 12 champions from several Disney and Pixar classics, with more characters added regularly. Each champion will appear in a distinct action-ready design equipped with their own set of iconic moves and unlockable cosmetics. Throughout five-minute matches bursting with battle arena action, players will need to score the most points possible — or defeat the opposing team as many times as they can — for a chance at victory. They'll join fast-paced multi-player battles that put each character's unique abilities to the test in close-combat competition, with multiple modes and challenges to test their skills, and also earn in-game rewards from events.

Ahead of the Disney-themed game, Apple Arcade users are in for a treat with LEGO Star Wars: Castaways, which is arriving on November 19. The new multiplayer-centric game takes place on a tropical island and players will compete in a variety of games. Fight Tusken Raiders, see Jabba's palace on Tatooine, battle Stormtroopers on Endor, and navigate through the Death Star in simulations recorded at the Observatory.

Document ABPTEL0020211118ehbj000ar



Netflix Cozying Up To Apple By Letting It Have A Share Of Gaming-Revenue Pie, Says Mark Gurman

Shivdeep Dhaliwal

440 words

15 November 2021

08:07

Benzinga.com

BNZNGA

English

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Users of some Apple Inc (NASDAQ: [NFLX](#)) devices got a taste of Netflix Inc (NASDAQ: [NFLX](#)) gaming last week — but in a move termed “surprising” by journalist Mark Gurman, the streaming giant has cozied up to the iPhone maker.

What Happened: Gurman said that Netflix is allowing its users to sign up for subscriptions inside of its games through Apple's in-app purchase system.

“That gives Apple up to a 30% cut. Even more surprising is that those subscriptions also work in the main Netflix video streaming app,” Gurman wrote in his weekly newsletter.

Gurman said that this is a signal that tensions between Apple and Netflix “seem to be cooling.”

See Also: [How To Buy Apple \(AAPL\) Shares](#)

Why It Matters: The development surrounding in-app payments is notable, according to Gurman, because Netflix stopped letting its customers subscribe through Apple's service in 2018.

“Now it's providing a new way to sign up that lets Apple take a cut again,” said Gurman.

Netflix has yet to reinstate in-app purchases through its main app. Gurman said he does not anticipate that happening, terming the games concession a “major change.”

“I'm curious to see what this is a precursor to. Perhaps Netflix will ask Apple for an exemption to the ban on all-in-one gaming apps, letting the streaming giant provide a more streamlined offering to its customers.”

Last week, Netflix [launched 5 games](#) for iPhone and iPad users through an app available on the App Store marketplace.

Gurman noted last week that the Tim Cook-led company was a roadblock in Netflix [achieving success in gaming](#) as it ultimately will have to transition the gaming service to a cloud-based one. Apple has previously prevented similar cloud-based services from listing on the App Store.

Price Action: On Friday, Apple shares closed nearly 1.4% higher at \$149.99 in the regular session and fell almost 0.2% in the after-hours trading. On the same day, Netflix shares rose 3.81% in the regular session to \$682.61 and declined 0.35% in the after-hours trading.

Read Next: [Apple Working On Privacy Glasses For iPhones That Will Block Others From Peeping Into Your Screen, Heres How](#)

Latest Ratings for AAPL

Date	Firm	Action	From	To
Oct 2021				
	Morgan Stanley	Maintains	Overweight	
Oct 2021	Barclays	Maintains		Equal-Weight
Oct 2021	Oppenheimer	Maintains		Outperform

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Apple Inc. Patent Issued for Redirected walking in virtual reality environments (USPTO 11158126)

2,787 words

12 November 2021

Investment Weekly News

INVWK

6108

English

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2021 NOV 20 (VerticalNews) -- By a News Reporter-Staff News Editor at Investment Weekly News -- From Alexandria, Virginia, VerticalNews journalists report that a patent by the inventors Krumbiegel, Julius G. (Cupertino, CA, US), Petrov, Yury A. (Cupertino, CA, US), filed on June 25, 2018, was published online on October 26, 2021.

The patent's assignee for patent number 11158126 is Apple Inc. (Cupertino, California, United States).

News editors obtained the following quote from the background information supplied by the inventors: "Virtual reality (VR) allows users to experience and/or interact with an immersive artificial environment, such that the user feels as if they were physically in that environment. For example, virtual reality systems may display stereoscopic scenes to users in order to create an illusion of depth, and a computer may adjust the scene content in real-time to provide the illusion of the user moving within the scene. When the user views images through a virtual reality system, the user may thus feel as if they are moving within the scenes from a first-person point of view. Similarly, mixed reality (MR) combines computer generated information (referred to as virtual content) with real world images or a real world view to augment, or add content to, a user's view of the world, or alternatively combines virtual representations of real world objects with views of a three-dimensional (3D) virtual world. The simulated environments of virtual reality and/or the mixed environments of mixed reality may thus be utilized to provide an interactive user experience for multiple applications, such as applications that add virtual content to a real-time view of the viewer's environment, applications that generate 3D virtual worlds, interacting with virtual training environments, gaming, remotely controlling drones or other mechanical systems, viewing digital media content, interacting with the Internet, exploring virtual landscapes or environments, or the like."

As a supplement to the background information on this patent, VerticalNews correspondents also obtained the inventors' summary information for this patent: "Various embodiments of methods and apparatus for providing redirected walking in three-dimensional (3D) virtual reality (VR) environments provided by VR applications executing on VR systems are described. Embodiments of redirected walking methods are described that may be implemented by VR applications executing on VR systems for guiding or redirecting users' movements within constrained physical environments such as rooms, gyms, yards, or fields, or in unconstrained physical environments, while the users perceive that they are freely moving about within the virtual worlds provided by the VR applications and systems. The redirected walking methods may generally involve rendering views of a VR world based on a user's movements in the real environment, adjusting the views (e.g., by slightly shifting each view to subtly rotate the VR world) according to the user's position and movements with respect to objects in and boundaries of the real environment, and displaying the adjusted views to the user. In response to visual cues introduced to the views by the redirected walking methods, the user may adjust their path in the real world environment. For example, a rotation of the VR environment introduced by a shift of one or more VR views may cause the user to turn in a direction opposite to the rotation.

"The redirected walking methods may introduce a deliberate mismatch in the mapping of virtual to real space geometry; the mismatch may cause the user to adjust their real world path or orientation to achieve a desired virtual path or orientation. This mismatch may be algorithmically determined to optimally use the provided real space in the exploration of the virtual space.

"The redirected walking methods may include a method in which a subtle visual yaw rotation of the VR world is introduced while the user is walking straight in the VR world, for example along a straight path. This rotation of the VR world may cause the user to subconsciously correct their physical motion path in the direction opposite to the VR world rotation in order to keep walking straight (e.g., stay on the straight path) in the VR world. This rotation technique may, for example, allow the VR application and system to steer the user around a circle, for example a circle with a six meter or greater radius, without the user realizing it. To the user, it may appear that they are walking straight on a straight path in the virtual world, while in the physical world they are actually walking in a circle.

"The redirected walking methods may also include a method in which the rate of turns that the user makes in the VR environment are decreased or increased. By decreasing the apparent rate of a turn visible in the VR world, the user is manipulated to compensate with a steeper turn in the real world. Decreases of up to 20% of the rotational rate and increases of up to 70% of the rotational rate may remain unnoticed by users.

"The redirected walking methods may also include a method in which the VR world is rotated around the user during blinks. The HMD may include eye tracking sensors that the VR system may use to detect blinks. On average, blinks happen about 10 times per minute. Assuming that a 2 degree yaw rotation of the VR world goes undetected during a blink, the user may be rotated at a rate of 20 degrees per minute when the user is not moving by subtly rotating the VR world by up to 2 degrees when each blink is detected."

The claims supplied by the inventors are:

"1. A system, comprising: a head-mounted display (HMD), comprising one or more sensors to capture sensor data as a user moves in a real environment; and a display subsystem to display views of a virtual reality (VR) environment to the user showing movement along a virtual path in the VR environment as the user moves in the real environment; one or more processors that perform: receive the sensor data via a connection to the HMD; determine position and motion of the user in the real environment based on the sensor data; render views of the VR environment based at least in part on the position and motion of the user in the real environment; rotate the VR environment with respect to the user's position by shifting one or more of the views left or right at a rate of rotation that is different from a rotation in the motion of the user, wherein the rate of rotation is a first rate of rotation when the user rotates a first direction away from the virtual path, and wherein the rate of rotation is a second rate of rotation that is different from the first rate of rotation when the user rotates a second direction toward the virtual path; and transmit the views to the HMD over the connection to display the views to the user.

"2. The system as recited in claim 1, wherein the one or more processors and included in a device distinct from the HMD and further perform: determine position and motion of the user with respect to a boundary of the real environment based on the sensor data; and shift the one or more views left or right based at least in part on the position and motion of the user with respect to the boundary.

"3. The system as recited in claim 1, wherein the one or more processors and included in a device distinct from the HMD and further perform: determine position and motion of the user with respect to an object in the real environment based on the sensor data; and shift the one or more views left or right based at least in part on the position and motion of the user with respect to the object.

"4. The system as recited in claim 1, wherein the determined motion indicates that the user is standing still, wherein shifting the one or more views left or right rotates the VR environment around the user to the right or to the left while the user is standing still.

"5. The system as recited in claim 1, wherein the determined motion indicates that the user is walking straight in the VR environment, wherein shifting the one or more views left or right rotates the VR environment around the user to the right or to the left while the user is walking straight in the VR environment.

"6. The system as recited in claim 1, wherein the determined motion indicates that the user is turning in the VR environment, wherein shifting the one or more views increases or decreases the rate of the turn in the VR environment.

"7. The system as recited in claim 1, wherein the one or more sensors include at least one eye tracking sensor, and wherein the one or more processors further perform: detect a blink of the user's eyes based on eye tracking sensor data; wherein the one or more views are shifted left or right upon detecting the blink.

"8. The system as recited in claim 1, wherein the one or more sensors include at least one head motion sensor, and wherein the one or more processors further perform: detect turning of the user's head based on head motion sensor data; increase the rate of rotation of the VR environment as the user's head rotates away from the virtual path in the VR environment; and decrease the rate of rotation of the VR environment as the user's head rotates back to the virtual path in the VR environment.

"9. The system as recited in claim 1, wherein the one or more processors further perform: determine position and motion of the user with respect to objects in and boundaries of the real environment based on the sensor data; and provide one or more of visual, audible, or haptic cues to the user via the HMD to avoid collisions with the objects in and boundaries of the real environment.

"10. The system as recited in claim 1, wherein the system provides a predetermined path in the VR environment for the user to follow, and wherein rotating the VR environment by shifting the one or more VR views directs the user to follow the predetermined path while staying within a boundary of the real environment.

"11. The system as recited in claim 1, wherein the system provides two or more alternative routes for the user in the VR environment, and wherein rotating the VR environment by shifting the one or more VR views directs the user to follow a selected route while staying within a boundary of the real environment.

"12. The system as recited in claim 1, wherein the system allows the user freedom of movement within the VR environment, and wherein rotating the VR environment by shifting the one or more VR views directs the user's movements within the VR environment to avoid boundaries and objects in the real environment.

"13. A method, comprising: performing, by a controller comprising one or more processors: obtaining sensor data from one or more sensors of a head-mounted display (HMD) that displays views of a virtual reality (VR) environment to a user showing movement along a virtual path in the VR environment as the user moves in a real environment; determining position and motion of the user in the real environment based on the sensor data; rendering views of the VR environment based at least in part on the position and motion of the user in the real environment; shifting one or more of the views to rotate the VR environment around the user's position a rate of rotation that is different from a rotation in the motion of the user, wherein the rate of rotation is a first rate of rotation when the user rotates a first direction away from the virtual path, and wherein the rate of rotation is a second rate of rotation that is different from the first rate of rotation when the user rotates a second direction toward the virtual path; and providing the views to the HMD to display the views to the user.

"14. The method as recited in claim 13, wherein rotating the VR environment by shifting the one or more VR views prompts the user to turn in the real environment in a direction opposite to the rotation of the VR environment to keep the user within a boundary of the real environment or to avoid collision with an object in the real environment.

"15. The method as recited in claim 13, wherein shifting one or more of the views to rotate the VR environment around the user's position: rotates the VR environment around the user to the right or to the left based on the determined motion indicating that the user is standing still; rotates the VR environment around the user to the right or to the left based on the determined motion indicating that the user is walking straight in the VR environment to prompt the user to turn in the real environment in a direction opposite to the rotation of the VR environment; or increases or decreases the rate of rotation based on the determined motion indicating that the user is turning in the VR environment.

"16. A device, comprising: one or more processors; and a memory comprising program instructions executable by the one or more processors to: obtain sensor data from one or more sensors; determine position and motion of a user in a real environment based on the sensor data; render views of a virtual reality (VR) environment showing movement of the user along a virtual path in the VR environment based at least in part on the position and motion of the user in the real environment; shift one or more of the views to rotate the VR environment around the user's position an amount that is different from a rotation in the motion of the user, wherein the rate of rotation is a first rate of rotation when the user rotates a first direction away from the virtual path, and wherein the rate of rotation is a second rate of rotation that is different from the first rate of rotation when the user rotates a second direction toward the virtual path; and provide the views to a display to display the views to the user as the user moves in the real environment.

"17. The device as recited in claim 16, wherein the program instructions are further executable by the one or more processors to: determine position and motion of the user with respect to a boundary of the real environment or an object in the real environment based on the sensor data; and shift the one or more views left or right based at least in part on the position and motion of the user with respect to the boundary or the object.

"18. The device as recited in claim 16, wherein shifting one or more of the views to rotate the VR environment around the user's position: rotates the VR environment around the user to the right or to the left based on the determined motion indicating that the user is standing still; rotates the VR environment around the user to the right or to the left based on the determined motion indicating that the user is walking straight in the VR environment; or increases or decreases the rate of rotation based on the determined motion indicating that the user is turning in the VR environment.

"19. The device as recited in claim 16, wherein the one or more sensors include at least one eye tracking sensor, and wherein the program instructions are further executable by the one or more processors to: detect a blink of the user's eyes based on eye tracking sensor data; shift the one or more views left or right upon detecting the blink."

There are additional claims. Please visit full patent to read further.

For additional information on this patent, see: Krumbiegel, Julius G. Redirected walking in virtual reality environments. U.S. Patent Number 11158126, filed June 25, 2018, and published online on October 26, 2021. Patent URL: <http://patft.uspto.gov/netacgi/nph->

<Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnethtml%2FPTO%2Fsrchnum.htm&r=1&f=G&=50&s1=11158126.PN.&OS=PN/11158126RS=PN/11158126>

Keywords for this news article include: Business, Apple Inc., Technology Companies, Personal Computer Companies.

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Document INVWK00020211112ehbc000mc

Apple causing trouble for Netflix's new gaming strategy

Arthur Sants

834 words

11 November 2021

15:51

Investors Chronicle - Magazine and Web Content

INVR

English

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* Games launched on Android and soon to come out on iPhone

* Subscriber growth at Netflix has been slowing

Last week, Netflix (NFLX) launched five games through the Android Google Play Store, including two linked to its hit show Stranger Things. All the games are available to users with Netflix subscriptions and there are no ads, additional fees or in-app purchases, which are usually profit drivers in the sector.

Netflix will extend its games to iPhones and eventually plans to "build a library of games that offers something for everyone". However, Apple's (AAPL) reluctance to provide cloud gaming services through the App Store means it will not be possible to play the games seamlessly through the Netflix app on iPhone or iPad, according to a Bloomberg report, adding hurdles for customers who are keen to dive in to the 'Upside Down', the spooky world in Stranger Things.

Lots of overlap

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Netflix's subscriber growth has been falling after a pandemic-induced surge. In the last quarter, year-on-year membership grew just 9.4 per cent to 214m, significantly lower than the 23.3 per cent growth this time last year. However, revenue was up 16.3 per cent due to a 5 per cent year-on-year rise in average revenue per member, and the company forecasts a quarter-on-quarter sales uptick for the last months of 2021 as well.

But with growth slowing, Netflix is looking at ways to justify raising subscription fees. "Gaming won't give [Netflix] a massive wave of new users, it is more about increasing positive sentiment amongst the existing user base," said Karol Severin, gaming analyst at Midia Research.

Mobile gaming is very popular with Netflix users already. Surveys by Midia show that 71 per cent of mobile gamers subscribe to Netflix compared with just 43 per cent of the wider population. In the UK it is even more pronounced, at 70 per cent and 34 per cent respectively.

As well as there being a lot of overlap in the user base, Severin also thinks it's smart to target mobile games because it doesn't risk cannibalising their existing video content. "It is possible to play a game on your phone with the TV on. This isn't the case with console games which generally take more focus," he explained.

Not everyone is sold on this approach. Eddie Yoon, a tech expert and author of the book Superconsumers, said Netflix had picked a "timid" strategy.

"Its move into gaming looks to primarily be focused on defending its core business... versus cross-selling to a new category," he said. Trying to develop a new core business – potentially turning into a major games platform, for example – would be the most aggressive (and expensive) approach.

But while it is currently a defensive play there could be opportunities for Netflix to monetise the games further down the line.

"If the library reaches a few hundred games then it will become a driver of growth," said Piers Harding-Rolls, research director at Ampere Analysis.

"At that point, they are leaving a lot of money on the table if they don't include in-app purchases."

App Store creates distribution issues

An issue for Netflix is the games currently can't be accessed on the app. Instead they must be downloaded from the Google Play Store as separate apps. If the aim of the new games is to keep users within the Netflix ecosystem, then all its content should be seamlessly available on the same platform.

Gaming cloud services such as Xbox Cloud Gaming, Nvidia GeForce and Google Stadia all provide this on Android.

But it is Apple where greater problems lie. The tech giant has a ban on all-in-one services that would see a game able to be offered within the existing app. Last year, Apple denied Microsoft from launching its xCloud gaming app through the App Store and although it approved Facebook Gaming, it was only after Facebook owner Meta Platforms (FB) agreed to strip out its library of playable games.

According to code discovered by developer Steve Moser and shared with Bloomberg, Netflix will release all its games on the App Store individually, like it has just done on Android. However, unlike with Android, it won't be possible for Netflix to launch a cloud service in the future, unless Apple changes its rules.

This space is currently in some flux: Apple is under pressure to ease restrictions and lower the fees in its App Store due to a legal challenge by Epic Games. The Fortnite developer sued Apple for violating anti-trust law and although judge Yvonne Gonzalez Rogers sided with Apple in concluding it wasn't a monopoly, she did rule that developers should be able to add links to external payment options within their games. This will go ahead next month after an Apple appeal on the specific timing failed earlier this week.

Document INVR00002021111ehbb0002t

Technology

With Apple's App Store policies making it difficult, what options does Netflix have for its gaming service on iOS?

FE Online

373 words

8 November 2021

Financial Express Online

FIEXON

English

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Netflix: Video streaming platform Netflix recently rolled out a mobile gaming service for Android users. The platform also said that it was working on creating an iOS version of the gaming service. However, reports have said that this might run into hurdles posed by the App Store policies put in place by Apple. The tech giant's App Store policies will not allow Netflix to make games available from its app. Basically, as per Cupertino's policies, third-party apps cannot act as a hub for games. This is also a point of contention with gaming services like Nvidia GeForce Now, Google Stadia and Xbox Cloud Gaming. The only way for cloud gaming platforms to get around this policy is by offering their games via a web app like Facebook has done.

Also read | Netflix launches mobile games: Streaming giant introduces in-app gaming option

Now, a Bloomberg report has stated that the OTT platform will work around this policy by making its games available via the App Store. What this means is that the Netflix app itself will not allow users to download or play the games there, and users would only be able to launch the games from there. This is how the service is currently being offered on Android. The Netflix for Android app contains a dedicated tab where games are lined up. However, every game needs to be downloaded separately from the Google Play Store.

This is a fine setup, but it is also inconvenient for an all-in-one gaming service. This is why Bloomberg has predicted that Netflix would soon move its games to the cloud, and while that would work fine with Android, Apple's App Store policies would not make it easy for cloud gaming to survive. In order to work on iOS, these services would then need to resort to web apps.

The Bloomberg report has opined that for Netflix gaming service to survive, either Cupertino would need to change its policy or grant an exemption to Netflix. This means that the success of Netflix is in the hands of Apple.

Document FIEXON0020211109ehb80000n



Why This Expert Sees **Apple** As A Major Roadblock In Netflix's **Gaming** Foray

Shivdeep Dhaliwal

415 words

8 November 2021

16:17

Benzinga.com

BNZNGA

English

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Technology journalist Mark Gurman sees a roadblock in streaming giant Netflix Inc (NASDAQ: [NFLX](#)) achieving success in its video gaming foray —Apple Inc (NASDAQ: [AAPL](#)).

What Happened: The expert on the Tim Cook-led company noted that Netflix rolled out its video gaming service on Alphabet Inc (NASDAQ: [GOOGL](#)) (NASDAQ: [GOOG](#)) subsidiary Google's Android alone and that too not as an “all-in-one” offering.

“While you can load up a Games tab in the main Netflix app, the games are actually installed individually via the Google Play Store and operate as stand-alone apps,” the journalist noted.

Gurman said that the “ideal approach” would be to let users find, download, and access content within the Netflix app, however, that would mean taking a cloud-based approach.

“I expect Netflix to eventually upgrade its gaming service by turning it into a cloud-first platform.”

See Also: [How To Buy Netflix \(NFLX\) Stock](#)

Why It Matters: Netflix — should it launch a cloud-based gaming service in the form of an iOS app — would hit a wall in the shape of Apple's App Store rules, said Gurman.

Gurman pointed out discoveries by developer Steve Moser which indicate that Netflix would release its games individually on the App Store and let users launch the games through its own app.

“To be a true all-in-one service on iOS, Netflix will have to make its move to the cloud—and Apple will need to change its rules or grant Netflix an exemption,” wrote Gurman.

“That leaves the ultimate success of Netflix's service in the hands of Apple, a longtime partner but also a growing rival.”

Apple [previously prevented](#) Microsoft Inc's (NASDAQ: [MSFT](#)) game streaming service xCloud, Google's Stadia, and Facebook Inc's (NASDAQ: [FB](#)) [service](#) from taking a cloud-based gaming approach on the App Store.

Price Action: On Friday, Netflix shares closed almost 3.4% lower at \$645.72 in the regular session. On the same day, Apple shares closed almost 0.4% higher at \$151.28.

Read Next: [Netflix's Video-Gaming Foray Could Put It At Odds With Apple](#)

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Virtual Reality (Vr) In Gaming and AR in Gaming Market is Going to Boom with AMD, Google, Microsoft Corp., Apple

1,409 words

3 November 2021

iCrowdNewswire

ICROWDN

English

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Global Virtual Reality (Vr) In Gaming and AR in Gaming Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery , 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 Virtual Reality (Vr) In Gaming and AR in 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, Virtual Reality (Vr) In Gaming and AR in 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 'Virtual Reality (Vr) In Gaming and AR in Gaming market' Report @

https://reportocean.com/industry-verticals/sample-request?report_id=mai228308

Key Segments Studied in the Global Virtual Reality (Vr) In Gaming and AR in Gaming Market

Based on the Virtual Reality (Vr) In Gaming and AR in Gaming market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

Key players in the global Virtual Reality (Vr) In Gaming and AR in Gaming market covered in Chapter 5:

AMD Google Microsoft Corp. Apple GoPro Facebook Qualcomm Largan Precision Samsung Zeiss International Nvidia Fove Razor HTC Sony Corp., Nintendo Co. Ltd.

In Chapter 6, on the basis of types, the Virtual Reality (Vr) In Gaming and AR in Gaming market from 2015 to 2025 is primarily split into:

Virtual Reality (Vr) In Gaming AR in Gaming

In Chapter 7, on the basis of applications, the Virtual Reality (Vr) In Gaming and AR in Gaming market from 2015 to 2025 covers:

Gaming Console Desktop Smartphone

Our market research provides vital intelligence on market size, business trends, industry structure, market share, and market forecasts that are essential to developing business plans and strategy.

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

xx

xx

xx

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

For more information or any query mail at sales@reportocean.com

Each study, more than 100+ pages, is packed with tables, charts and insightful narrative including coverage on:

Market size Product segments – size and forecasts Market segments – size and forecasts Market share of leading manufacturers Relevant industry trends Industry structure Company profiles of industry participants Market environment Trade flows

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, 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

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Key Points Covered in Virtual Reality (Vr) In Gaming and AR in Gaming Market Report:

Global Virtual Reality (Vr) In Gaming and AR in Gaming Market Research Report

Section 1: Global Virtual Reality (Vr) In Gaming and AR in Gaming Industry Overview

Section 2: Global Economic Impact on Virtual Reality (Vr) In Gaming and AR in Gaming 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: Virtual Reality (Vr) In Gaming and AR in Gaming 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 Virtual Reality (Vr) In Gaming and AR in Gaming Market Forecast

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Science

Apple's upcoming augmented and virtual reality headset that mixes the real and digital worlds will support the newest version of Wi-Fi and allow it to be truly wireless, analyst claims

Chris Ciaccia For Dailymail.Com

567 words

1 November 2021

21:23

Mail Online

DAMONL

English

Copyright 2021

- * Apple's upcoming mixed-reality headset will use the newest form of Wi-Fi
- * This will let it support faster speeds and have a higher number of connections
- * Speculation has swirled around cost; some expect the device to sell for \$1,000
- * It is expected to be a segue to Apple's eventual AR glasses, Apple Glass
- * Apple Glass is not expected to be ready until 2025 at the earliest

Apple's mixed-reality headset that includes augmented reality and virtual reality will use the newest version of Wi-Fi, allowing for the device to eventually be truly wireless.

TF International Securities analyst Ming-Chi Kuo said the oft-rumored device will use Wi-Fi 6E support, according to [9to5Mac](#), which first reported the news.

This feature, which is available in some current virtual reality headsets (such as the Oculus Quest), will let the new Apple device have faster speeds and introduce a higher number of connections.

The device will still likely have to connect to an iPhone or Mac computer, but it could pave the way for it to work as a stand-alone and not be tethered to another device in the future.

Apple has not yet responded to a request for comment from DailyMail.com.

The sixth generation of Wi-Fi, also known as 802.11ax, lets users connect more devices to the internet, further entrenching society into the Internet of Things (IoT) ideal.

It could have very advanced sensors, an 8K display and powerful chips.

Additionally, Sony and Meta (the company formerly known as Facebook) are also expected to unveil new mixed-reality headsets next year, both offering Wi-Fi 6, Kuo added.

Future versions could have 5G mmWave technology that would eventually let the devices operate independent of a laptop or smartphone, Kuo explained.

The headset's AR feature will overlay computer-generated images onto the user's view of the real world, enhancing games and educational programs.

The VR feature fully immerses the user in a simulated environment.

According to the new report, the headset will have its own CPU and graphics processor and might have some basic standalone functionality.

Production is expected to start sometime later this year and could ship in the second-half of 2022, Kuo has said previously.

At this point, it's unclear exactly how much the headset will cost, but all indications are that it will be expensive.

Bloomberg has [called the device 'pricey.'](#) while others have suggested the product could be similar in price to Microsoft's HoloLens 2, which retails for \$3,500.

In the past, Kuo has suggested that the device will cost at least \$1,000.

Apple recently unveiled its new MacBook Pro laptops, which come with a M1 Pro or M1 Max chips and are up to 70 percent faster than their predecessors.

The device is likely to be a precursor to Apple's augmented reality glasses, known as Apple Glass, which could be released at 2025, by the earliest.

Apple CEO Tim Cook has talked about the power of augmented reality for several years.

In April, Cook [told](#) tech journalist Kara Swisher the tech is 'critically important' to the company's future.

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CE Noticias Financieras English

Apple: its virtual reality glasses would run games in high quality

251 words

1 November 2021

CE NoticiasFinancieras

NFINCE

English

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Virtual reality and augmented reality technology has begun to position itself in the entertainment market. For this reason, different brands have decided to enter this field, for which they have presented their first glasses with this technology.

For several years, Apple has been working on its proposal in virtual reality glasses whose technology is expected to be the most innovative in its range.

Among its most striking features, highlights the fact that Apple intends to get a device with a high resolution screen and top of the range parts. It is also worth remembering that in previous leaks it was reported that it would possibly have a resolution in 8K for the execution of games in high quality.

When will it arrive?The tentative date would be during 2022, according to Mark Gurman, a journalist specializing in the field. The current prototype is made of fabric and has support for graduating the size of the lens and some external cameras for basic augmented reality functionality.

What's new about the glasses?The technological patent that would be in charge of the new technology of these devices is called "Direct retinal projector", which would eradicate headaches and dizziness that occur in other virtual reality glasses. What Apple is looking for is to apply an elaborate system to avoid problems of nausea, visual fatigue and confusion that some people experience with virtual reality devices and traditional augmented reality.

Document NFINCE0020211101ehb1001to

Apple M1 Max meets or beats out popular gaming rig in new gaming performance test

Allisa James

489 words

29 October 2021

TechRadar

TECHR

English

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In a recent gaming test with 25 popular PC games, Apple's M1 Max is shown to match or even surpass Nvidia's GeForce RTX 3060 graphics card.

[Apple's MacBook Pro 14-inch](#) and 16-inch laptops with [Apple's M1 Max](#), one of the two pro-level processors introduced this month, have been out for over a week now. And thanks to a new gaming test, we can see just how well the chip works in action — apparently better than a popular gaming rig setup.

The benchmark analysis tested frame rate and resolution, finding that the M1 Max beats out [Nvidia's GeForce RTX 3060](#), one of the [best graphics cards](#) out there that is a popular choice for mid-range gaming PCs.

The performance analysis used games such as [Baldur's Gate 3](#), [Metro Exodus](#), and [Shadow of the Tomb Raider](#) in order to showcase the full power of the processor, which ran on a [16-inch MacBook Pro](#) and 32GB of unified memory. The full test, which covered 25 [popular PC titles](#), was performed by YouTuber [MrMacRight](#), a content creator who focuses on Apple devices.

When tested at 1440p, Baldur's Gate 3 ran at about 120 FPS consistently, and at the 2160p mark, the game ran at 60 FPS. Metro Exodus running through Rosetta ran 40-50 FPS at native resolution and at 96 FPS with 1080p resolution. Shadow of the Tomb Raider, which also runs through Rosetta, ran at 96 FPS with 1080p resolution as well under High settings.

Analysis: could Apple make Black Friday interesting for Mac gamers?

These tests aren't just about bragging rights either. Optimization for Mac has never been a priority for gaming developers, seeing as how sales didn't justify the effort. This in turn meant that demand for Mac optimization was low, causing a self-defeating cycle.

But having these kinds of tests showing off what M1 Max can really do, and do just as well as gaming rigs built specifically for this purpose, can go a long way in showing the demand for games to run well on Mac.

This not only increases the market size but could positively impact sales for M1 Max and other Apple processors, just in time for [Black Friday](#) and [Cyber Monday](#) which could have some pretty solid deals, despite the two Pro devices being only a few weeks old.

Last year, we saw some amazing [Black Friday MacBook deals](#) pop up with the then-new MacBook Air and MacBook Pro 13-inch laptops powered by the Apple M1 chip. The price cuts weren't huge, but \$100 or £100 off a weeks-old MacBook took us all by surprise and we're hoping to be surprised again this year.

Via [9to5mac](#)

[The M1 Max logo against a funky purple backdrop \(Apple / Future\)](#)

Document TECHR00020211029ehat00105

Gaming Market Becoming 'Red Hot', Explore Giants Move Apple, Tencent, Google, Ubisoft, Nexon, ChangYou

902 words

20 October 2021

iCrowdNewswire

ICROWDN

English

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The " Gaming – Market Development Scenario " Study has been added to HTF MI database. The study covers in-depth overview, description about the Product, Industry Scope and elaborates market outlook and growth status to 2027. At present, the market is developing its presence following current economic slowdown and its Impact. Some of the key players considered in the study are Activision Blizzard, Electronic Arts, Microsoft, NetEase, Nintendo, Sony, Tencent, ChangYou, DeNA, GungHo, Apple, Google, Nexon, Sega, Warner Bros, Namco Bandai, Ubisoft, Square Enix, Take-Two Interactive & King Digital Entertainment. The market size is broken down by relevant regions/countries, segments and application that may see potential uptrend or downtrend.

Get Inside Scoop of the report, request for sample @:

<https://www.htfmarketreport.com/sample-report/2111695-2013-2028-report-on-global-gaming-market>

"Keep yourself up-to-date with latest market trends and changing dynamics due to Economic Slowdown globally. Maintain a competitive edge by sizing up with available business opportunity in Global Gaming Market various segments and emerging territory."

Market Overview of Global Gaming:

The Study covers exploration of all necessary data related to the Global Gaming market. All phase of the market is analyzed thoroughly in the Study to provide a review of the current market working. The estimates of the revenue generated of the market includes opportunity analysis using various analytical tools and past data. To better analyze the reasoning behind growth estimates detailed profile of Top and emerging player of the industry along with their plans, product specification and development activity.

With qualitative and quantitative analysis, we help you with detailed and comprehensive study on the market. We have also focused on SWOT, PESTLE, and Porter's Five Forces analyses of the

Global Gaming market.

Buy Single User License of 2013-2028 Report on Global Gaming Market by Player, Region, Type, Application and Sales Channel @ <https://www.htfmarketreport.com/buy-now?format=1&report=2111695>

Scope of the Report

On the Basis of Product Type of Global Gaming Market: , Mobile Gaming, Console Gaming & PC Gaming

The Study Explores the Key Applications/End-Users of Global Gaming Market: Amateur & Professional

On The basis of region, the Gaming is segmented into countries, with production, consumption, revenue (million USD), and market share and growth rate in these regions, from 2014 to 2025 (forecast), see highlights below

- North America (USA & Canada) {Market Revenue (USD Billion), Growth Analysis (%) and Opportunity Analysis}
- South Central & Latin America (Brazil, Argentina, Mexico & Rest of Latin America) {Market Revenue (USD Billion), Growth Share (%) and Opportunity Analysis}
- Europe (The United Kingdom., Germany, France, Italy, Spain, Poland, Sweden, Denmark & Rest of Europe) {Market Revenue (USD Billion), Growth Share (%) and Opportunity Analysis}
- Asia-Pacific (China, India, Japan, ASEAN Countries, South Korea, Australia, New Zealand, Rest of Asia) {Market Revenue (USD Billion), Growth Share (%) and Opportunity Analysis}
- Middle East & Africa (GCC, South Africa, Kenya, North Africa, RoMEA) {Market Revenue (USD Billion), Growth Share (%) and Opportunity Analysis}

- Rest of World

Know more about of Global Gaming market report , review synopsis and complete toc @:

<https://www.htfmarketreport.com/reports/2111695-2013-2028-report-on-global-gaming-market>

Global Gaming Competitive Analysis:

The key players are aiming innovation to increase efficiency and product life. The long-term growth opportunities available in the sector is captured by ensuring constant process improvements and economic flexibility to spend in the optimal schemes. Company profile section of players such as Activision Blizzard, Electronic Arts, Microsoft, NetEase, Nintendo, Sony, Tencent, ChangYou, DeNA, GungHo, Apple, Google, Nexon, Sega, Warner Bros, Namco Bandai, Ubisoft, Square Enix, Take-Two Interactive & King Digital Entertainment includes its basic information like company legal name, website, headquarters, subsidiaries, its market position, history and 5 closest competitors by Market capitalization / revenue along with contact information.

There are 15 Chapters to display the Gaming market

Chapter 1, to describe Market Definition and Segment by Type, End-Use & Major Regions Market Size;

Chapter 2, to analyze the Manufacturing Cost Structure, Raw Material and Suppliers, Manufacturing Process, Industry Chain Structure;

Chapter 3, to display the Technical Data and Manufacturing Plants Analysis of , Capacity and Commercial Production Date, Manufacturing Plants Distribution, R&D Status and Technology Source, Raw Materials Sources Analysis;

Chapter 4, to show the Overall Market Analysis, Capacity Analysis (Company Segment), Sales Analysis (Company Segment), Sales Price Analysis (Company Segment);

Chapter 5 and 6, to show the Regional Market Analysis that includes United States, Europe, China, Japan, Southeast Asia, India & Central & South America, Gaming Segment Market Analysis (by Type);

Chapter 7 and 8, to analyze the Gaming Segment Market Analysis (by Application) Major Manufacturers Analysis of Gaming;

Chapter 9, Global Production & Consumption Market by Type [, Mobile Gaming, Console Gaming & PC Gaming] and End-Use[Amateur & Professional];

Chapter 10, Production Volume*, Price, Gross Margin, and Revenue (\$) of Gaming by Regions (2020-2027). [* if applicable]

Chapter 11, Regional Marketing Type Analysis, International Trade Type Analysis, Supply Chain Analysis;

Chapter 12, to analyze the Consumers Analysis of Gaming.;

Chapter 13,14, to describe Gaming sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source.

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

Document ICROWDN020211020ehak001bd

Cloud gaming on Apple Arcade may never happen, but why compete with Xbox anyway?

Henry St Leger

622 words

20 October 2021

TechRadar

TECHR

English

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Apple reportedly considered a cloud gaming component or counterpart to Apple Arcade, but seeing Stadia floundering may have stayed its hand.

Apple reportedly considered a cloud gaming component or counterpart to [Apple Arcade](#), with one technology analyst claiming the idea was raised – and then mooted – by the tech giant in the recent past.

According to Mark Gurman (in his Power On newsletter), Apple "in the past has internally discussed the prospects of launching such a service" (via [Bloomberg](#)).

It's a fascinating admission, if one that shouldn't come as a huge surprise. Apple has no doubt considered many things that never made it to market, and is permanently toying with and researching new avenues for both its hardware ranges and its software services.

* These are the [best Apple Arcade games](#)

* These are the [best Android games](#)

* Read our [Apple Arcade review](#) too

But cloud gaming in particular has been a huge topic for gaming providers for much of the past decade, and we've seen many failed, floundering, or under-appreciated attempts for cloud gaming in the past – often due to average internet speeds simply not being ready to make such a service a mass success.

We were reviewing OnLive services [a full decade ago](#), and it's astonishing that there's still no player in the market that's fully found a foothold in the gaming public.

[Google Stadia](#) launched to much hype just a couple of years ago, and has since become a quiet proposition – not quite shut down, but with reduced efforts from Google showing a hesitancy around investing in it much harder.

Serious competition to consider

It may well be the splashy arrival of Stadia, or the gaming public's perceived indifference to the service, that caused Apple to stay its hand. After all, Stadia launched just a month or so after Apple Arcade back in 2019, adding another well-funded player to the cloud gaming market.

Xbox Cloud Gaming, too – the rebranded Project xCloud teased for so long – [is now being tested by Xbox Insiders](#), and looks set to roll out to everyday Xbox gamers soon. It's this service that seems to have the most potential for gamers, being bundled in with existing [Xbox Game Pass Ultimate](#) subscriptions, and allowing a multitude of different devices to stream [Xbox games](#).

Stadia's insistence on making you pay a subscription fee, and buy a new game at a full-price RRP, has likely hindered the service's growth – whereas those subscribing to the Xbox service are getting a much more fleshed-out package deal, gaining the ability to stream games on the go, or play away from their Xbox, but likely for games they've separately bought through their console already. In this sense, Xbox Cloud Gaming simply adds flexibility, rather than offering a whole new payment portal for modern players.

Even before Xbox Cloud Gaming rolls out in earnest, in its final form, there's no denying the added value this gives countless Xbox gamers – and Apple, like Google, would be starting much more from scratch, without the ecosystem to make as attractive an offering. So why bother fighting a losing battle, in a market full of failed attempts at that very thing?

With Apple Arcade having quietly ballooned in size since its launch, we wouldn't rule out a cloud gaming expansion in the future – but for now, we expect Apple will want to see how Microsoft's fortunes play out before going all in on such an uncertain venture.

* [How do you bring Castlevania to iPhone? We spoke to the developers to find out](#)

[Apple Arcade \(Future\)](#)

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The **Apple M1 Max** means you don't need a **gaming** laptop for video editing anymore

Jackie Thomas

1,254 words

18 October 2021

TechRadar

TECHR

English

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The Apple M1 Max is going to be excellent news for anyone that doesn't want to carry a garish gaming laptop everywhere they go

It finally happened, Apple released the [M1 Pro and M1 Max](#) nearly a year after it launched the M1 in November 2020. While Apple's first go at making its own silicon for laptops was super impressive, these new chips definitely have our attention and even more so than the last time around.

Because at the end of the day, the [Apple M1](#) was behind the [MacBook Air](#) and [13-inch MacBook Pro](#). These are powerful devices for everyday use, to be sure, but there was no shortage of Ultrabook-class laptops before. However, these more powerful chunks of silicon could be a game-changer for creatives, especially when you consider the wider variety of ports available this time around.

If Apple's claims about the M1 Pro and M1 Max are accurate – and it's a bit too soon to say one way or the other – creative professionals who have been relying on edgy-looking devices like the [Razer Blade 15](#) or the [Gigabyte Aero](#) will be able to get that performance elsewhere, and likely more efficiently.

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

A GPU that doesn't suck?

MacBooks aren't gaming laptops, no matter how much the company will claim otherwise with its Apple Arcade inclusion. However, gamers aren't the only ones that need fast graphics cards.

More than ever, creative applications like Adobe Premiere, Blender and more are leaning into the huge amount of compute power available in modern GPUs – especially the ones from Nvidia. That means CUDA has become more important than ever, and Apple has been slow to add decent GPUs to its laptops, especially since it effectively banned Nvidia GPUs from running with its hardware – read more in this [Gizmodo](#) blog if you want the story on that beef.

Instead, the MacBook Pro 16 2019, which was the last high-powered laptop Apple launched, had the AMD Radeon Pro 5500M with 4GB of VRAM. That's not a lot for someone editing video.

So while our review of the MacBook Pro 16 was pretty positive, I couldn't personally take it seriously as a professional workstation, because it had such a weak GPU. But from the looks of it, and going entirely off of Apple's own claims – which we will absolutely test when we get our hands on it - that has changed.

Apple is claiming that the M1 Max can compete with the [Razer Blade 15 Advanced](#) with the same graphics performance, but with significantly less power consumption. That's one of our favorite laptops, and it's one that is a huge hit with creatives.

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

Laptop manufacturers need to wake up

One of the trends we've noticed with gaming laptop manufacturers recently is that they've been just rebranding gaming laptops and re-releasing them for creative professionals that want the power that a gaming laptop offers, but with a more office-friendly aesthetic. For the most part, this has been fine, but it has led to some gaming mainstays like the Gigabyte Aero 15 being pitched to creatives instead of gamers because someone who makes their money on their laptop will probably spend more money than someone looking to play Fortnite with ray tracing enabled.

This has led to some pretty spiffy laptops, though, like the [Razer Blade 15 Studio Edition](#). But, again, while it has some security upgrades and different graphics processors (like a Quadro GPU), it's still basically a gaming laptop with a fresh coat of paint.

But the MacBook Pro isn't. This laptop is designed from the ground up for creative professionals, and has some considerations that are going to be a big deal, especially for folks that need to stay mobile.

It's one thing that the MacBook Pro is going to be powerful, but what's perhaps more important is that it's going to be efficient as well. If Apple's power efficiency claims are accurate, we're going to see some incredible battery life coming out of the new MacBook Pro, and it's going to make Intel and Nvidia sweat a little.

Don't get us wrong, gaming laptop battery life has come a long way in the last couple of years, but that only happened once AMD put the pressure on Intel with its Ryzen 4000 processors, namely behind the [Asus ROG Zephyrus G15](#) in 2020.

But even a year after that laptop came out, we're still getting laptops that are struggling to break 5 or 6 hours of battery life. Again, we have to mention the Razer Blade 15. The latest model was only able to get around 6 hours of battery life in our testing.

Apple is claiming that the 14-inch MacBook Pro can get up to 17 hours of battery life and the 21-inch one can get up to 21 hours. We've never seen a manufacturer's battery life claims be realistic, but if the 14-inch gets 12 hours and the 16-inch gets 15 hours, that's going to be huge.

[Come on, Dell \(Image credit: Future\)](#)

Oh yeah, the ports, lol

Thunderbolt 4 is pretty incredible, there's no way around it. You can use it to power basically any device under the sun, and do it incredibly quickly. But it also means that a laptop that only uses it is a pain in the ass for anyone that has a lot of legacy devices.

Let's just look at the 16-inch Macbook Pro. On the right-hand side of the device, there's an SDXC card reader, Thunderbolt 4 and an HDMI port. Over on the left side, there's the new MagSafe connector (thank goodness), two more Thunderbolt 4 readers and a headphone jack.

There might not be any USB-A slots, but USB-A frankly needs to die anyway. The ports that creative professionals actually need are there, namely the HDMI and the SDXC reader. I'm not a professional photographer, and even I need to break out a dongle every time I take product photos, just to get them onto my Mac for editing. It's a huge hassle, and more of a hassle than needing a USB-A reader.

But now that Apple has woken up and realized that creative professionals need something that's functional rather than a fashion accessory, maybe we'll stop this trend of other laptop manufacturers trimming useful ports too.

The first thing that comes to mind here is the [Dell XPS 15](#). We love that laptop to death, but there's no full-size SD card reader or HDMI port there, it's USB-C all the way.

It could be argued that Apple started the trend of making laptops thinner and thinner and cutting out all the ports, which is what has driven a lot of creatives to gaming laptops, on top of the sheer power that CUDA-powered GPUs offer. And, well, maybe Apple going back to having actual ports will make other laptop manufacturers start to include more expansion again.

Well, at least for some laptops. Wake us up when the 13-inch MacBook Pro has at least a microSD card reader.

[Apple Unleashed \(Apple\)](#)

Document TECHR00020211018ehai001e1

'Apple makes more money in gaming than Nintendo, Sony'

332 words

5 October 2021

Deccan Herald

DECHER

English

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Last year, globally, Apple's customers spent around \$45 billion on mobile games through App Store

Did you know, Apple Inc makes more money from gaming than Xbox-maker Microsoft Corp, gaming giants intend Co. and Activision, and Sony Corp combined.

A [report](#) from The Wall Street Journal states that Tim Cook's company uses the App Store, its digital marketplace, to sell and distribute thousands of games by other companies and developers. From Epic Games Inc.'s "Fortnite" to Tencent Holdings Ltd.'s "Honor of Kings" – Apple offers all these games to its users.

The company neither makes a gaming console nor created a game, but still, it was able to rake a whopping \$8.5 billion in terms of operating profits from gaming alone in 2019, thanks to the 30 per cent cut, the company gets as App Store gate-keeping charge.

Also Read | [Decade after Steve Jobs's death, has Apple traded magic for profit?](#)

An analysis from 2019 by the Journal showed that aforementioned Apple's operating profits are more than four gaming giants combined.

However, the Cupertino-based company said that the calculation process to show operating profit margins gained from games are flawed and that's why they are too high.

Last year, globally, Apple's customers spent around \$45 billion on mobile games through App Store.

Apple's financial report stated it made \$66.29 billion in operating profits in terms of Services. The company doesn't break down the numbers for each unit such as iCloud, service, apps, music, warranty extensions as such, but clubs all of them under one name Services.

However, in the near future, Apple may see a decline in revenues from the gaming segment, as the company is facing several battles with app companies including Epic Games, and anti-competition trials in multiple countries around the world.

Must read | [Apple takes app payment hit in Epic court fight](#)

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Document DECHER0020211005eha5000p1

WSJ Podcasts

WSJ Podcast Tech News Briefing
How Apple's Scoring Big on Gaming

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Apple doesn't make games, but it's making billions in profit from video gaming. It's earning that money by taking a cut from the sales of other game makers. Now challenges to the dominance of Apple's app store and changes to regulations in one of its biggest markets could threaten those earnings. WSJ reporter Tim Higgins joins host Zoe Thomas to discuss how Apple has leveled up in the gaming world.

[Click here to listen to the podcast](#)

Zoe Thomas: This is your Tech News Briefing for Tuesday, October 5th. I'm Zoe Thomas for the Wall Street Journal. Video gaming is a massive and growing industry. Nintendo, Microsoft's Xbox, Sony's PlayStation, and Activision Blizzard, the publisher of Candy Crush, have all touted record profits and earnings in recent years, but you may be surprised to hear that one company made more profit from gaming in the 2019 fiscal year than all four of those combined, Apple. According to a Wall Street Journal analysis, Apple's operating profits from games totaled \$8.5 billion that year. But Apple's gaming revenue could be under threat, competitors and lawmakers are questioning the dominance of its App Store, and one of its biggest markets is clamping down on gaming all together. On today's show, reporter Tim Higgins, who covers Apple, joins us to discuss how the iPhone maker came to earn so much in this sector and what challenges it's now facing to protect those profits. That's after the headlines.

Frances Haugen, the Facebook whistleblower, will be testifying in front of Congress today. Lawmakers will be asking Haugen about the internal company documents she gathered. Those documents revealed, among other things, what Facebook knew about its impact on the health and wellbeing of young users, and the company's response to what it had learned. Haugen's testimony will be used to update children's privacy regulations and other online consumer protection laws according to the Senate subcommittee holding the hearing. We'll bring you a roundup of the hearing on tomorrow's show. In the meantime, you can watch the hearing live on our website, [wsj.com](https://www.wsj.com).

And speaking of Facebook, the company's platforms, including WhatsApp and Instagram, were offline on Monday. The outages appeared to be widespread, affecting users in multiple countries according to DOWNDETECTOR. It also impacted Facebook's internal communications. Facebook's Chief Technology Officer, Mike Schroepfer, apologized on Twitter for the disruption. He said the company was experiencing networking issues and working as fast as possible to restore service.

And there have been billionaires, there have been scientists, and now Captain Kirk is headed to space. Actor William Shatner, who played the popular Star Trek captain, is set to ride on a Blue Origin space flight next week, scheduled for October 12th. It'll be the 18th launch of Blue Origin's New Shepard spacecraft and comes months after its first fully-crewed mission carried the company's founder, Jeff Bezos, to the edge of space.

Okay, coming up, Apple isn't playing around when it comes to gaming. How did video game earnings become so important to the iPhone maker? We'll discuss after the break.

Earlier this month, a judge ruled that Apple was not a monopolist in the mobile gaming market. The decision stemmed from a lawsuit brought by Epic Games, the maker of Fortnite. Epic argued that Apple had an antitrust monopoly because it requires all third-party software downloaded on Apple mobile devices to come through its App Store. Apple then takes up to a 30% cut of sales in those third-party apps. The judge ordered Apple to make some changes to its App Store. Though overall, the decision was viewed by industry experts as mostly a win for the company, but the case shed light on how big gaming revenue has become for the maker of iPhones, iPads, and MacBooks. Our reporter, Tim Higgins, has been looking at what we learned from the case and how competitors are viewing Apple's dominance in this space. And he joins me now, hi Tim.

Tim Higgins: Hi.

Zoe Thomas: All right, if I'm a consumer of Apple products, why should I care that Apple makes so much money from gaming? We know Apple's a big company, why does this matter to me?

Tim Higgins: Well, if you're an Apple user, you might like the convenience of the App Store. Game developers, however, say that maybe there's a more efficient way, a cheaper way that they could do outside of Apple's system. Developers would say that these rules make it harder for them to perhaps be innovative or cut their cost to the user. Whereas Apple argues that they're providing an ecosystem that users want and are protected in, and that's kind of the rub.

Zoe Thomas: Tell me a little bit about how this historically built up, because you don't necessarily go from selling devices to selling software and gaming right away. How did they get here?

Tim Higgins: There's a history of Apple kind of evolving from a computer company to a personal tech company. The iPod really changed the world for Apple. It became a digital musical device company. It's a relationship with music. The labels really became very lucrative for Apple. So there's this kind of backstory of these other revenue streams. And as the iPhone came out, part of it was to keep that music business going, but with the development of the App Store and kind of the evolution of the app economy and really the boom in mobile gaming, Apple really has benefited from that.

What's remarkable about it is that of those more than billion iPhone users out there, really just a small percentage are into the gaming. If you look at the figures that came out from the Epic trial, just 6% of App Store gaming customers in 2017 accounted for 88% of the store's gaming billing for that year. An even smaller group were spending kind of the bulk of that money, which is remarkable. There's kind of a group of the biggest spenders on average who are spending almost \$2,700 a year on games in the App Store. And these whales, if you will, are very valuable to the video game makers, but also to Apple.

Zoe Thomas: When you're thinking about downloading a game, you're spending maybe a dollar on it, you're not necessarily spending a ton of money. So how does Apple go from making 30% of a dollar to making 8.5 billion dollars in revenue?

Tim Higgins: The economics of gaming really are about in-app purchases. And for most people, these games are free, in fact. What happens in a game is that there are other potential things you can do in the game, whether maybe it changes the look of the character or gives you advantages or opens up new kind of avenues of gaming, these in app purchases really are where the money is being generated. And it's kind of an interesting kind of dynamic here for a lot of these games that are free, initially free, really there's this push by the video game makers to kind of find those whales who are willing to spend more and more money.

Zoe Thomas: Is Apple itself doing anything to encourage more in app purchases or trying to get more gamers to use its devices so that it can get more sales from gaming?

Tim Higgins: Really, in a lot of ways, this is a passive income for Apple. Now, they would probably disagree with that because they would argue that what they're doing and the money they're capturing is fair because they're providing this ecosystem to the gaming companies, providing the technology behind the App Store and whatnot. They do help promote some of these games within the App Store. And you look at the phones each year as they're developed, there are some tweaks that appeal to the gaming community. The most recent iPhone, the iPhone 13 Pro, has improvements to the screen, the refresh rate is higher, so those people who are into gaming would probably notice kind of a smoother gaming experience in the screen, which is something that the gaming community pays attention to. So there's those kinds of things that help make the device more appealing for gamers.

Zoe Thomas: You know Tim, it's not just gaming developers though who are paying attention to Apple's dominance in the app market, regulators and lawmakers have also questioned how much control Apple has here. Do we expect they'll take any steps to address this?

Tim Higgins: Potentially, one of the most damning parts of the Epic lawsuit for Apple is just the attention that it's shown onto Apple's business, onto Apple's App Store, and to Apple's gaming profits. It's been long known that Apple's been doing well in regard to the App Store, but it's never been exactly clear exactly how well. Apple doesn't like to disclose that kind of information, it's tucked away in a broader services category. And what the Epic lawsuit did was turn up company records for the first time that kind of give a better window into its financial house. And some people will look at that and say that's a rather remarkable figure, the amount that they're generating from gaming, it surprises probably a lot of people just how much of that profit appears to be coming from the gaming sector.

Zoe Thomas: All right, stepping away from the US a little bit, I want to talk about China. It's a big market for gaming and also a lot of changes there could affect other game makers, but also Apple and its gaming revenue.

Tim Higgins: The most recent figures I have seen estimates that about 31% of the gaming money spent in Apple's App Store came from China, whereas 26% came from the US. And in China, mobile apps, mobile games are a big deal. And so the potential of the government there cracking down on young people, trying to limit the amount of time they spend on those games, could have dramatic ramifications for the entire industry. And since Apple is such a big player, it would in turn have a big effect for them.

Zoe Thomas: So this is a pretty quickly developing sector. There's changes happening in gaming as fast as the storylines in gaming. So what does that mean for Apple's future in this industry?

Tim Higgins: These details kind of underscore why we see Epic fighting so hard, but it also underscores why we see the likes of Facebook and Microsoft and others pushing back against Apple's kind of grip on the App Store economy. And you talk to people in the industry and observers, and there's a feeling that some of this fight is also being fueled by the fear of what's next. If Apple's rules continue to be the law of the land, there's worries that it'll carry over into the next generation of technology, whether it's augmented reality or virtual reality. These are the areas that big tech are preparing to play in next and rivals don't want to have Apple's rules carry over there. They would like to be able to get past Apple's tax, if you will.

Zoe Thomas: All right, that was our reporter, Tim Higgins. Thanks Tim.

Tim Higgins: Thank you.

Zoe Thomas: And that's it for today's Tech News Briefing. You can always find more tech stories on our website, [wsj.com](https://www.wsj.com). And if you like our show, please rate and review it. You can do that wherever you get your podcasts. I'm Zoe Thomas for the Wall Street Journal. Thanks for listening.

Document WSJPOD0020211005eha50005I

Apple Gaming Revenues Beats Sony, Nintendo, Microsoft, Activision Combined

212 words

4 October 2021

Al-Bawaba News

ALBAWA

English

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Despite not being a video game maker, Apple has pocketed profits that exceeded those of the heavyweights in the industry like Sony, Microsoft, Activision, and Nintendo all combined.

Apple Earns More Than The Big Gaming Names

The iPhone maker earned all of that and got the biggest chunk of the gaming industry without releasing a single game thanks to the 30% cut of purchases on its digital marketplace; the App Store.

The details of this unfair commission were brought under the daylight by the Fortnite feud with Apple claiming that the latter “illegal monopolist” in the gaming market.

The tech giant is being prosecuted with antitrust cases around the globe for similar claims.

According to a report by Wall Street Journal, the iPhone maker is coming out as a rival and has generated \$8.5 billion from gaming alone in 2019, putting the tech giant \$2 billion ahead of the big gaming superpowers like Sony, Activision, Nintendo, and Microsoft altogether during the same period of time.

[Click to view video](#)

In 2020, although video games selling makes up the bulk of Apple's App Store revenue, it only accounted for 5% or about \$13.5 billion of the iPhone maker's overall sales of \$275 billion.

Document ALBAWA0020211004eha4000gr

City
JUDGE RAPS APPLE OVER BN GAMING BOUNTY

BY HELEN CAHILL

547 words

3 October 2021

Mail on Sunday

MOSM

125

English

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APPLE is under fire for making tens of billions of pounds from gamers who appear to have become addicted to mobile phone apps.

Court documents show that Apple made a staggering 64 per cent of its gaming revenues from just one per cent of smartphone gamers in 2017. These gamers spent an average of \$2,694 (£1,985) annually.

Gambling experts said the figures were a 'red flag' and alleged that Apple is profiting from the kind of business tactics used by gambling firms. The figures emerged in a legal case over allegations that Apple has abused its power to take excessive commissions from third-party mobile phone apps.

US Judge Yvonne Gonzalez Rogers said: 'From what little evidence there is in the record, these consumers frankly appear to be engaging in impulse purchasing and both parties' profits from this sector are significant. The Court...notes it as an area worthy of attention.'

Betting giants have faced relentless criticism for targeting a small number of consumers who become addicts and end up spending more than they can afford.

Apple, run by chief executive officer Tim Cook, takes 30 per cent commission on all purchases in games downloaded from its App Store. It does not publish figures for revenues from the store, but data provider Sensor Tower estimated it made revenues of \$38.5?billion in 2017. The court document revealed that gaming made up 76 per cent of App Store billings, or \$29billion, suggesting that high-spending gamers netted \$18.7?billion for Apple in 2017.

Matt Zarb-Cousin, director of Clean Up Gambling, said: 'This is a business model where you need to find people who will become addicted, and get them to spend their money until they have spent it all.'

'There are very similar features that we see in gambling, with behavioural addiction, and creating the sort of products that are more immersive. Social gaming uses a lot of the same tactics that the gambling industry uses.'

The court documents revealed that Apple has specifically designed its platform to cater to customers who spend large amounts of money on gaming. The judgment said: 'The App Store is primarily a game store and secondarily an "every other" app store.'

Dr Rachael Kent, an expert in the digital economy and a lecturer at King's College London, said: 'That is a huge sum for one person to be spending each year.'

'It is quite shocking, and it tells you that this is a regular practice. It is a red flag. With the figure being so high, it definitely raises concerns around gambling, addiction and compulsions.'

Gambling giants face tough new regulation in the Government's Gambling Act. Children's charities are particularly concerned that gaming apps - which do not require age verification - can be dangerous for children.

Barnardo's co-chief executive, Lynn Perry MBE, said: 'It cannot be right that some children are at risk of spending hundreds of pounds while gaming. There is a need to curb techniques that reward children for spending more and more time and money on gaming platforms, increasing the risk of addiction and related mental health problems.'

Apple did not respond to a request for comment.

© Mail On Sunday

THE IRISH TIMES

Finance

Announced at Apple's recent virtual event, the Watch Series 7 will go on sale...

Ciara O'Brien

174 words

23 September 2021

The Irish Times

IRTI

17

English

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Announced at Apple's recent virtual event, the Watch Series 7 will go on sale later in the autumn. You know by now what to expect from Apple's wearable: activity and exercise tracking, with sensors to monitor your heart rate and blood oxygen, and GPS to track your runs.

While the Apple Watch Series 7 is still unmistakably an Apple Watch, the display is larger. That's because Apple has shrunk the borders on the watch to make them 40 per cent smaller than the Series 6, giving you a screen that has almost 20 per cent more area. It's not just about size though, with the Series 7 display up to 70 per cent brighter than the Series 6, and it is also stronger and more durable - and hopefully less prone to picking up scratches. An eight minute charge will give you enough charge to track eight hours of sleep.

www.apple.com

Document IRTI000020210923eh9n00027

Wccf Talks Gaming Official Podcast – PlayStation 5 Reveals the Future and Epic vs Apple

Chris Wray

1,679 words

15 September 2021

Wccftech.com

NEWAGAE

English

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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.

PlayStation 5 Reveals the Future and Epic vs Apple [Episode 51]

[Click to access link.](#)

China Cracking Down on Games & Sony Have Huge Announcements Coming? [Episode 50]

[Click to access link.](#)

Gamescom, Halo Infinite's Poor Look and Games Congestion in Early 2022 [Episode 49]

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Studio Consolidation Con and is Platform Exclusivity Good or Bad [Episode 48]

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Activision Gets Sued, Steam Deck Expectations, And Battlefield Portal Is Looking Good [Episode 47]

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Sony Buying Studios, Kojima And Xbox? Switch OLED, and Assassins Creed As A Service [Episode 46]

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Kojima Streaming Game, Dead Space Revival, BF2042, AND FSR [Episode 45]

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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]

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[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 Kerfuffles 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/wccfttech/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 [Episode 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.

What does the Bethesda buyout mean for gamers? [Episode 15]

[Click to access link.](#)

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

PS5 Pricing and Availability Reveal [Episode 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 [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 are we out?

NVIDIA pushes PC Gaming Forward and Are Nintendo Anti-consumer? [Episode 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 [Episode 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 [Episode 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.](#)

Audio Only: [Audio Podcast Episode 8](#)

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

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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

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Star Wars Squadrons, Cyberpunk 2077, And Marvel's Avengers [Episode 5]

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Sony Finally Shows Off The PS5 [Episode 4]

[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 [Episode 3]

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Epic Gets Unreal, Megatexture Revival, and Ghosts of Tsushima Swan Song [Episode 2]

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Xbox Shows Out, PS5 Is MIA, And Nintendo? More Like NintenDough! [Episode 1]

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Audio Only: [Audio Podcast Episode 1](#)

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Document NEWAGAE020210915eh9f000m9

National News

Apple expected to release new iPhone Tuesday at virtual event

162 words

13 September 2021

CBS - 3 WTKR

CBSVA

English

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A new iPhone is on the horizon.

Apple is expected to reveal the new iPhone 13 during its virtual event on Tuesday, which is slated to begin at 1 p.m. ET.

According to CNN and the Verge, the new iPhone will look like its predecessor but will possibly have a smaller notch and higher refresh rate displays.

CNN reported that Apple would introduce a 13 mini, an iPhone 13 Pro, and a 13 Pro Max.

The new phones will likely have two rear-camera lenses, placed diagonally, improved 5G chips, and longer battery life.

The 13 Pro models might come with three rear-camera lenses, according to CNN.

They might also reveal a new Apple Watch and new AirPods, CNN reported.

FILE - The logo of Apple is illuminated at a store in the city center in Munich, Germany, Wednesday, Dec. 16, 2020. (AP Photo/Matthias Schrader) Matthias Schrader/AP

Document CBSVA00020210914eh9d0000o

Sports

What the Epic v. Apple lawsuit means for the gaming industry

By Shannon Liao

1,276 words

13 September 2021

Washington Post.com

WPCOM

English

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Experts consider last week's verdict in the Epic Games v. Apple trial a partial victory for both sides, but the ruling also carries ramifications for companies beyond those involved in the trial.

U.S. District Judge Yvonne Gonzalez Rogers ruled Friday that Epic failed to prove that Apple is a monopolist and, as such, it now owes Apple revenue commissions as back payment. The judge also ruled that Apple cannot keep developers from directing customers to alternative payment methods outside its App Store, citing California competition laws. The ruling also has massive implications for ongoing antitrust suits in the gaming industry and particularly for the mobile gaming world.

Gonzalez Rogers's decision means developers can funnel iOS users to other payment methods, cutting Apple out of some commissions and increasing their own profit margins.

"This verdict ... opens a path for tremendous [profit] margin expansion for developers," said Dan Burkhart, CEO of Recurly, a subscription management and billing platform.

Apple's App Store is the only way to install software on Apple's mobile operating system, iOS. Developers who make software for iOS must follow Apple's rules and use its payment system, which charges a commission on every sale. Burkhart hypothesizes that since developers will no longer have to route customers' purchases through Apple, they can work on making the purchasing process smoother and more user-friendly.

As for the video game "Fortnite," its fate on Apple's platforms is still unknown. Epic Games CEO Tim Sweeney said Friday that "Fortnite will return to the iOS App Store when and where Epic can offer in-app payment in fair competition with Apple in-app payment." As Gonzalez Rogers pointed out in her order explaining the judgment, Apple told Epic multiple times that it could bring the game back to the iOS platform as long as Epic complied with its rules. Epic has so far declined these offers.

Gonzalez Rogers ruled that Epic must pay Apple its 30 percent cut from the more than \$12 million of revenue — amounting to roughly \$3.6 million — collected from "Fortnite" iOS users between August and October last year as well as 30 percent from an undisclosed revenue amount that Epic continued to collect while the trial was underway.

In August 2020, Epic Games updated the "Fortnite" iPhone app to offer players the ability to pay Epic directly, bypassing Apple's payment processing system and its 30 percent commission. Apple responded by removing "Fortnite" from the App Store. Even though "Fortnite" can no longer be found in the App Store, players who had already downloaded the game can still access it, make transactions and pay Epic through the app.

The judge also found that Apple must allow developers to lead users to other ways to pay, including external links in their apps, buttons or "other calls to action" that direct people to payment options outside of Apple's proprietary payment system. Such options would keep Apple from its 30 percent revenue cut on in-app purchases. Previously, Apple did not allow developers to direct users to external payment methods.

"I expect all the developers to include links to their own purchasing mechanisms. Obviously, not all gamers are going to click on that link, but we will finally have some meaningful competition in digital mobile gaming transactions," said Florian Ederer, associate professor of economics at the Yale School of Management. "I also expect it to have big incentives for innovation in mobile gaming because game developers will get to keep some of the 30 percent of revenue that they had to hand over to Apple."

Apple did not respond to multiple requests for comment.

Sweeney, of Epic Games, stated on Twitter, "Today's ruling isn't a win for developers or for consumers. Epic is fighting for fair competition among in-app payment methods and app stores for a billion consumers."

The Epic Games v. Apple verdict has further implications for other antitrust suits, including an indie developer suing PC games company Valve and a class-action suit against Sony, alleging the console maker overcharged on PlayStation 5 games.

"The detail of the Epic judgment is going to provide a blueprint for cases like that, like in the case of Valve: what evidence is introduced, what economic testimony is introduced," said Mitch Stoltz, senior staff attorney of the nonprofit digital rights group Electronic Frontier Foundation, while cautioning that the fact-finding portion of each case would determine different outcomes.

There was also a large debate over the definition of a video game. The judge was not satisfied by anyone's explanations, including Sweeney's answer that a game has "some sort of win or loss or a score progression" and input from Matt Weissinger, head of marketing at Epic Games, who said that despite his many years of experience, he still did not know. Ultimately, she concluded that since "Fortnite" is a video game, the court did not need to come to a precise definition. And despite Epic's attempts to portray "Fortnite" as part of the metaverse, the judge wrote that this argument hardly mattered either: "At this time, the general market does not appear to recognize the metaverse and its corresponding game modes in Fortnite as anything separate and apart from the video game market."

As for game developers, producing a profitable mobile game on iOS could become easier.

"Most games on the App Store operate within a model where you spend tons of money to acquire players via advertising," said Eli Hodapp, former vice president of business development at GameClub, a game subscription service that Apple mentioned during the trial in court as an example of a competitor. Hodapp had previously spoken up on social media after Apple cited GameClub as a competitor to Apple Arcade, the tech giant's gaming subscription service, saying that GameClub had been denied many times in the application process.

"The tipping point of profitability typically required a game that performed really well, as previously Apple was taking 30 percent out of every dollar you made, which resulted in some brutal return on ad spend calculations at times," said Hodapp, who is now director of mobile publishing at GameMill Entertainment, which is making "Nickelodeon All-Star Brawl," coming in 2021. "This could go a long way to balancing that out, so games aren't operating on such thin margins."

Still, directing customers to pay elsewhere could be a hassle for the user experience if they have to open up a separate browser, enter their credit card information and make an account rather than paying through the iOS app, as they traditionally have, Hodapp said. Although the ruling does state that Apple cannot obstruct apps from linking to other ways to pay, it does not mean those other ways to pay are as easy and convenient as simply using Apple's payment method. That's what Sweeney was referencing in his tweet where he says "Fortnite" will not return to iOS until Epic can offer a direct, in-app way to make purchases that's just as convenient as Apple's way.

"More options are always good for the consumer," Hodapp said. "I don't see this as a mass exodus away from Apple's payment methods, but rather, just one more promotional avenue developers can choose to utilize."

[Read More](#)

[Understanding legal arguments in Epic v. Apple: Tinder, itch.io and a naked banana](#)

[Everything you need to know about the lawsuit between Apple and Fortnite parent company Epic Games](#)

[Twitch sues two people allegedly behind hate raids](#)

[Document WPCOM00020210913eh9d003jt](#)

Science

Apple's upcoming augmented and virtual reality headset that mixes the real and digital worlds will only work when it is connected to an iPhone or Mac

Dan Avery For Dailymail.com

834 words

4 September 2021

02:19

Mail Online

DAMONL

English

Copyright 2021

* Apple's upcoming headset will overlay computer-generated imagery onto the user's view of the real world

* A report in The Information indicates Apple's production partner in Taiwan has struggled to produce device's integrated chip

* It won't have Apple's Neural Engine, which provide AI and machine-learning capabilities

* A sources predict mass production of the device is at least a year away

* Earlier rumors had hinted at a spring 2022 launch

Apple's augmented-reality (AR) and virtual-reality (VR) headset will reportedly need to be wirelessly connected to another device for processing power, like a nearby Mac or iPhone.

The much-rumored device's integrated chip lacks capabilities found in other Apple processors, according to a report in [The Information](#), similar to earlier iterations of the Apple Watch, which required users to keep their iPhones with them.

The helmet-like headset's AR feature will overlay computer-generated images onto the user's view of the real world, enhancing games and educational programs.

The VR feature fully immerses the user in a simulated environment.

According to the new report, the headset will have its own CPU and graphics processor and might have some basic standalone functionality.

A source familiar with the headset told the site that Apple's production partner, Taiwan Semiconductor Manufacturing, 'has struggled to produce the chip without defects and has faced low yields during trial production.'

They predict mass production of the device is at least a year away, contradicting the spring 2022 rollout predicted by TF International Securities analyst Ming-Chi Kuo earlier this summer.

According to The Information, Apple completed design work last year on the headset's system-on-a-chip, 'which isn't as powerful as the ones made for iPhones, iPads, and MacBooks.'

'It lacks the artificial intelligence and machine-learning capabilities, known as Apple's Neural Engine, which those devices include,' one source said.

That means a phone, tablet or laptop will do the heavy lifting 'to display virtual, mixed and augmented reality images.'

Sacrificing processing power will enable it to have longer battery life, the report said, and more energy for 'compressing and decompressing video,' and 'transmitting wireless data between the headset and the host.'

Another person familiar with the project said the image sensor and display driver for the headset is 'unusually large' — close to the size of one of the headset's lenses — in order to 'capture high-resolution image data from a user's surroundings for AR.'

In a note to investors in June, Kuo said that a helmet-like head-mounted display from Apple, offering both virtual and augmented reality, would ship in the second quarter of 2022.

'The device will provide a video see-through AR experience, so the lens is also needed, and Genius is also a key supplier,' Kuo wrote, according to [9to5Mac](#).

The new report didn't offer details on pricing for the headset, though Kuo has previously said it will cost approximately \$1,000.

Others have suggested a price closer to Microsoft's mixed-reality HoloLens 2 headset, which retails for \$3,500.

According to The Information's source, Apple's less cumbersome AR specs, Apple Glass, could debut in 2023.

In [a 2020 video on Front Page Tech](#), technology analyst Jon Prosser said he had seen two prototypes for Apple Glass at the company's Cupertino offices—one white and one black.

Both models, described as 'clean' and 'slick' in appearance, will be 5G-compatible, said Prosser, who is [described by Apple Insider](#) as an Apple leaker 'with sources throughout the company and supply chain.'

The AR eyepiece is reportedly not sunglasses but normal clear glasses that will display an interface on the inside of the lens – not unlike what's depicted in Apple's promo image.

Wearers would be able to simply use their gaze to select apps on the AR display, which would be similar to a smartphone homepage, rumors suggest.

Anyone facing an Apple Glass-wearing user will not be able to see the AR display, which will overlay digital images over the user's real-life surroundings.

According to Prosser, Apple Glass will have its own operating system, 'Starboard.'

Kuo previously claimed Apple Glass would not make an appearance before 2025, claiming the device has not yet reached the prototype phase.

In April, Apple CEO Tim Cook [told Sway podcast host Kara Swisher](#) that augmented reality is 'critically important' to the company's future.

The company has been working on AR glasses for some time: A 2019 patent application suggests it's considering a 'Display Device' that uses a 'reflective holographic combiner' to more seamlessly blend objects rendered in the headset's display.

That would increase the depth-of-field and reduce the eyestrain and nausea often associated with AR and VR.

Document DAMONL0020210903eh93008q1

Apple and Google face stricter rules as digital wallets take off

Clancy Yeates

623 words

30 August 2021

16:23

The Age - Online

AGEEOL

English

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The biggest review of Australian payments regulation in more than 20 years says the government should have the power to set rules for new forms of payment such as Apple and Google's digital wallets, which could become systemically important players in finance.

Banks and fintechs on Monday backed the landmark review that said Australia's current system of payment regulation lacked a clear vision, as the sector grapples with rapid growth in new types of digital payment.

In response, the review said the federal Treasurer should be given new powers to intervene in payments systems, based on national interest criteria such as cybersecurity, crisis management, or consumer protection.

The payments system review, by King & Wood Mallesons partner Scott Farrell, also called for the Reserve Bank's powers to regulate payments to be bulked up, and for a simplified licensing regime.

As an example of how payments are changing rapidly, the review highlighted the rapid growth in digital wallets -apps that allow customers to use smartphones to make payments - provided by Apple, Google and WeChat. It said digital wallets could become "systemically important" if their growth continued, and while the apps held huge amounts of consumer data they were not subject to payment regulation.

While the report did not actually recommend regulating Apple Pay, Treasurer Josh Frydenberg on Monday appeared to signal the government's support for changes to the payment regulatory regime, and he highlighted the rise of digital wallets.

"Ultimately, if we do nothing to reform the current framework, it will be Silicon Valley alone that determines the future of our payments system, a critical piece of our economic infrastructure," Mr Frydenberg wrote in The Australian Financial Review.

Banks, which have highlighted the threat they face from unregulated "big tech" players, also backed Mr Farrell's report.

The Commonwealth Bank, which has recently [engaged in a public fight with Apple](#) over its market power in digital wallets, said the report underscored the need for a system that encouraged competition. "The Farrell Report provides a well-considered and comprehensive review of the current payments system which indicates there is broad agreement the system needs to be significantly re-shaped to incorporate the rapid changes underway in payments in Australia and globally," a CBA spokesman said.

The report did not make a call on whether there was a need to regulate fast-growing buy now, pay later (BNPL) operators such as Afterpay.

Managing director of payments consultancy The Initiatives Group, Lance Blockley, said the review was taking a much wider view of the payments system than merely the network that moves the money, to also include the user interface and technology platforms, such as digital wallets. The report said there was already a shift underway from a payments system to an "ecosystem", citing the rise of digital wallets, buy-now pay-later services and cryptocurrencies.

Mr Blockley said the extra powers proposed for the Treasurer could apply to areas such as digital wallets offered by technology companies such as Apple and Google.

"It does allow future dealing with all sorts of new forms of payments because it would capture them," Mr Blockley said. "You could imagine a politician might be a bit more front-footed than a regulator."

However, chief executive of payments consultancy McLean Roche, Grant Halverson, said the government's focus on big tech was a distraction, and the report did not focus enough on the need for more competition in

payments. "Australian payments will see more change in the next 10 years than the last 30 years combined," Mr Halverson said.

The Market Recap newsletter is a wrap of the day's trading. [Get it each weekday afternoon.](#)

Document AGEEOL0020210830eh8u001ba



Australia considering new laws for Apple, Google, WeChat digital wallets

328 words

30 August 2021

Bahrain News Agency

BAHRNA

English

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Sydney, Aug. 30 (BNA): The Australian government is considering new laws that would tighten the regulation of digital payment services by tech giants such as Apple and Alphabet's Google.

Treasurer Josh Frydenberg said he would "carefully consider" that and other recommendations from a government-commissioned report into whether the payments system had kept pace with advances in technology and changes in consumer demand, Reuters reported.

Services such as Apple Pay, Google Pay and China's WeChat Pay, which have grown rapidly in recent years, are not currently designated as payment systems, putting them outside the regulatory system.

"Ultimately, if we do nothing to reform the current framework, it will be Silicon Valley alone that determines the future of our payments system, a critical piece of our economic infrastructure," Frydenberg said in an opinion piece published in the Australian Financial Review newspaper.

The Bank for International Settlements (BIS) earlier this month called for global financial watchdogs to urgently get to grips with the growing influence of 'Big Tech', and the huge amounts of data controlled by groups such as Google, Facebook, Amazon and Alibaba.

The Australian report recommended the government be given the power to designate tech companies as payment providers, clarifying the regulatory status of digital wallets.

It also recommended the government and industry together establish a strategic plan for the wider payments ecosystem and that a single, integrated licensing framework for payment systems be developed.

The Reserve Bank of Australia (RBA), which is currently in charge of designating who is a payment services provider, reported that payments through digital wallets had grown to 8% of in-person card transactions in 2019, up from 2% in 2016.

The Commonwealth Bank of Australia, which has estimated digital wallet transactions more than doubled in the year to March to A\$2.1 billion, has urged regulators to address "competition issues" and consider the safety implications of their use.

H.F.

[article](#)

Document BAHRNA0020210830eh8u0008g

The Sydney Morning Herald

Business

Apple claims CBA's views misleading on digital wallets

Clancy Yeates

484 words

28 August 2021

The Sydney Morning Herald

SMHH

First

3

English

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Banks

Apple has hit back at Commonwealth Bank chief executive Matt Comyn's warning over the technology giant's market power in digital wallets, branding the bank's recent commentary misleading and self-serving.

In a clash between Australia's biggest bank and the world's largest listed company, Mr Comyn last month warned Apple was threatening to stifle competition through its dominance in digital wallets - apps that allow smartphone users to make tap-and-go and online payments.

Mr Comyn also attacked the restrictions Apple places on access to the iPhone's hardware. He said the tech giant was profiting from the payments business without making any contribution to the cost of sustaining payments infrastructure, while paying minimal local taxes.

Apple retaliated in a submission titled The Facts About Apple Pay, published by the Parliamentary Joint Committee on Corporations and Financial Services yesterday.

"Comments made during recent public hearings included misleading and false statements about Apple Pay and our business in Australia which Apple seeks to correct," it said.

The iPhone giant rebuffed Mr Comyn's comments on market power, saying these were a misleading interpretation of the data. It also claimed CBA was pushing for changes that would cement the bank's dominance in Australia.

One of Mr Comyn's key arguments was that it should be a concern that Apple Pay made up 80 per cent of CBA's tap-and-go payments through digital wallets.

Apple did not dispute the number, but claimed the comment was misleading all the same. It argued the 80 per cent figure reflected the success of Apple Pay compared with rival digital wallets such as those offered on Android phones.

"The misleading 80 per cent figure shared initially by Commonwealth Bank and cited in future dialogue and media reports does not represent Apple Pay's share of any market," Apple said.

"It is simply the percentage of Apple Pay transactions from Commonwealth Bank's overall digital wallet payments at point of sale.

"This high usage of Apple Pay amongst Commonwealth Bank customers only demonstrates how strongly consumers prefer the convenience, security and privacy provided by Apple compared to the model being advocated by the Commonwealth Bank."

A CBA spokesman denied the lender had provided misleading information to the parliamentary committee, adding: "Our concern about Apple's market position is undiminished."

Apple said its market share of all debit and payment cards in Australia was under 10 per cent.

Another warning from Mr Comyn concerned Apple's policy on access to the iPhone's near-field communication (NFC) chip, which allows customers to use their phones as credit or debit cards.

CBA's spokesman said CBA had never suggested any financial institution should have sole control of the NFC, and the bank had only sought fair access to the hardware for all financial institutions.

Document SMHH000020210827eh8s0001u

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Apple Beefs Up Arcade Library With 2 New Titles As Gaming Gears Up For 'Defining Year'

Shivdeep Dhaliwal

433 words

25 August 2021

16:07

Benzinga.com

BNZNGA

English

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Apple Inc's (NASDAQ: [AAPL](#)) subscription gaming service Apple Arcade is adding two new titles to its library.

What Happened: Apple Arcade is adding "Baldo: the Guardian Owls," an action-adventure title, and racing game "Asphalt 8: Airborne+" this Friday.

Baldo: the Guardian Owls from Na.p.s. Team involves traveling through a "magical land" while unraveling mysteries and puzzles, as per the game's description.

Asphalt 8 Airborne+ from Gameloft boasts of 400 million players and features rich graphics and intense arcade gameplay. Players have the option to customize bikes and cars from Ferrari, Ducati, Lamborghini with over 2,300 decals.

Gameloft is promising a real-time multiplayer mode "as soon as possible."

See Also: [How To Buy Apple \(AAPL\) Shares](#)

Why It Matters: Apple Arcade has grown to over 200 titles and is available for a month-long test drive free of cost.

Players can opt for a \$4.99 per month subscription to the iPhone maker's gaming service or alternatively gain access through the Apple One bundle which costs \$14.95 for an individual plan or \$19.95 for family access.

The Tim Cook-led company is not the only one concentrating on gaming. Amazon.com, Inc's (NASDAQ: [AMZN](#)) gaming unit came out with the massively multiplayer online game "New World" last month. Pre-orders are open for that title.

See Also: [Users Say Their Nvidia Graphics Cards Are Getting Bricked By Amazon MMO Game](#)

Meanwhile, Microsoft Corporation (NASDAQ: [MSFT](#)) is gearing up to launch [cloud gaming service](#) to Xbox consoles later in 2021 just in time for the holiday season.

Last month, Facebook Inc (NASDAQ: [FB](#)) brought its cloud gaming service to Apple's [iPhones and iPads](#) through a web app.

Notably, Apple has [faced criticism from Microsoft](#) in the past for denying entry to its cloud gaming app on the App Store.

The Cupertino, California-based tech giant also barred the entry of Alphabet Inc (NASDAQ: [GOOGL](#)) (NASDAQ: [GOOG](#)) and [Facebooks gaming app](#) to its app marketplace.

Apple's troubles aside, 2021 would be a ["defining year" for gaming](#), as per Reddit co-founder Alexis Ohanian who said the present era reminded him of the social media platform's "Surging Days."

Price Action: Apple shares closed mostly flat in the regular session at \$149.62.

Read Next: [Apple Employees Organize Under New Banner, Say Face Isolation, Degradation, Gaslighting At Workplace](#)

Photo: Courtesy of Apple

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Document BNZNGA0020210825eh8p000jk



Netflix Confirms Spatial Audio Launch On **Apple** Devices, Targets Mobile **Gaming**: TechCrunch

Anusuya Lahiri

164 words

20 August 2021

01:27

Benzinga.com

BNZNGA

English

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* On Wednesday, Netflix Inc (NASDAQ: [NFLX](#)) [confirmed the launch](#) of spatial audio support on Apple Inc (NASDAQ: [AAPL](#)) iPhone and iPad on iOS 14 after a Reddit user spotted the feature, TechCrunch reports.

* However, Netflix will not immediately roll out the feature.

* AT&T Inc (NYSE: [T](#)), HBO Max, The Walt Disney Co (NYSE: [DIS](#)), Disney+, and Comcast Corp (NASDAQ: [CMCSA](#)) Peacock have already launched the feature.

* Apple and Amazon.com Inc (NASDAQ: [AMZN](#)) [also announced the](#) availability of high-quality streaming music at no additional cost.

* Spotify Technology SA (NYSE: [SPOT](#)) also plans to launch a high-end subscription service, Spotify HiFi.

* Spatial audio is popular among video game players. Last month, Netflix [disclosed its focus](#) on mobile gaming apart from its original movies and television series.

* Price Action: NFLX shares traded higher by 4.11% at \$543.35 on the last check Thursday.

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Cloud Gaming Market To Gather Revenue Of \$7.24 Billion By 2027 - Top Companies Consist Amazon Web Services, Apple, Electronic Arts, Google & Intel Corporation | Million Insights

951 words

27 July 2021

M2 Presswire

MTPW

English

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According to new report available with Million Insights, the global cloud gaming industry research report offers thorough insights on devices, technology, end-user and global demand. It also offers ready, data-driven answers to several industry-level questions.

According to the published report, the global cloud gaming market size is estimated to arrive at USD 7.24 Billion by 2027. It is projected to develop by 48.2% CAGR from 2021 to 2027.

Progression in the cloud technology has facilitated the speedy shearing of cloud gaming form. Cloud gaming provide consumers, distant admittance to interactive sports events, in addition to allow streaming of videos above the internet. Besides, it permits devices to run effortlessly, a variety of premium next generation sports, by means of lesser computational capability. These features are expected to impel the expansion of the market, during the period of the forecast.

To download the sample PDF of "Cloud Gaming Market" Report please click here:

<https://www.millioninsights.com/industry-reports/global-cloud-gaming-market/request-sample>

Augmented demand for cloud gaming has been observed, like an instructive means in the educational division, since it enhances inspiration of the student, academic as well as communal talent and attentiveness. Cloud gaming present a collection of the most recent and graphically superior games and decreases necessities of the license. The wide-ranging future for cloud gaming in educational surroundings is currently being recognized, stimulating the requirement for gaming subject in an educational segment, above the period of the forecast.

The issues like, the increasing funds in 5G technology along with the admittance to several games on cloud, at reasonable prices are the factors, moreover estimated to add to the expansion of the cloud gaming market. In addition, the companies are observed collaborating with telecom groups, to provide the services of cloud gaming, all over the world. Such as, Microsoft Corporation joined with SK Telecom Co., Ltd. to increase the scope of its Project xCloud Preview, a solution of game streaming in South Korea, in January 2020.

Major companies of the market are concentrating on presenting innovative solutions & products with implementing the strategies like collaborations, mergers & acquisitions and partnerships, to stay viable in the market.

To browse report summary & detailed TOC, please click the link below:

<https://www.millioninsights.com/industry-reports/global-cloud-gaming-market>

Further key findings from the report suggest:

- * North America is expected to witness, extraordinary enlargement, during the period of the forecast. This is credited to the increasing infiltration of speedy internet and the rising figure of gamers, within the region.
- * The initiation of 5G and the handiness of smart phones, that facilitate faultless cloud gaming, are the factors expected to impel the progress of the smartphone sector.
- * The avid gamers section is estimated to register a sizeable CAGR, during the period of the forecast. The growth in immersive and aggressive gaming, on movable devices, is expected to force the progress of the section.
- * Since the file streaming facilitate companies to present an improved as well as flawless gaming sense to the consumer, regardless of the lesser internet speeds. The file streaming section is likely to record the maximum CAGR during the forecast period.

Million Insights segmented the global cloud gaming market based on Gamer Type, Device, Type, and Region.

Cloud Gaming Type Outlook (Revenue, USD Million, 2016 - 2027)

- * File Streaming
- * Video Streaming

Cloud Gaming Device Outlook (Revenue, USD Million, 2016 - 2027)

- * Smartphones
- * Tablets
- * Gaming Consoles
- * PCs & Laptops
- * Smart TVs
- * Head-Mounted Displays

Cloud Gaming Gamer Type Outlook (Revenue, USD Million, 2016 - 2027)

- * Casual Gamers
- * Avid Gamers
- * Lifestyle Gamers

Cloud Gaming Regional Outlook (Revenue, USD Million, 2016 - 2027)

- * North America
 - * U.S.
 - * Canada
- * Europe
 - * U.K.
 - * Germany
- * Asia Pacific
 - * China
 - * India
 - * Japan
- * Latin America
 - * Brazil
- * Middle East & Africa

Companies

Various companies for cloud gaming market are:

- * Sony Interactive Entertainment LLC
- * Microsoft Corporation
- * Intel Corporation
- * Electronic Arts, Inc.
- * Amazon Web Services Inc.

* Ubitus Inc.

* NVIDIA Corporation

* International Business Machines Corporation

* Google Inc.

* Apple, Inc.

Browse latest market research reports available with Million Insights:

* Inkjet Coders Market: The global inkjet coders market size was valued USD 1.5 billion in 2018 and expected to register 5.1% growth rate during the forecasted period, from 2019 to 2025.

* Thermoplastic Vulcanizates Market: With reference to the report published, the global thermoplastic vulcanizates (TPV) market was valued by USD 1.5 billion in 2019. It is estimated to witness 6.5% CAGR from 2020 to 2027.

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Document MTPW000020210727eh7r004mp

Apple Will Host a Virtual Event for iPhone 13 Launch Due to Ongoing Health Crises

Ali Salman

364 words

26 July 2021

Wccftech.com

NEWAGAE

English

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Apple is expected to host an iPhone event later this year, potentially in September. According to the latest report, the iPhone 13 event will be a virtual one instead of a physical launch. The ongoing health crises have left individuals and companies in a state of no return for now and despite efforts being made, it seems the trend would continue this year as well.

Apple Will Host Its iPhone 13 Launch Event Virtually, No Physical Attendees

Apple hosted a virtual event last year as well when it launched the current latest iPhone 12 and iPhone 12 Pro models. This time around, Apple is going to follow the same trend with a virtual launch of the iPhone 13 series. Apple must have taken the decision of a virtual launch due to the ongoing health crises and the number of cases emerging in the United States. The news comes from Bloomberg's Mark Gurman who shared in his latest [Power On newsletter](#) that the iPhone 13 launch will be a virtual event.

Other than this, Apple also delayed calling its employees to work from offices. Initially, Apple asked its employees to work from offices starting September for three days a week. However, the plan was delayed to at least October. Given the number of cases showing up, it makes sense for Apple to host a virtual launch event for the iPhone 13 series. This way the company's employees and the attendees would be safe from catching a virus.

Last year, the iPhone 12 launch was delayed due to the pandemic. This time around, Apple has prepared beforehand for any complications in the supply chain. Apple's September launch is the usual timeframe for the company to launch its next-in-line smartphone. Apple is expected to announce the new [redesigned MacBook Pro](#) models as well along with a new [iPad mini sixth-gen](#) with a boxier design and bigger display.

We will share more details on the subject as soon as we have further information. Share your views with us in the comments.

[Click to view image.](#)

Document NEWAGAE020210726eh7q000gs

International
Facebook Cloud gaming arrives on Apple devices with web app

278 words

24 July 2021

Indo-Asian News Service

HNIANS

English

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San Francisco, July 24 (IANS) Facebook has launched its Cloud gaming service on iPhones and iPads through a web app.

Facebook's cloud games are currently available in the US, Canada and Mexico, and will reach Western and Central Europe by early 2022.

"The site will let you play simple web games like Solitaire and match-threes and stream more graphically intensive titles like racing games," reports The Verge.

Over 1.5 million people are playing cloud-streamed games on Facebook Gaming every month and the social network has announced to roll out Cloud gaming in Canada and Mexico, and will reach Western and Central Europe by early 2022.

The social network also welcomed top gaming company Ubisoft as a partner and the popular Assassin's Creed Rebellion has arrived as a cloud-streamed game on Facebook Gaming.

Facebook in October last year made its Cloud gaming service official, with launching several new games in the main app and on browser for Android and on the web but ditched Apple, saying its Cloud gaming path on the iOS devices is uncertain.

Apple restricted Facebook Gaming to arrive on iOS several times and the social network's Chief Operating Officer Sheryl Sandberg admitted that Facebook managed to launch an iOS version of its gaming app after it was "forced to make a concession to bring it to the App Store".

Facebook now has over 25 cloud-streamed games on the platform, with recent additions including Roller Coaster Tycoon Touch by Atari, Lego Legacy Heroes Unboxed and Dragon Mania Legends by Gameloft and State of Survival by FunPlus.

--IANS

na/

Document HNIANS0020210724eh7o001b9



Facebook Introduces Cloud Gaming For Apple Gadgets Via App: Verge

Anusuya Lahiri

114 words

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22:13

Benzinga.com

BNZNGA

English

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* Facebook Inc(NASDAQ: [FB](#)) is launching its nascent cloud gaming service to Apple Inc's(NASDAQ: [AAPL](#)) iPhones and iPads through a web app, the [Verge reports](#).

* Users can add the app to their home screens.

* The app offers simple web games like Solitaire and match-threes and streams more graphically intensive titles like racing games.

* Interestingly, Apple prohibits third-party developers from steering their users to websites featuring purchasing mechanisms that Apple does not own.

* Price action:FB shares traded higher by 6.18% at \$372.90 on the last check Friday.

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Netflix's Video-Gaming Foray Could Put It At Odds With Apple

Madhukumar Warriar

382 words

22 July 2021

15:51

Benzinga.com

BNZNGA

English

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Netflix Inc.'s (NASDAQ: [NFLX](#)) much-anticipated foray into videogames likely puts the streaming giant on a collision course with tech giant Apple Inc. (NASDAQ: [AAPL](#)).

What Happened: Netflix said Tuesday it will [offer video games](#) in its existing subscription plans at no additional cost and will initially focus on games for mobile devices.

Netflix had identified the video game "Fortnite" as one of its biggest rivals way back in 2019.

"We compete with (and lose to) Fortnite more than HBO," the company said in a letter to shareholders that year.

See Also: [Netflix Will See Meaningful Increment In Revenue Even If It Grabs A Fraction Of The Video Game Market, Says Analyst](#)

Confrontation with Apple: Nevertheless, Netflix's expansion into video games could put the company in direct competition with Apple's gaming subscription service, Apple Arcade. The service is included as part of the "Apple One" subscription or for a monthly fee of \$4.99.

Netflix would also require approval from Apple to stream games in the iOS app. Apple requires services that stream games to release each game separately for individual listing and review on the App Store.

The company's App Store policies have resulted in cloud gaming platforms of multiple companies being denied entry into the App Store. Apple has [prevented](#) Microsoft Inc.'s (NASDAQ: [MSFT](#)) game streaming service xCloud, Alphabet Inc. (NASDAQ: [GOOG](#)), (NASDAQ: [GOOGL](#)) subsidiary Google's Stadia, and other gaming platforms from entering the App Store.

Epic Games lawsuit: "Fortnite" game developer Epic Games Inc. filed a [lawsuit](#) against Apple last year after the game was removed from the App Store as Epic Games tried to bypass a 30% cut charged on in-game purchases. Apple has rejected third-party payment tools for in-app purchases. Microsoft has [sided](#) with Epic Games in the lawsuit.

It was reported on Wednesday that several analysts [are cautious](#) about Netflix's push into video games.

Price Action: Netflix shares closed almost 3.3% lower in Wednesday's trading at \$513.63, while Apple shares closed 0.5% lower at \$145.40.

Read Next: [Netflix Stock Trades Down After Q2 Results: Cramer Reacts](#)

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Document BNZNGA0020210722eh7m000e1



Extra

Apple to launch all-5G iPhone lineup in 2022; Netflix confirms gaming expansion

Frances Josephine Espeso

829 words

21 July 2021

SNL Financial Extra

SNLFE

English

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TOP NEWS IN TMT

* Apple Inc.'s iPhones to be released in 2022 will all be 5G-capable, with the smartphone maker opting out of introducing any new 4G models, Nikkei Asia reported, citing sources familiar with the matter. The low-cost 5G iPhone is expected to go on sale as early as the first half of next year, according to the report.

* Netflix Inc. publicly confirmed its expansion into gaming in its second-quarter earnings release materials, and executives on a July 20 earnings call said the strategy is both incremental to its existing content initiatives and a potential source of high investment and multilateral partnerships in the future.

➤ Zoom's Five9 deal sets stage for long-term growth past pandemic – analysts

Analysts say that to continue growing and compete on a larger playing field, Zoom Video Communications Inc. must evolve from a pure-play video-conferencing provider to an all-purpose communication and collaboration platform — and the Five9 Inc. deal helps Zoom do exactly that.

➤ Consumer Insights: Who is sharing passwords on Netflix?

Recent Kagan survey data showed that three-fourths of Netflix login sharers came from households with no children, including more than one-third (37%) who indicated living in single adult households with no children.

TECHNOLOGY

* Alphabet Inc.'s Google LLC unveiled new security products for government use, which Google Cloud says will assist U.S. government organizations in implementing Zero Trust architecture in line with the Biden administration's executive order on cybersecurity.

* Web-based portfolio accounting services provider Clearwater Analytics LLC, which is majority-owned by Welsh Carson Anderson & Stowe, is considering an IPO at a potential valuation of over \$4 billion, Bloomberg News reported, citing people familiar with the matter.

* Cvent Inc. reached a deal to merge with special purpose acquisition company Dragoneer Growth Opportunities Corp. II at an enterprise valuation of over \$5 billion, including debt, The Wall Street Journal reported, citing sources familiar with the matter. The deal would see the event management software company returning to the public markets.

INTERNET AND OTT

* The European Union's General Court will decide on Google's appeal against a €2.4 billion antitrust fine Nov. 10, Reuters reported, citing sources familiar with the matter. The fine was imposed by the European Commission in 2017 after Google allegedly granted an unfair advantage to its own price-comparison shopping service over smaller rivals.

* The Austrian Supreme Court referred a privacy case filed by activist Max Schrems against Facebook Inc. to the EU's Court of Justice, Reuters reported. The civil case alleges that Facebook deprives users of rights under the EU's General Data Protection Regulation by "simply reinterpreting" users' consent as a contract for using their data for ad targeting.

* Google-owned YouTube LLC introduced its new Super Thanks feature, enabling viewers to pay content creators on the platform by buying Super Thanks for prices ranging from \$2 to \$50.

* Instagram LLC launched a new tool allowing users to control the amount of sensitive content appearing in the photo-sharing app's Explore tab. The new feature applies to content that does not necessarily violate Instagram's policies but may be potentially upsetting to some users.

* Twitter Inc. will start testing a new version of its TweetDeck dashboard that comes with "enhanced functionality," the social media company announced. Twitter is considering turning the TweetDeck feature into a subscription service, TechCrunch reported.

* Warner Media LLC's HBO Max will bring free episodes of some of its series to Snap Inc.'s Snap Minis platform, including the first episode of the new reboot of "Gossip Girl" and episodes of "Game of Thrones" and "Looney Tunes."

* Roku Inc. struck a partnership with NBCUniversal Media LLC to bring the latter's coverage of the 2020 Tokyo Summer Olympic Games to Roku's platform in the U.S.

* The Carlyle Group Inc. agreed to acquire live video streaming and remote production solutions company LiveU Inc. from Francisco Partners Management LP for an undisclosed sum.

MEDIA

* Production company Imagine Entertainment LLC is attracting interest from investors and potential buyers, including an undisclosed sovereign wealth fund from the Middle East, former executives of The Walt Disney Co. and international banks, Variety reported, citing sources familiar with the discussions. The valuation being floated for Imagine Entertainment is reportedly between \$800 million and \$825 million.

TELECOMMUNICATIONS

* AT&T Inc. is in early-stage negotiations to sell its ad tech unit XANDR INC. to India's InMobi Technology Services Private Ltd. in an effort to divest noncore businesses, Bloomberg News reported, citing a source familiar with the situation.

[Click here](#) for a summary of indexes on the MI platform.

The Daily Dose has an editorial deadline of 8 a.m. ET. Some external links may require a subscription. Links are current as of publication time, and we are not responsible if those links are unavailable later.

Document SNLFE00020210722eh7I000md

Netflix gaming to be mobile-focused competitor to Apple Arcade, available to subscribers at no extra cost

497 words

21 July 2021

India Today Online

INTYON

English

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Within days of a confirmation that Netflix is working on a gaming platform, the streaming major has now elaborated on its plans in the direction. The company has revealed some of the crucial aspects in which it will be entering the gaming segment, hinting at what users can expect in the coming future.

In its second-quarter earnings report published on Tuesday, Netflix mentions that the company is in the early stages of "further expanding into games." It stated that the new content category will form an extension of its interactive content like Black Mirror Bandersnatch.

In addition, it clarified that Netflix Games, as and when introduced, will be included in the existing Netflix subscription of a member. This means that Netflix subscribers will not have to pay any additional cost for playing those games.

The games, however, will not be compatible across various platforms as is the streaming service. For the initial phase, Netflix will primarily focus on producing games for mobile devices, the company has confirmed in the earnings report.

It will likely expand this mobile support to tablets and other touch display devices soon. Such a gaming platform will bring the streaming giant in competition with Apple Arcade, a game subscription service that Apple offers across its devices. It will be interesting to see how Netflix manages to fare against Apple's service on Apple's own devices. After all, Netflix is used by the majority of Apple users, proving its might as a strong contender in the space.

A future expansion to other platforms has not been mentioned as of now.

The new information on Netflix's attempts at a gaming platform comes days after the company hired Mike Verdu to lead the gaming project. Verdu is a game designer who has worked with Zynga, Electronic Arts and Facebook's Oculus division.

In its earnings report, Netflix mentions its views on gaming as "another new content category for us, similar to our expansion into original films, animation and unscripted TV." It cites its decade-long work in original programming and assures that its existing content categories are only expected to grow going forward. It thus finds this to be the right time to learn how its user base reacts to games.

It will be interesting to see how the streaming giant shapes up its gaming platform for its users. Since the Netflix moniker is associated with a lot of original content now, other than the streaming service itself, the company will have a wide selection of titles to base the games on. How does a Money Heist game sound?

Also read: | [Instagram rolling out Sensitive Content Control option to let users control what appears on their feeds](#) Also read: | [Twitter may soon allow Android users to log in using their Gmail accounts](#) Also read: | [DuckDuckGo launches free to use email tracker removal service for increased privacy](#)

Document INTYON0020210721eh7I001up

Prized Israeli wallet firm calls to boycott **Apple Pay**, **digital wallets**

JERUSALEM POST STAFF

335 words

30 June 2021

Jpost.com (The Jerusalem Post online edition)

JPSTEN

English

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Israeli wallet brand Emmanuel Wallets is calling to boycott digital wallets like [Apple Pay](#) due to the harm it is causing the classic wallet industry.

In a statement, the company announced it would no longer accept payments from digital wallets due to the damage it is causing their sales, as digital wallets inherently remove much of the need for a physical wallet.

"A digital wallet provides an inferior user experience compared to a handmade leather wallet," the company said in a statement.

"Classic wallets have accompanied the human race for centuries and serve as a practical means of maintaining a means of payment and a fashionable accessory. A wallet is the type of item one holds, such as a phone or a car, so it's part of its unique style and personal branding. No technological gimmick, not even one promoted by the world's largest tech company, will succeed in reducing the popularity of a physical wallet."

Now, the company is reaching out to others in the industry to fight back against digital wallets.

"We call on leading wallet manufacturers from around the world to join the initiative and refuse to accept payment through Apple Pay, a new player claiming to bite a market share in a centuries-old industry based on quality raw materials, elite sewing, knowledge and tradition," said Emmanuel Wallets vice president of global marketing Dan Gutleizer.

Apple Pay first arrived in Israel in early May, but is already used by over 400 million people across the world. While it is only usable on Apple devices, there are also alternatives for Android users in Israel, such as the digital wallet apps launched by [Bank Hapoalim](#), Bank Leumi and Rami Levy.

```
cnxps.cmd.push(function () { cnxps({ playerId: '36af7c51-0caf-4741-9824-2c941fc6c17b'
}).render('4c4d856e0e6f4e3d808bbc1715e132f6'); });if(window.location.pathname.indexOf("656089") !=
-1){console.log("hedva connatix");document.getElementsByClassName("divConnatix")[0].style.display
="none";
```

Zev Stub contributed to this report.

Document JPSTEN0020210630eh6u000mc

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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Document TOI0000020210629eh6u0007u

online news

Microsoft Extends Xbox Cloud Gaming to PCs and Apple Devices - Powered by Xbox Series X

869 words

29 June 2021

ETMAG.com

FMETMA

English

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Microsoft has opened the floodgates, and allowed the huge PC and Apple devices market to enter the Xbox ecosystem via Cloud Gaming. Now you don't need to have a gaming PC or Xbox console. Now, you can be a part of Microsoft's ecosystem with whatever device you use - Xbox will always be there with you. This is the vision Microsoft is aiming at with the extension of Cloud Gaming to (almost) anything - with a simple browser, via its (currently Beta) xCloud for PC. Provided you subscribe to the Games Pass Ultimate subscription tier, of course. Which Microsoft is offering at \$1 a month, with two extra free months, and then \$12.99 a month.

However, there's a catch: if you want to be on the receiving end of Microsoft's franchises via Cloud Gaming, you have to possess a supported controller - Xbox offerings are the surest bets; however, PS4's controller is also supported). This happens because the stream is being originated in custom Xbox Series X consoles on the cloud - Microsoft's best performant hardware to date. However, it seems a way to adapt the stream from Xbox Series X's controller inputs and adapt them to the PC's native mouse and keyboard controller wasn't found. Streams will also be constrained by a less than optimal (but still very respectable) 1080p and 60 FPS limitations. Other than those caveats, if you don't have a gaming-capable PC or Microsoft's latest family of consoles, this is the way to enjoy gaming within Microsoft's franchises and all other partners through the ecosystem. Microsoft had already launched an xCloud app for Android smartphones, thus capturing most of the market in one fell swoop. The press release follows.

Microsoft We are creating a future that combines the gaming heritage of Xbox and the power of Azure. A future where we bring high fidelity, immersive games to the 3 billion players around the world. Now we're taking a big step forward to reaching that vision: Starting today, Xbox Cloud Gaming is available to all Xbox Game Pass Ultimate members with Windows 10 PCs and Apple phones and tablets, via browser, across 22 countries. If you're a member or want to become a member, simply go to xbox.com/play on Microsoft Edge, Chrome, or Safari on your PC or mobile device to start playing hundreds of games from the Xbox Game Pass library.

With billions of active Windows 10 PCs, iOS devices and Android phones, we want you to have new opportunities to play the deepest, most immersive games whenever and wherever you choose. Simply put, we're bringing the Xbox experience directly to the devices you use most.

We're also making significant improvements to the overall experience: Xbox Cloud Gaming is now powered by custom Xbox Series X hardware. We've been upgrading Microsoft datacenters around the globe with the fastest, most powerful Xbox hardware to give you faster load times, improved frame rates, and an experience of a new generation of gaming. To ensure the lowest latency, highest quality experience across the broadest set of devices, we will be streaming at 1080p and up to 60fps. Going forward we'll continue to innovate and add more features to enhance your cloud gaming experience.

Cloud gaming provides seamless play across your devices. When you're streaming games on a PC or mobile device, your game is playing from Xbox hardware in a Microsoft datacenter. This means you can jump into a game, connect with your friends, and play through the Xbox network just as you've always done. That's right, your game saves are just the same wherever and whenever you play, so you can pick right back up from where you left off.

So grab your PC and stream Outriders or Doom on your iPad using your saved game. Or, when you have a free half-hour, you can fire up xbox.com/play and get a game in on MLB The Show 21.

As we bring games to more devices, we're also evolving how you can play your games. Today about one-in-six players who play from the cloud are exclusively using custom touch controls that are enabled for more than 50 games - one I personally love is Minecraft Dungeons. And of course, you can also play games from the cloud using a compatible Xbox Wireless Controller, or one of the many supported controllers and mobile gaming accessories, including the all-new Backbone One for iOS.

Today marks a key milestone in our journey to bring the Xbox experience to all gamers, and we can't wait for you to begin playing. I remember about three years ago, the first time I picked up a phone and played a cloud game, using nothing but touch controls. It's a moment I'll never forget, where the beauty of the graphics mixed with the creativity of technology to create something truly magical. So, from Team Xbox to you, we hope you experience more joy and connection through gaming anywhere and everywhere.

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Tech

Xbox Cloud Gaming service now available on Windows PCs, **Apple** smartphones and tablets, plus browsers

Mike Snider

276 words

28 June 2021

USA Today Online

USATONL

English

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Microsoft is opening the online gates to its Xbox Cloud Gaming service.

An Xbox Game Pass Ultimate subscription (\$14.99 monthly) lets you play on Windows PCs, Apple iPhones and iPads, as well as Microsoft Edge, Google Chrome and Apple Safari browser.

Microsoft has been testing its service, announced more than two years ago, on Xbox consoles, PCs and Android devices. In April, testing was opened up to some Xbox Game Pass Ultimate members on browsers. The Xbox Cloud Gaming service has more than 100 games available, including "Halo," "Grand Theft Auto V" and "Fallout 4."

YouTube TV: Download videos and stream in 4K with new 4K TV Plus feature, but it will cost you

Venmo raising instant transfer fees: Here's how much you'll pay under new rules starting Aug. 2

"Simply put, we're bringing the Xbox experience directly to the devices you use most," said Catherine Gluckstein, Microsoft's vice president and head of product at Xbox Cloud Gaming, in a blog post.

More than 50 Xbox Cloud games can be played with touch controls; among them "Gears 5," "Sea of Thieves" and "Minecraft Dungeons." For other games, you connect a compatible Bluetooth or USB-connected controller.

"Today marks a key milestone in our journey to bring the Xbox experience to all gamers, and we can't wait for you to begin playing," Gluckstein said.

Follow Mike Snider on Twitter: @MikeSnider.

This article originally appeared on USA TODAY: Xbox Cloud Gaming service now available on Windows PCs, Apple smartphones and tablets, plus browsers

Document USATONL020210628eh6s001xk

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

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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 WSJO000020210627eh6r0005I

WWDC 2021: Could Apple finally be serious about gaming?

Daryl Baxter

1,055 words

13 June 2021

TechRadar

TECHR

English

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Opinion: Apple announced a lot of gaming-related features this week. But is it too late?

As WWDC week ends, we've been shown the features for 2021 that Apple has been working on for its many platforms.

From redesigned notifications in iOS 15 to a redesigned multitasking interface in iPadOS 15, there's been plenty of refinements for every user to benefit from.

However, one aspect that wasn't talked about first, was gaming. Even though there wasn't a section of the keynote discussing this in great detail, there was plenty showcased around the topic, and you may not have even realized.

This is where I think Apple is setting the stage for an even bigger focus on gaming and perhaps even Apple Arcade, maybe even as soon as E3.

**** Three devs [give their verdict on WWDC 2021](#) * Meet Apple's new updates: [iPadOS 15](#) | [iOS 15](#) | [watchOS 8](#) | [macOS 12](#) * Here's [the best deals for an iPhone in June](#)**

A Konami code of gaming

Apple and gaming have had a tenuous relationship in recent years. While Steam on the Mac arrived in 2011, the games were few and far between, with the Half Life series and the Steam application being abandoned on Intel Macs, with seemingly no plans for Valve to create a Steam version for Apple Silicon and the M1 Macs.

Since the explosion of the App Store in 2008, games have paradoxically been a huge part of iOS, with the [iPod Touch](#) being angled for gaming first, and music second. It's most likely why you can use iOS apps on M1 Macs, to bring the wide amount of games to macOS as well.

As each iOS release was announced, more features for games were added, with a significant one being support for gaming controllers, such as the Xbox Controller, and Sony's DualShock 4, and as recent as iOS 14.6, the PlayStation 5 Dual Sense controller. Instead of using your hands to play games on the touchscreen, you could finally use a controller as it was meant to be played, with Sonic, DOOM, and even Grand Theft Auto: Vice City, all on your iPhone or iPad.

But with all the announcements at WWDC this week, it looks as though the big features are also tied into gaming without anyone realizing.

[Click to view video](#)

A Double Dash of Opportunity

Take SharePlay - a fantastic feature that Apple showcased in Monday's keynote, where you and a group of friends could watch something on Disney Plus together over FaceTime for example. But at the end of this section, it was shown that Twitch was adding support for SharePlay soon as well.

Last year, one particular aspect that helped my mental health during lockdown were gaming streams, [this one by Richie Morganespecially](#). A year on, I can imagine using SharePlay with his [streams](#) as it was live, having myself and friends joining in on the feature, or even with Richie's watching audience at the time, all coming together into a SharePlay room, and treating it as if we were watching him play Metal Gear Solid at the nearest stadium.

But that's just one aspect - having this work in-tandem with Apple Arcade could be why the service was hardly mentioned this week, but just the API features around gaming - 'for the players' as it were.

You can now use a PlayStation or Xbox Controller to navigate the home screen on your iPad, so you don't need to switch between a trackpad or your fingers to select another game. Also, as long as the developer supports this, there's even a new feature to capture 15 seconds of footage in iOS 15, iPadOS 15, and macOS 12 Monterey by pressing the 'Capture' button on your controller, and it's saved into your Camera roll or the Photos app on macOS 12 Monterey.

Yet another feature is the widgets. In-game events from the App Store can now be displayed on one widget, so you can curate which games you're interested in and the in-game events will show up on this one widget. If you play a lot of Pokemon GO, for example, to have a big widget on your iPad home screen showing the next event for a Hoh-Hoh could be really useful.

[iPadOS 15 widgets \(Image credit: Apple\)](#)

Game Center even looks to be making [a comeback](#) since its debut in iOS 4. In the intervening years, it faded into obscurity, with users not sure whether it's still around after the app disappeared and was thrown into a section in the Settings app.

Here, widgets abound for Game Center, alongside new APIs that allow users to invite friends and catch up with leaderboards when in a game once again.

With Microsoft having [announced](#) Xbox Game Pass coming as an application to televisions soon, it's going to be a challenge for Apple to have gamers in their walled garden, and even more difficult by the fact that their guidelines for the App Store still don't allow one single app for Game Pass to be available.

An Extra Life for Apple Arcade

Apple talked a great game about their ambitions for gaming across their platforms at WWDC, but it's time to put these new features to good use. With an M1 chip in the new iPad Pro, and rumors abound as to what an M1X/M2 chip could be capable of for graphics, let's start to see more recent games on the platform, so we can use SharePlay and this new form of Game Center in Among Us, Crash 4, or even Golf with Friends.

This is what's going to help users subscribe to Apple Arcade - to have a service that works across all Apple platforms, but with most of the latest games, ready to play on your Apple device locally.

Time will tell if an improved version is announced towards the release of iOS 15 and the other platforms, but right now the features announced at WWDC give a lot of hope to gamers and developers who use Apple's devices.

* * Why [iPadOS 15 has made me decide to switch to a MacBook](#)

[Apple Arcade \(Apple\)](#)

Document TECHR00020210613eh6d000jj

Intel Provides Better Gaming Experience Than 100% Of Apple Mac Laptops

Usman Pirzada

677 words

31 May 2021

Wccfttech.com

NEWAGAE

English

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After what seems like eons, Intel legal has finally approved a message to fire back against the bold Apple claims made at the release of the Apple M1 (which were later amended by the way). Intel made the following statement during Computex 2021 and is something that would be a no-brainer to most tech enthusiasts but still needs saying. It also means that the Intel-Apple relationship is more or less over for all intents and purposes.

Intel: [our laptops] provide a better gaming experience than 100% of Apple Mac laptops

Remember when Apple made this claim?

[Click to view image.](#)

This is, of course, utter rubbish. The M1 is nowhere near the fastest CPU core in the world but it *is* the world's most power-efficient core (which is quite impressive). What most people don't know is that they sneakily added in the following footnote on the [M1 website](#), which is also completely contrary to the statement above:

[Click to view image.](#)

But of course, this footnote didn't get nearly as much attention as the original claim and the M1 remains the go-to benchmark for mobility chips so it is no surprise that Intel has chosen to finally respond with some tongue-in-cheek marketing of their own. On a template, which appears to be clearly copying Apple's marketing language, they state that Intel laptops provide a "better gaming experience than 100% of Apple Mac laptops".

It would seem that Intel has decided to burn whatever bridges were left with Apple (although some would argue it was Apple that began the burning) and strike back just as boldly. They provided a number of benchmarks - most of which were run on Bootcamp but even some native games and the Intel/Windows-based systems easily beat the MacBook ones. Part of that has to do with the fact that Apple uses only AMD-based GPUs and their best MacBook is currently limited to RX 5600M - which loses to an RTX 3060 that you can find in Intel (or even AMD) based laptops.

[Click to view image.](#)

This slide also begs the question of whether Intel is working on inside information, such as that Apple will not be shifting MacBook Pros to Intel's 11th generation processors (or maybe they will decide to go with AMD for now). Apple has already stated that they plan to shift to Apple silicon in its entirety in a few years but as far as we know, they did plan to offer the x86 option on certain product lines for a couple of years. Considering how hard Intel is hitting back, however, I would question that assumption.

* [Click to view image.](#)

* [Click to view image.](#)

* [Click to view image.](#)

* [Click to view image.](#)

Up next we have some more slides with Intel showing that a very large percentage of creators are also gamers (I can attest to that) and since Intel laptops offer a 100% better gaming experience than macs, the vast majority of creators should also buy Intel laptops (or AMD laptops, although that is not mentioned in the slide for obvious reasons).

* [Click to view image.](#)

* [Click to view image.](#)

Keep in mind, however, that Intel's assumptions are unlikely to change even if Apple shifts entirely to Apple silicon. This is the start of a new era and even if Apple is successful in its dream and ends up beating x86 (which I am personally not sold on), there will be a big learning curve before gaming performance can meaningfully catch up to x86 optimizations.

We don't expect a reply from Apple on this considering their MO so far but kudos to Intel legal for finally approving a no-brainer message to clap back at Apple. The lack of response and ignoring the threat represented by the Apple M1 was not a good look and it shows that Intel is finally ready to start fighting back.

[Click to view image.](#)

Document NEWAGAE020210531eh5v00002

Global Online Gaming Market (2020 to 2026) - Featuring Amazon, Apple and Epic Games Among Others - ResearchAndMarkets.com

879 words

27 May 2021

21:23

Business Wire

BWR

English

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DUBLIN--(BUSINESS WIRE)--May 27, 2021--

The "Global Online Gaming Market 2020-2026" report has been added to ResearchAndMarkets.com's offering.

The global online gaming market is anticipated to grow at a CAGR of 11.9% during the forecast period. The growth of the market is attributed to the growing adoption of video games as a leisure activity among all age groups. In addition to this, the rising trend of professional gaming is also anticipated to aid the expansion of the market. Moreover, macro-economic factors such as increasing internet penetration, availability of low-cost game-centric smartphones, increasing disposable income, and further development of telecommunication infrastructure will also aid in the growth of the market.

However, online gaming is also causing severe effects on the body and mind such as obesity, depression, addictive behavior, and increased aggressive or violent behavior. This, in turn, will challenge the growth of the market during the forecast period as the awareness regarding these side effects of excessive gaming is increasing across the globe.

The global online gaming market is segmented based on game type, device type, and revenue model. Based on the game type, the market is sub-segmented into role-playing games, action & adventure games, racing games, simulation games, strategy games, sports games, and other games. Based on the device type, the market is sub-segmented into the console, computer, mobile devices, and others. The mobile devices segment is witnessing a significant growth rate all across the globe. Based on the revenue model, the market is bifurcated into free gaming services and paid gaming services. Paid gaming services holds a major market share all across the globe.

The global online gaming market is further segmented based on geography into North America, Europe, Asia-Pacific, and the Rest of the World. North America is expected to hold a significant market share in the market during the forecast period. High penetration of online gaming among all age groups, high per capita spending on online games is expected to be some of the major factors for the significant market share during the forecast period.

Companies Mentioned

--
Activision Blizzard, Inc.

-- Amazon.com, Inc. (Luna)

-- Apple Inc.

-- Bandai Namco Entertainment Inc.

-- Electronic Arts Inc.

-- Epic Games, Inc.

-- Gameloft SE

-- Krafton Inc.

-- Leyou Technologies Holdings Ltd.

- Microsoft Corp. (Xbox Game Studios)
- NetEase, Inc. (China)
- Netmarble Corp.
- Nintendo Co., Ltd.
- NXC Corp.
- Rockstar Games, Inc.
- Rovio Entertainment Oyj
- Sega Corp.
- Sony Interactive Entertainment Inc.
- Square Enix Co., Ltd.
- Take-Two Interactive Software, Inc. Tencent Holdings Ltd.
- THQ Nordic GmbH (Embracer Group AB)
- Ubisoft Entertainment SA
- Valve Corp.
- Wargaming Group Ltd.
- Warner Bros. Entertainment Inc.
- Zhejiang Century Huatong Group Co., Ltd.

The Report Covers:

- Comprehensive research methodology of the global online gaming market.
- This report also includes a detailed and extensive market overview with key analyst insights.
- An exhaustive analysis of macro and micro factors influencing the market guided by key recommendations.
- Analysis of regional regulations and other government policies impacting the global online gaming industry.
- Insights about market determinants that are stimulating the global online gaming market.
- Detailed and extensive market segments with regional distribution of forecasted revenues.
- Extensive profiles and recent developments of market players.

Key Topics Covered:

1. Report Summary

1.1. Research Methods and Tools

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For more information about this report visit <https://www.researchandmarkets.com/r/ev5xmp>

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Netflix could introduce **Apple Arcade-style gaming** to the platform

Mat Gallagher

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Increased interactive offerings from Netflix could include a video games bundle similar to Apple Arcade

Netflix is believed to be working on its own online gaming platform according to new reports. The portal could offer a mix of Netflix titles and games from independent studios, providing something similar to Apple Arcade on Apple TV.

[Netflix](#) gained millions of subscribers over the last couple of years, as people were forced to stay home due to COVID. However, as viewers venture back outdoors, and competition has increased, Netflix has been forced to search for new ways to keep folks interested – such as [recruiting Arnie](#).

Interactive offerings aren't new to Netflix. The Black Mirror: Bandersnatch episode offered multiple plots that could play out depending on the choices made by the viewer in a choose-your-own-adventure style. However, a Stranger Things game planned with Telltale games, never made it to fruition.

* [New MacBook Pro M1X leak is the pro laptop we've been waiting for](#)

* [Apple Watch 7 will have a completely new look, and it's about time](#)

* [Apple iOS 14.6 and iPadOS 14.6 is out now bringing more updates to iPhones and iPads](#)

According to [The Information](#) (via [Mac Rumors](#)), Netflix had reached out to a number of game industry executives to gauge their interest in coming on board. These industry veterans were told that “Netflix is looking to hire an executive to oversee an expansion into videogames.”

Mixing up the entertainment offerings makes sense for Netflix, as non-traditional gamers are becoming more accustomed to their screens for more than just viewing. While the focus would presumably be the TV, games could be played in-browser or via the Netflix app on various devices.

Any outcome is still likely to be a long way off, with sources pointing to a 2022 launch and no hires confirmed as yet. Anything that increases the options for games is good in my book. I can't wait to play Tiger King: The Revenge by this time next year.

[Netflix gaming \(Netflix\)](#)

Document SMLIV00020210526eh5q00007

Global Digital Wallets Market Report 2021 Featuring Functionality of Leading Digital Wallets - Apple Wallet, Google Pay, Samsung Pay, PayPal, Starbucks, Cumberland Farms/ Zipline, & Amazon Pay

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DUBLIN, May 21, 2021 /PRNewswire/ -- The "A Functional Taxonomy of Digital Wallets: Today's Version, Tomorrow's Direction" report has been added to ResearchAndMarkets.com's offering.

A Functional Taxonomy of Digital Wallets: Today's Version, Tomorrow's Direction, delivers a review of all the major digital wallets using a single consistent taxonomy to enable a more effective competitive evaluation of the feature/functions each wallet supports. This in turn suggests the key development and market direction being pursued by each wallet supplier.

Today there are wallets to support global card networks, national card networks, multiple merchants and single merchants. Some have added loyalty programs, others support ticketing and still others are adding support for car keys. There are also e-commerce buttons that act as wallets and merchant wallets that are adding financial services.

"It is interesting to witness the expansion of wallets into new markets, from authentication to access control. Yet when one takes a step back, one doesn't perceive these solutions staying focused on the payments market. They need to offer more benefits to win over banks, merchants and consumers," comments Tim Sloane.

Highlights of the report include:

- Digital wallets available today are very different, ranging from universal wallets (Apple Pay, Google Pay, Samsung Pay), to online pay buttons (Amazon, PayPal, and soon the Secure Remote Commerce (SRC) solutions), all the way to retailer digital wallets.
- Each digital wallet has its own set of features, sometimes implemented to help target international markets, sometimes to address new domestic markets (such as car replacing keys), and sometimes to benefit existing users, be that the consumer, the financial institution or the merchant.
- It may be that the difficulty of staying focused on specific markets, instead of chasing new markets, has prevented universal wallets from delivering a compelling solution to its three primary market participants: banks, consumers and merchants.
- Universal digital wallets have struggled to provide sufficient features to divert merchants from developing their own digital wallets. Universal digital wallet providers have created significant distrust on the part of banks, by adding banking features, introducing their own card programs, as well as P2P capabilities.
- Merchants are also not enamored by the universal digital wallets, as they lack the ability to differentiate their merchant loyalty programs.
- It is likely traditional market forces will start to consolidate the functions supported in the universal wallets that are popular in the market today. Suppliers associated with what is typically called a universal wallet have all been adding new capabilities.

Key Topics Covered:

Executive Summary

Introduction

-- A Narrow Consumer POV on Wallets

A Taxonomy of Digital Wallet Functionality

-- But Wait, There's More

Functionality of Leading Digital Wallets

-- Apple Wallet

--

Google Pay

-- Samsung Pay

-- PayPal

-- Starbucks

-- Cumberland Farms/ Zipline

-- Amazon Pay

Strategic Observations

-- Key Takeaways On Today's Digital Wallets

-- Strategic Questions for the Future

References

Figures and Tables

-- Over one in four smartphone owners used a universal wallet in-store in 2020

-- Use of universal wallets online has begun to accelerate

-- Single-retailer wallets collectively lead in market penetration.

-- Over half of smartphone owners have used wallets for in-store or online purchases

-- Taxonomy of digital wallet functionality

-- Emerging Wallet Functionalities

-- Wallet Functionality: Apple Wallet

-- Wallet Functionality:

Google Pay

-- Wallet Functionality: Samsung Pay

-- Wallet Functionality: PayPal Digital Wallet

-- Wallet Functionality: Starbucks

-- Wallet Functionality: Cumberland Farms/ Zipline

-- Wallet Functionality: Amazon Pay

Companies Mentioned

-- Apple
--
Google
-- Samsung
-- PayPal
-- Starbucks
-- Cumberland Farms
-- Zipline
-- Amazon
-- EMVCo
-- McDonalds
-- Dunkin Donuts
-- Target
-- Walmart
-- Burger King
-- Subway
-- Domino's
-- Chipotle
-- CVS
-- Pizza Hut
-- Panera Bread
-- Cheesecake Factory
-- Gulf
-- Exxon
-- Venmo
-- BMW
-- FIDO
-- Uber
-- Lyft
-- Airbnb
-- OpenTable

For more information about this report visit <https://www.researchandmarkets.com/r/vzybp7>

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online news

Apple Could Be Working on Switch-Like Gaming Console

158 words

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FMETMA

English

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Nintendo Switch is one of the most successful gaming console launches in the past few years. It has seen massive consumer adoption, and Nintendo is even expanding its production. The only logical thing for other companies watching this would be to step in the game and launch their console. That is exactly what the latest rumor suggests about Apple. According to a rumor coming from the South Korean forum, Apple could be preparing a Switch-like design, just with its custom Apple ecosystem surrounding it. As the rumors suggest, the fruit company could get into the console gaming market by launching a product based on custom hardware. Rumors suggest that Apple could use a custom processor to power the console, which wouldn't be like M or A versions the company currently uses. Of course, this is just a rumor and it should be treated as such.

Document FMETMA0020210518eh5e0000b



Apple vs. Epic: Why cloud gaming became a hot topic at landmark antitrust trial

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MarketWatch

MRKWC

English

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Nvidia and Microsoft executives testified on behalf of 'Fortnite' maker, which is trying to make the case that Apple's treatment of competitors to Apple Arcade shows illegal use of monopoly power

Ethan Swope/Getty ImagesThe headlines in week one of the Epic Games Inc.-Apple Inc. trial were mostly about exorbitant commission fees charged by the App Store. But a compelling strategy from Epic in its attempt to paint Apple as a monopolist emerged from its depiction of Apple's treatment of competing cloud-gaming platforms.

As the scheduled three-week trial nears the conclusion of its first week, a major crux of Epic's case is that App Store has restrictions that aren't tenable for some developers, creating a lopsided competitive landscape for Apple Arcade, a videogame subscription service available on iOS.

A Microsoft Corp. MSFT executive revealed the software giant spent four months discussing with Apple AAPL how to launch xCloud as a native app, only to claim Apple demanded Microsoft, Nvidia Corp. NVDA, and others list cloud games as separate apps.

Submitting Xbox games one-by-one was too onerous, Lori Wright, vice president of business development at Microsoft, said, forcing Microsoft to resort to making a web app. This not only represented a technological hurdle for Microsoft, she said, but also inconvenienced consumers. Users aren't used to installing apps from the web on their iPhones.

Apple allows services that stream movies to offer them all in a single app, but forces services that stream games to separate each game for individual listing and review. "I can use Netflix NFLX with a native app and I can see lots of different movies or TV shows or whatever. Is it that you didn't want to use a subscription model?" a confused Judge Yvonne Gonzalez Rogers asked at one point.

Safari on the iPhone only recently became capable of supporting a service like Xbox Cloud Gaming via specific controller support.

Earlier this week, an executive from Nvidia Corp. NVDA explained how it had tried to get its GeForce Now cloud gaming service into the App Store, but had faced the same restrictions as Microsoft.

"There are less controls over the streaming, so you could argue in some ways it's worse," than a native app, said Aashish Patel, Nvidia's director of product management.

(An Nvidia spokesman, citing a quiet period before the company's earnings report May 26, declined to comment further.)

Apple's exacting rules hampered Epic and others, its attorneys hammered home, at a time when mobile-gaming sales are expected to improve 6% to \$90.7 billion this year, more than half of an otherwise flat \$175.8 billion global market, according to Newzoo.

In a few instances this week, Epic lawyers attempted to portray Apple Arcade as a competitor to other game apps such as Google Stadia. The testimony of Wright, and general tone of Microsoft's stance in the trial — both on the stand in the public forum — agitated and bemused Apple.

Late Thursday, an Apple representative characterized Epic's case so far as the "cherry-picking" of a few disgruntled developers.

A member of Apple's legal team late Wednesday called out Microsoft's "hypocrisy" for its holier-than-thou posture on antitrust, given its long history of legal jousting with the Justice Department over anticompetitive business practices. He said it was "kind of ironic that Microsoft is here, trying to prove that Apple is a monopolist. Is it a way to change history? I don't know."

By aligning itself with Epic, the Apple representative said, Microsoft had adopted a “very risky strategy” while mimicking Apple’s business model, “a good, highly successful business model.”

He added that Epic faces a mountainous burden to prove its case based on anecdotes and some colorful emails.

Indeed, Epic faces steep odds in proving antitrust charges against Apple, several antitrust experts agree, but the cloud-gaming competition angle offers an intriguing legal gambit.

“The experience of playing ‘Fortnite’ can be kludgy on iOS, yes, discouraging players,” Ari Lightman, professor of digital media and marketing at Carnegie Mellon University’s Heinz College, told MarketWatch. “The argument makes sense, but when you get to the phone environment, it is a different ecosystem.”

In a recent blog post, Google GOOGLGOOG software engineer Alex Russell outlined a long list of all the features that Safari on iOS does not support under the headline, [“Do App Store policies harm developers? Is the web a credible alternative?”](#)

Epic’s focus on cloud-gaming competition offered a technological bookend to its economic argument that Apple has abused its multibillion-dollar App Store platform to enrich itself while harming developers. During an overview of confidential documents early Thursday with Matthew Fischer, vice president of the App Store, Epic attorney Katherine Forrest showed that by late 2010, Apple already had \$2.1 billion in cumulative billings from the App Store. Initially, Apple co-founder Steve Jobs did not envision the App Store as a big money maker when it was launched in 2008, Epic lawyers have repeatedly stressed.

Fischer acknowledged Apple had not studied whether increases in price on the App Store caused users to switch from iPhone to Android nor had it studied how much an iPhone user spends on apps over the life cycle of their smartphone.

Fischer did admit an Apple survey found “developers don’t believe that the App Store enables profitability of their apps.”

While the cloud-gaming argument shows Apple’s “market power,” antitrust attorney Valarie Williams maintained that “restrictions that lead to higher prices is an easier legal standard” for Epic to prove its case.

Apple has rejected apps for trying to use alternative payment systems, Fischer said, though he acknowledged the company has not studied whether systems from PayPal Holdings Inc. PYPL, Amazon.com Inc. AMZN, Braintree, Stripe, Square Inc. SQ or Epic Direct Pay are as secure or private as Apple’s in-app purchase system.

“I might be biased, but I think that what we do is incredibly unique,” Fischer said under questioning from an Apple lawyer. “I have not see any marketplace that distributes apps or games do what we are doing in terms of providing marketing and editorial support like this to developers.”

Fischer detailed a largely positive relationship with Epic Games since 2010, but said he had not talked to a company representative since June 2020 and was “blind-sided” by Epic Chief Executive Tim Sweeney’s email in August 2020 critical of Apple.

The trial got off to a bumpy start Thursday, when federal judge Yvonne Gonzalez Rogers chastised lawyers from each side: “You have 45 hours each for this trial. And yesterday, I was wondering if I gave you too much time,” she said.

Epic could wrap up its case next week, followed by Apple’s presentation. Apple has made it clear it intends to show that Epic attempted to skirt the App Store with a payment system of its own in an audacious bid to enrich itself in what amounts to a breach of contract.

“My feeling is that Epic has lost the plot” in proving Apple is a monopoly, said an Apple legal strategist late Thursday. It has been a fact-free complaint session, he added.

Document MRKWC00020210506eh56008n5

online news

Epic Games v. Apple trial reveals emails detailing Walmart's Project Storm cloud gaming service

386 words

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ETMAG.com

FMETMA

English

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The Epic Games v. Apple trial keeps revealing more than some companies might have wanted. In an exchange of confidential emails between Walmart and Epic, the multinational retailer pitched the Project Storm cloud gaming service intending to bring Fortnite into the yet unreleased platform. Moreover, the emails also describe how the service works and show a glimpse on the Home menu UI.

The first rumors surrounding Walmart's cloud gaming service came from 2019, a few days after Google Stadia's announcement. Since then, Project Storm hasn't been mentioned that often, but an exhibit in the Epic Games v. Apple trial brought its name back up.

The emails exchanged between Epic Games and Walmart included a presentation with some details about the Project Storm platform. A slide titled "How we are building it" shows Walmart planned to support multiple 3rd party launchers inside the cloud gaming platform, including Uplay, Origin, Steam, Battle.net, Epic Games Store, and Bethesda Launcher. Another slide of the presentation shows a glimpse of what the Home menu would look like. The UI would include a list of 'Recently Played' games and another one for 'My Games.' Users could also choose games by genre or use the search function.

In the emails, Walmart described its platform as an "open ecosystem," allowing users to play locally after downloading a game or through streaming from the cloud. "I played Walmart's demo on an Android phone (with an Xbox controller) and the experience felt like playing on PS4 and superior to playing on Android or iOS," wrote Epic Games co-founder Mark Rein in an email from April 2019. This email also contained a photo of Rein with other members of the Epic Games executive team and a game clip that would be used to attach a controller to the phone. This clip would be available at Walmart for \$2.

The beta period of Project Storm was slated for July 2019, but the service has never undergone such a phase. Reports claim Walmart had already secured some partners, but the launch was put on hold last year when the Covid-19 pandemic started. It's still unclear if we will ever see Project Storm reaching end customers.

Document FMETMA0020210507eh550000x

Graduation gift ideas from Apple's 2020 Virtual Event

565 words

2 May 2021

U-Wire

UWIR

English

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Sam Houston State University; Huntsville, TX - news

By Bastian Gunderson

Photo courtesy of <http://www.tomsguide.com>

Graduating from college is both an incredible milestone and a major lifestyle change, so having the right tech gear to assist in a new journey is essential.

On April 20, household tech giant Apple unveiled five new products in their first keynote stream of the year titled "Spring Loaded." In an average year, Apple will host three events for the spring, summer and fall, all dedicated to either new or updated popular products on the horizon. From a colorful desktop computer to the new iPhone 12 in a pastel purple shade, this impressive line of products from Apple will keep new grads prepared and organized.

For those who already have the latest iPhone in its original four shades or are interested in upgrading, this new pastel color might peak your interest. The cutting-edge smartphone is proofed 5G capability, is four times more drop resistant than their last line of iPhones, runs on an A14 Bionic chip, which is the fastest chip in a smartphone and features a front-facing portrait mode for gorgeous photography. To top it off, the new model sports a stunning purple finish perfect for spring and is compatible with Apple's new line of ecosystem-friendly accessories. The iPhone 12 comes in four models, iPhone 12, the iPhone 12 Mini, the iPhone 12 Pro, and the iPhone 12 Pro Max. However, the new purple shade is only available in the standard and mini version.

Speaking of fun colors, Apple has gone back to the original 1977 rainbow logo by applying the seven colors to their new line of iMac desktop computers. Due to the software's M1 chip, which gives their line of computers high-quality performance and efficient battery life, this desktop's flat and thin body can fit comfortably on even the messiest of desks. The new front-facing camera has also been upgraded to 1080p.

Though the new Apple TV does not have any special color expansions or homages made to vintage Apple, it's still a gorgeous and workable TV. As displayed in the title, its screen is 4K which has a higher quality than most movie theatres. This item also has surround sound speakers that are both built into the TV and can be hooked up to other speakers. The included Siri remote can control or activate any application without having to press a button and can be synced to your phone as a remote.

The new iPad Pro software contains the same 5G connection as their smartphones and M1 chip as their computers. The screen quality and its compact build possess a minimal keyboard that graduates can attach and detach. The iPad Pro's fluid Apple Pencil allows a smooth glide across the screen with its hand recognition software and is suitable for graduates in artistic design.

AirTags are perfect for those prone to losing various items. The AirTags are little discs that can attach to anything like a keychain. Once activated, if someone loses a product that has the disc attached to it, their phones will be able to identify the location. Users can also customize each one of them with engraved emojis to make finding them easier.

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The Telegraph

Technology

Gaming apps set to be hardest hit by **Apple** iOS 14.5 tracking crackdown

By Laurence Dodds, US Technology Reporter

559 words

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The Telegraph Online

TELUK

English

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Apple's new iPhone update requires apps to get permission from users before tracking their behaviour across other services

Gaming apps were set to be hardest hit by Apple's new privacy crackdown on Monday as the iPhone launched its new consent pop-ups to help consumers understand how much data apps tracks.

Research by the mobile advertising firm AppsFlyer found an average of only 21pc of iPhone users choosing to let gaming apps access their personal data when shown one of the smartphone giant's data collection warnings.

That was lower than the average for all apps at 26pc and far below the rates enjoyed by photography and shopping apps, at 44pc and 35pc. Some types of gaming apps persuaded as few as 15pc.

The figures were an early indication of how Apple's latest operating system update, released last night, [will affect iPhone app makers who have depended for years on being able to track users' identities across different apps](#). Users will see pop-ups for some apps as soon as they install iOS 14.5.

Facebook and Google's mobile advertising systems are built on the same ability, which will now be cut off unless users agree to be tracked.

Both companies have warned that the changes will hurt their revenue, and analysts will be closely watching the guidance they give when they report their first quarter earnings on Tuesday (for Google) and Wednesday (for Facebook).

Shani Rosenfelder, [AppsFlyer's head of mobile insights](#), said: "In the gaming space, end-users adopt an experimental mindset. They simply try out new games without paying much attention to the brand behind them.

"Their initial connection to a game is almost non-existent, and any message that asks for tracking permissions is treated with caution.

"Many non-gaming apps, on the other hand, have a stronger brand affinity and are known to end users. With higher levels of trust, opt-in rates rise."

AppsFlyer's figures were more optimistic overall than early estimates, which had ranged from 2pc to 20pc. Gaming apps were the exception, with "social casino" and "hardcore" games worst affected.

However, Eric Seufert, a mobile advertising strategist and author of Mobile Dev Memo, [said the reality would be harsher](#) than AppsFlyer's figures because most apps depend on Google and Facebook, whose lower consumer trust levels may give them far lower opt-in rates.

Apple's new policy requires apps to get permission before accessing users' unique identifying numbers, known as IDFAs, which can then be used to track their smartphone habits or target them with adverts based on past behaviour.

App makers routinely grant Facebook and Google access to their users' IDFAs and then use their systems to "retarget" past users or check whether advertising campaigns are leading to actual app downloads.

Facebook has pushed back hard on the policy, buying adverts in major US newspapers accusing Apple of hurting small businesses and trying to lock down its platform for its own anti-competitive ends.

Many apps, including Facebook, have begun showing a "pre-prompt" before Apple's pop-up, explaining more about the purpose of data collection in an attempt to persuade users to say yes. However, Apple has blocked some such attempts.

Document TELUK00020210426eh4q005xx

Early Flowering of 500,000 Apple Trees in Rougemont - An Experience to Live in the Orchards and in Virtual Reality

Tourisme Rougemont; Canada NewsWire

547 words

26 April 2021

22:56

Canada NewsWire

CNNW

English

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ROUGEMONT, QC, April 26, 2021 /CNW Telbec/ - More than half a million apple trees in Rougemont—Québec's apple capital—are expected to bloom early this spring, and the orchards will be in bloom for Mother's Day weekend. This is the earliest bloom in a decade. Generally warmer than average temperatures are helping the buds break open earlier than normal.

This grandiose yet short-lived (only a few days) event is an important attraction for the municipality of Rougemont, which has a dozen large-scale orchards on its territory. Every year, many visitors come to admire the spectacular scenery offered by the apple blossoms during a walk through the orchards, a photo session or a family picnic. This year, visitors are invited to come and enjoy the show while respecting public health recommendations.

Like Japan, which celebrates its cherry blossoms every spring during the hanami (looking at the flowers) season, Rougemont becomes a flagship destination during this micro-season for visitors and day trippers, who will also take advantage of the opportunity to discover Rougemont's local products from market gardeners, wine and cider producers.

For a glimpse of the beauty of Rougemont's landscape during the flowering season:

<https://www.youtube.com/watch?v=uHbPebQ7enQ>

ROUGEMONT BECOMES THE FIRST DESTINATION IN QUÉBEC TO SHOWCASE ITS ORCHARDS IN SOCIAL VIRTUAL REALITY

Rougemont is innovating once again this year. This time, it is offering to visit its flowering orchards through social virtual reality. Thanks to a partnership with start-up Hoppin', the magnificent May 2020 blossoming has been immortalized in virtual reality. Wearing an Oculus headset, you may now live an immersive experience in the orchards of Rougemont and to meet up with your friends! Indeed, through an avatar, it is possible to visit the orchards of Rougemont with your friends and to share this show with them from a distance. The capture is also available through 360-degree video for those who do not have a virtual reality headset.

It is thus possible to experience a virtual escapade in the blooming orchards from 5 different locations in Rougemont, including the lookout of the walking trail of Cidrerie Michel Jodoin, Domaine Cartier-Potelle, Vignoble et Cidrerie Coteau Rougemont, Vergers Paul Jodoin and Fruiterie des Gadbois.

To install the app on Oculus GO: <https://hoppin.world/go>

To install the app on Oculus Quest or Quest 2: <https://hoppin.world/quest>

Once the app has been installed, you will find the Rougemont experiences in the menu.

To visit the orchards of Rougemont in 360 video mode: <https://www.youtube.com/watch?v=hnIGtYCIYE0>

BUT FOR A FEW DAYS ONLY!

Tourisme Rougemont invites media representatives to come and experience this spectacular display of nature in the company of the region's producers. You will be able to take stunning pictures using a ground-based camera or a drone.

For any questions, film arrangements or interviews, please contact us.

Tourisme Rougemont web site: <https://tourismerougemont.com/>

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CE Noticias Financieras English

Apple launches new products in virtual event

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20 April 2021

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English

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Many of us could be suffering from virtual event fatigue after a year of video conferencing. But not Apple, which plans new product announcements at an event on Tuesday where the iPhone appears to be absent.

Analysts expect new iPads and most likely a new color version of iMac. The company could also show something called AirTags, which appear to be coin-sized tracking devices that you can stick to things you don't want to lose, such as your phone, your tortoise, your cup of coffee or maybe young children.

Apple could also use the event to announce a software update that would allow users to prevent snooping apps from obtaining personal information. That data from mobile users is often collected to sell digital ads, without obtaining explicit permission to track their activities on the internet and that they rely on advertising to fund their digital services.

So far, Apple has only said that the new safeguard, known as App Tracking Transparency, will be released in the spring as a software update for the iPhone.

Daniel Ives, an analyst at Wedbush, says that in addition to iPads — including improvements to the iPad Pro, iPad mini and basic iPad — he expects a new Apple Pencil, a stylus to draw and write with certain iPad models, and some clues about the new AirPods 3 wireless headphones he expects to be released at an event in the middle of the year.

In the fall, Apple will most likely hold its long-awaited iPhone event, to launch the iPhone 13. It hasn't been said yet whether it will be face-to-face or remote, but for millions of Apple fans, software creators and others who connect to their events on the internet, it won't matter.

"The audiences of Apple's product launches are tens of millions, indicating the enthusiasm generated by those virtual events, although they can't reach the feeling of a live release in Cupertino," Ives said.

Document NFINCE0020210420eh4k007hj

Microsoft Tests Cloud Gaming on Apple Devices -- Market Talk

147 words

20 April 2021

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Dow Jones Newswires Chinese (English)

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English

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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

Apple event 2021: Watch the 'Spring Loaded' virtual event live today

Ian Sherr

620 words

20 April 2021

CNET News.com

CNEWSN

English

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Spring has well and truly sprung. The [Apple Store is down](#) in advance of the company's "Spring Loaded" event, [Apple's first big launch of 2021](#), which kicks off at 10 a.m. PT (1 p.m. ET) today. We're [predicting new iPads](#) and [iMacs](#), and the tech giant is expected to offer minor hardware updates for iPads and major software upgrades for iPads and iPhones.

Any [new iMac computers](#) could be powered by some variant of Apple's new in-house M1 chips. And if we're lucky, we might even see the [long-rumored AirPods tracking accessories](#).

CNET's preshow for the "Spring Loaded" event has begun. Join us here to hash over the expectations and the rumors.

[Click to view image.](#)

Apple's 10 a.m. PT event will be [streamed through the company's website](#) as part of its all-digital strategy amid the [pandemic](#). The virtual announcement presentations have allowed Apple to stick to its schedule of holding events in the spring, summer and fall. In 2020, as the pandemic took hold, Apple made its Worldwide Developers Conference online-only, with slickly edited videos adding to the [typical stage presentation format](#) for its June event. [This year's WWDC](#), scheduled to start June 7, will also be online-only.

Today's announcements are rumored to focus on the iPad's speed and its screen. Apple's expected to upgrade the chips powering its iPads and to introduce a new screen technology called mini-LED, which display makers say offers [improved power efficiency and better brightness](#). Apple is rumored to be transitioning its MacBook laptops and iMac desktops to the technology sometime later as well. Modern iPhones [use OLED screens](#), which are considered higher quality but typically [cost more money to make](#).

Alongside the iPads, Apple's expected to announce its plans to deliver iOS 14.5, a major software update that offers new emoji, ways to unlock a phone with your Apple Watch instead of your face, and big privacy changes. The new software, which will be made available as a free download, will require apps to ask permission in order to use tracking technology that collect information about users across various apps and websites.

Facebook in particular criticized Apple's new initiative, called [App Tracking Transparency](#), saying it'll increase advertising costs. To make its case, Facebook took out ads in the Wall Street Journal, New York Times and Washington Post [to argue against the move](#). Apple's said it plans to release iOS 14.5 in the coming weeks.

Read more: [The iPad is great for art, games and movies. Apple wants it to be more](#)

The tech giant may also offer entirely new products, [rumored to be called AirTags](#). The devices are little trackers you can attach to backpacks, purses, toys or whatever else, so you can locate them using the iPhone's "Find My" app. Samsung beat Apple to market with its [\\$40 SmartTag devices](#), announced in January. Other companies make similar devices too, [including Tile](#) and [TrackR](#).

When

Apple's online-only event will be held on April 20 at 10 a.m. PT, 1 p.m. ET, 6 p.m. BST and April 21 at 3 a.m. AEST (Sorry, Australia).

Where

You'll be able to [stream Apple's event straight from the company's website](#).

What we can expect

Apple's digital events are fast paced and slickly produced. And there are at least one or two jokes thrown in to keep you entertained.

[A Twitter List by CNET](#)

Apple wants to make sure you're loaded up for the spring. | Apple

Document CNEWSN0020210420eh4k0005I

Microsoft Tests Cloud Gaming on Apple Devices -- Market Talk

1,414 words

20 April 2021

22:28

Dow Jones Institutional News

DJDN

English

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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; @douglcameron)

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; @douglcameron)

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%
Page 119 of 149 © 2022 Factiva, Inc. All rights reserved.

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

Venn

Xbox cloud gaming opens limited beta on PC, Apple

VENN

277 words

20 April 2021

CBS - 9 WNCT

CBSNC

English

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(VENN) - Xbox Cloud Gaming is coming to Windows 10 PC and Apple phones and tablets as a limited beta.

Cloud gaming operates very similarly to Netflix - a remote server hosts various game titles, accessible to anyone with a subscription to play on supported devices of their choosing. Several game companies have begun to offer cloud gaming services, including Google Stadia, Facebook Gaming, Amazon Luna and Xbox Cloud Gaming.

Starting April 20, Microsoft will send invites to select Xbox Game Pass Ultimate members to test the Xbox Cloud Gaming on the new platforms. Invitees can go to xbox.com/play, gaining access to over 100 Xbox Game Pass Titles through Edge, Google Chrome or Safari.

VENN gaming and pop culture news

"Offering cloud gaming through the browser presents a great opportunity to make cloud gaming approachable to more players in more places." writes Catherine Gluckstein, VP and Head of Product, Project xCloud.

Those who receive an invite need a compatible Bluetooth or USB connected controller, or can use custom touch controls for over 50 games.

Microsoft intends to use the closed beta as a time to test and learn, and will focus on fine-tuning features and creating a consistent experience across platforms. Microsoft will also work to make sure games are running their best.

More invites to the closed beta will roll out on a continual basis. Xbox Cloud Gaming is supported in 22 countries, including the United States, Canada, France, Germany, Poland and Korea. Microsoft's plan is to iterate quickly and open up to all Xbox Game Pass Ultimate members in the coming months.

Document CBSNC00020210420eh4k0003j

Daily

It's Time for Apple's 'Virtual Event.' Here's What to Expect.

By Connor Smith

474 words

20 April 2021

18:26

Barron's Online

BON

English

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Apple is set to host [a virtual event](#) called "Spring Loaded" at 1 p.m. ET on Tuesday. Since the company has historically saved iPhone announcements for September or October events, analysts are mostly focused on iPads.

Wedbush analyst Dan Ives wrote in a note Sunday that Apple (ticker: AAPL) is expected to make changes to its 11-inch and 12.9-inch iPad Pro models. He expects both models to include Apple's new A14X chip, with the latter, higher-end one also coming with a mini-LED display. [Bloomberg reported](#) those iPad plans last month, citing people with knowledge of the matter.

Ives wrote that a mini-LED display, "will be a game changer around color performance, dimming capabilities, and high contrast capabilities for the consumer."

More REading

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BofA Securities analyst Wamsi Mohan notes that the event is timely, if it is indeed focused on iPads. That segment faces a tough comparison for the second half of the 2021 fiscal year, as work-from-home and at-home education drove double-digit iPad growth in the second half last year.

"iPads face tough comps, and revenues could benefit from the launch of new iPad models," Mohan wrote.

Ives estimates that about 40% of iPad users have upgraded their iPad device in the past year. He thinks new models could drive pent-up demand for more users to upgrade.

Beyond the iPad rumors, both analysts point to speculation that Apple may introduce a product called AirTags—Bluetooth devices that could be attached to items in order to integrate and track them with Apple's Find My app.

"While not formal launches, we believe [Tim] Cook & Co. will likely give some hints around the new AirPods 3, which are expected to be launched in a separate virtual launch in the early summer time frame," Ives added.

Mohan speculated that AirPods 3 could be closer in design to AirPods Pro, just without the noise-canceling capabilities of the higher-end model. He notes that AirPods saw strong sales amid the pandemic.

Other wild cards from Apple Tuesday could include an update to its iOS 14 software, a refreshed Apple TV device, augmented reality features, or Mac related upgrades, according to Mohan.

Apple stock finished Monday up 0.5% to \$134.84, in line with the S&P 500 index's 0.5% decline. Apple shares are up 1.6% year to date, but they're up more than 100% over the past 12 months.

Write to connor.smith@barrons.com

[It's Time for Apple's 'Virtual Event.' Here's What to Expect.](#)

Document BON0000020210419eh4j001xh



CE Noticias Financieras English

Apple unveils new products at its first virtual event of 2021: what's expected

626 words

20 April 2021

CE NoticiasFinancieras

NFINCE

English

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This Tuesday, April 20, afternoon, the curtains of Apple Park will open and Tim Cook will appear to kick off the Spring Loaded keynote, the company's first virtual event in 2021.

This year's rumour menu lists the next generation of the iPad Pro, possibly with Mini-LED display. In addition to AirPods, an Airtag tracker and new iMacs, among the many new features.

Apple's fall events are the hardest to predict. Unlike other keynotes, there is no clear certainty of the products or services that might arrive, such as the iPhone in September.

It will be possible to view it both on the company's website and in the YouTube streaming that enabled it from 14 Argentine time.

Watch live iPad Pro A number on is the iPad Pro from which new 11" and 12.9" models are expected. The company's largest tablet will have a relevant change with the addition on its first Mini LED display. This would allow for greater contrast and brightness.

To increase power, these models could release the new A14X processor. A chip that would put these new iPads up to the task of Macs with M1.

Although the supply of these panels could be difficult to obtain at the time of manufacture and that, then, the stock of this model could be limited or could take time to reach the market.

AirTag Cupertino's worst-kept secret is the AirTag, a tracking device that is a year late for release.

The main indication is that Apple recently decided to open the Find My app so that it can be used with third-party accessories.

These are tiny circular trackers, with Bluetooth and ultra-wideband radio (UWB) chips. As is the case with SmartTag of south Korean Samsung, they are designed to track objects or pets, to locate them.

iMac Apple would introduce iMac with a total design change that includes colors, display, and its own processors. It will be one of the most important redesigns for the company throughout 2021.

The display, similar to the Apple Pro Display XDR, was published by Mark Gurman in Bloomberg. In addition, the size of the iMac will jump from 21.5" to 24". And from 27" to 30 or 32 inches.

The overall modification of the iMacs was in 2007, when they adopted an aluminum body and the back of the device in a curved shape.

Since then, the design has not changed. Apple tried to make the screen thinner, introduce new sizes and new resolutions.

operating system Apple could officialize the iOS 14.5 beta. The new software promises to add an option to more easily unlock your iPhone while wearing a mask via an Apple Watch.

It's also focused on data security and user protection, with Apple's app tracking transparency feature that has led to Facebook's anger.

AirPods Among Apple's successful product payroll are these True Wireless Stereo (TWS) headphones that are already in their third generation.

The AirPods 3, which could move on to the company's next event, would come with a longer battery life and its charging case would also be similar to that of the Pro variant.

However, internally they would keep the H1 chip but they would not have active noise cancellation or the rubber pads that this technology requires.

Apple TV Considered one of the almost forgotten products, since 2017 it offers no changes. despite being in the market. The device would arrive with new processors, a game controller and the opening of two versions: one more stick type, focused on viewing content and another set-top box, with all the power of the A14X.

SI

Look too

Document NFINCE0020210420eh4k0051k



Microsoft starts Xbox Cloud Gaming tests on Apple devices, Windows PCs

195 words

20 April 2021

Telecompaper World

TELWOR

English

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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

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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

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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/32q7GIV>) (Reporting by Chavi Mehta in Bengaluru; Editing by Ramakrishnan M.)

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Document LBA0000020210419eh4j02a6d

Business

High stakes in Apple's Epic gaming battle

John Durie

579 words

15 April 2021

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The Australian - Online

AUSTOL

English

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US computer games billionaire Tim Sweeney's Federal Court appeal in his Apple fight has the potential to open the computer giant's walled garden to a range of industries, including the banks and other app producers.

Justice Nye Perram ruled earlier this month that, even though Epic's games are available and sold in Australia with Apple mobile devices, the challenge under Australian competition laws should be heard in the US.

This is because under the original agreement signed between Epic and Apple, Epic chief executive Sweeney agreed that any litigation flowing from the deal would be heard in the US.

If accepted as precedent this would mean that, under Australian judicial law, any deal between an Australian firm and US platform giants like Apple, Google, Amazon and Facebook would be fought in the US.

Globally and in Australia there are only two mobile platforms — Apple and Google's Android system — which means if App producers want to sell their wares they are the only two choices.

Apple charges 30 per cent of annual revenues and demands producers use its payments system and Epic's Sweeney is challenging both in this case.

Although the Australian Competition and Consumer Commission is not involved it is also an important test of its market power abuse provisions under Section 46.

This means the ACCC has welcomed the case and while not stated is no doubt backing the appeal.

Epic is seeking an expedited hearing from the Full Court but at this stage no timetable has been set.

Epic is a relatively big company which has the financial muscle to fight behemoths like Apple but small app producers would not have the same power.

This unequal bargaining power is one of the things the ACCC is attempting to overcome in its fight against the digital platforms and this case could help that cause.

The facts established in the Epic matter would be the base for other challenges to Apple's walled garden.

Epic's appeal to the Full Federal Court alleges Justice Perram wrongly ignored the public policy impact of his decision and wrongly applied the High Court's Akai ruling, which said foreign contracts should be heard in the relevant local jurisdiction.

There are other principles which argue foreign courts cannot make decisions on matters involving foreign markets when the local courts are capable of hearing the matter.

Sweeney's appeal said the case "commenced in Australia in reliance on Australian competition law, involving Australian markets, and alleges ongoing harm to Australian consumers."

He argued "the primary judge erred in failing to give effect to the overriding public policy

considerations relevant to proceedings under Part IV of the CCA (Competition Act).

"Part IV of the CCA is concerned with maintaining effective competition in Australian markets, and there are a range of other persons who have an interest in the outcome of the proceeding including developers of apps on the Australian App Store and Australian users of iOS devices ...

“Further, the Australian nation has an interest in maintaining the integrity of its own markets through decisions of its own courts.”

The appeal documents added: “By relinquishing the case to the courts of another nation, the roles of the Federal Court of Australia as the principal adjudicator, and the High Court of Australia as the ultimate explicator, of Australian competition law is undermined.”

Sweeney is being advised by Clifford Chance in Australia.

Document AUSTOL0020210415eh4f000ul

Apple granted patent for location-based credential selection from digital wallets

129 words

12 April 2021

ATM Marketplace

ATMMP

English

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Apple was granted a patent by the U.S. Patent and Trademark Office for the development of technology that would enable Apple Pay to automatically choose a stored card or credential in an Apple Pay user's digital wallet instead of manual selection by the user. The system could allow specific payment cards to be used in certain stores based on a user's location.

The location-based credential selection could operate with stationary or mobile merchant terminals and with transit gate terminals using NFC, RFID or ultra wideband technology.

Apple is also including the possibility of alerting the user with a prompt to confirm the type of card or credential being selected for a contactless payment transactio

Document ATMMP00020210412eh4c0002t

Apple sets off to rule mobile gaming, embracing classics and casuals

Tim Biggs

723 words

9 April 2021

03:59

The Age - Online

AGEEOL

English

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Apple has embarked on its biggest push yet to dominate the mobile video game industry, greatly expanding the lineup of its subscription Arcade service and shifting its focus from purely new and exclusive games to include more classic and casual mobile-focused fare.

Apple Arcade launched in 2019 and promised more than a hundred console-quality games across all Apple devices for \$8 per month. Many games are funded by Apple, none contain ads or additional transactions and you can pick up where you left off during your last game on an iPhone, iPad, Mac or Apple TV.

But Apple now appears to be recognising that unique, finite, console-style games aren't enough to keep a wide base of players engaged. Last week it introduced a significant update that rebranded the existing library as "Arcade Originals", while also creating two mobile-specific categories in "Timeless Classics" and "App Store Greats", bringing the Arcade lineup on iPhone and iPad to more than 180 games.

Timeless Classics are the kind of hyper-casual games that for many people typify playing on mobile, like Solitaire, word searches and Sudoku. Meanwhile App Store Greats is exactly what it sounds like, including famous iPhone success stories like Fruit Ninja, Monument Valley, Threes and Mini Metro.

This breaks with Apple's original vision of exclusive games that don't appear on any other service; even its own App Store. But these versions differ from the established apps on iPhone and Android by being fully unlocked with no ads or additional purchases.

Developer and conceptual artist Zach Gage, whose games Good Sudoku, Flipflop Solitaire and Really Bad Chess are now included in Arcade, said building in ads and other ways to make money made his games less fun and was a turn-off for his audience.

"One of the biggest things for me is trying to engage with new audiences, and give them the experience of what it's like to be somebody who enjoys video games ... but this is a really hard community of people to reach," he said.

Really Bad Chess exemplifies the kind of experience Gage is going for. By using the rules of chess but randomising the pieces that each player has to work with, newcomers to the game get to learn without having to worry about memorising specific scenarios. And older chess fans have an easy way in to experiencing the potential of video games.

"The fact that Apple Arcade's bundled with new devices and comes with all the Apple One plans ... for me the most exciting part is being able to access this large new community of people, and be able to hopefully reach out to them and give them something that they're really going to enjoy and stick with," Gage said.

Apple Arcade is part of the company's push into services, along with Apple TV+, Apple News+, Apple Music and Apple Fitness.

Apple doesn't break out numbers of subscribers for each service, but said in an investor call explaining its first-quarter earnings that revenue from services hit a record high of \$US15.8 billion.

In a statement, App Store boss Matt Fischer said Arcade had been a hit with fans and critics alike, but last year a [Bloomberg report indicated](#) Apple was looking to pivot from traditional linear video games to more modern designs that drove long-term engagement. The report said Apple had even cancelled in-development games as part of this change in priority.

The selection of Arcade Originals games unveiled last week may bear this out, as they include a version of NBA 2K21 and a collectible heroes battling game based on Star Trek, both of which are designed to be played indefinitely, although they don't include paid content.

Still, recent Arcade games have also included Fantasian, a pretty Final Fantasy VII clone from that series' original creator Hironobu Sakaguchi, as well as Clap Hanz Golf from the team that once produced the extremely popular PlayStation exclusive Hot Shots Golf.

[Rumours also persist](#) that Apple is preparing a gaming-focused revision of its Apple TV device that would support 4K 120Hz visuals, like the latest consoles, indicating the company still has an interest in competing in mainstream gaming.

Document AGEEOL0020210408eh4800108

Next **Apple TV** could have 4K 120Hz **gaming** support

Rhys Wood

465 words

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TechRadar

TECHR

English

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Apple could be testing 120Hz refresh rate support for the next Apple TV, based on code found within the latest tvOS beta program.

The next [Apple TV](#) could be getting a significant upgrade over its predecessors in the form of a 120Hz refresh rate, as evidenced by lines of code in the current tvOS beta discovered by [9to5Mac](#).

* [Apple TV Plus price](#), shows, channels and everything you need to know

* Read our [Apple TV Plus](#) review

* Or, check out our [Apple Arcade](#) review

The code contains reference to the higher refresh rate by way of two snippets in particular: “120Hz” and “supports 120Hz.” The referenced lines of code were found in PineBoard, which is Apple’s internal codename for its Apple TV interface.

At the very least, this suggests that Apple could be testing 120Hz support for future Apple TV devices. The higher refresh rate would allow for much smoother media playback and could also position Apple TV as a formidable gaming device. 120Hz support could well be a feature in mind for the upcoming Apple TV device, [reported by Bloomberg](#) to be launching later this year.

Apple of your eye

If future Apple TVs are going to support a 120Hz refresh rate, then, it stands that you’d need a fairly top-end TV to make good use of the feature. The TV in question would have to have support for HDMI 2.1, such as the [LG CX](#) OLED or [Samsung Q80T](#) QLED TVs, among others you can find in our [4K 120Hz TV buying guide](#).

A 4K 120Hz Apple TV device could also position Apple Arcade, the company’s gaming subscription service, as a viable alternative to current generation PC and console gaming. Apple Arcade is already proving itself to be a formidable option, having recently [bolstered its library](#) to over 180 titles. This also means that future additions to Apple Arcade could go as far as to include big-budget triple-A games to make the most use of a 4K 120Hz output.

All that tech is sure to be expensive, though, and indeed the aforementioned TVs will easily run you over a grand, regardless of your region, before you’ve even bought an Apple TV. We imagine a future Apple TV device that supports 4K resolution and a 120Hz refresh rate won’t come cheap either.

The Apple TV 4K currently retails at \$179 / £179 / AU\$249 for the 32GB model, while the beefier 64GB version will run you \$199 / £199 / AU\$279. Expect a future Apple TV model with 120Hz capabilities to be similarly priced, if not even more expensive due to the benefit of a doubled refresh rate.

* [The best Apple Arcade games](#)

[Apple TV 4K \(Future\)](#)

Document TECHR00020210406eh46000ma

Apple Brings 'Timeless Classics' To Arcade As It Looks To Boost Gaming Subscriptions

320 words

5 April 2021

The Zimbabwean

ZIMBAN

English

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Apple Inc. (NASDAQ: AAPL) has expanded its gaming subscription service Apple Arcade by introducing two new game categories and adding more than 30 new games. Apple Arcade now has more than 180 games in its catalog.

What Happened: Apple said it has introduced two new game categories Timeless Classics and App Store Greats, all with no ads or in-app purchases. Earlier, Apple Arcade had only one category called Arcade Originals.

The Timeless Classics category includes new board games and classic puzzle games like "Good Sudoku by Zach Gage," "Chess - Play & Learn," and "Backgammon." The App Store Greats category brings award-winning games from the App Store to Apple Arcade, including "Threes!," "Mini Metro," and "Fruit Ninja Classic."

Arcade Originals are playable across iPhone, iPad, Mac, and Apple TV, while Timeless Classics and App Store Greats are available on iPhone and iPad.

The Cupertino, California-based company has also introduced new games in the Apple Arcade catalog, including "NBA 2K21 Arcade Edition," "Star Trek: Legends," and "The Oregon Trail." Titles coming soon to the service include "Legends of Kingdom Rush," "Frenzic Overtime," and "Leo's Fortune."

See Also: Benzinga's Bulls And Bears Of The Week: Apple, GM, JetBlue, Lululemon, Tesla And More

Why It Matters: The expansion is the biggest since Apple launched the Apple Arcade service in September 2019. The launch of the new game categories will enable people to find the games they want more easily.

Apples services business, which includes subscription offerings in music, video, gaming, and fitness, is now the tech giants second-largest segment after the iPhone. The company has increased its focus on the segment amid sluggish iPhone sales over the past few years.

Apple Arcade offers benefits like no ads, fully unlocked games, no in-app purchases, and a subscription offer with access for up to six family members.

Document ZIMBAN0020210405eh45000b6

Apple's gaming platform gets 30 new titles

By Martyn Landi, PA Technology Correspondent

229 words

3 April 2021

The Herald

GH

8

English

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MORE than 30 games have been added to Apple's gaming platform in a major update to the service.

NBA 2K21 Arcade Edition, Star Trek Legends and The Oregon Trail are among the new titles being added to Apple Arcade, taking its library to more than 180 games.

Apple Arcade is the tech giant's subscription-based game service, where for £4.99 a month players gain access to a library of mobile games on their Apple device, with no adverts or extra in-app purchases required.

Launched in 2019, the service has become the home of a number of exclusive mobile games as well as popular downloads first found on the App Store.

With the latest update, the Arcade library has now more than doubled since the service went live in September 2019.

Alongside the new titles, Apple announced the introduction of two new game categories; Timeless Classics and App Store Greats.

"In its inaugural year, Apple Arcade won over media critics and fans for its creativity, diverse portfolio, and commitment to players' privacy, providing a safe gaming service to enjoy with family and friends," Matt Fischer, vice president of the App Store, said.

He added: "Today we're launching our biggest expansion since the service debuted, now offering more than 180 great games."

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News

Apple's gaming subscription service **Apple** Arcade announces its biggest expansion yet

Our Bureau

319 words

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BSNLNO

English

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Mumbai, April 3 News

Adds two new gaming categories, over 30 games

Apple has launched a significant update for its gaming subscription service Apple Arcade.

It is introducing two new game categories for the service Timeless Classics and App Store Greats, with no ads or in-app purchases.

It is also adding over 30 games to the service. New exclusive Arcade Originals, include "NBA 2K21 Arcade Edition," "Star Trek: Legends," and "The Oregon Trail."

Timeless Classics includes popular classics with titles like "Good Sudoku by Zach Gage," "Chess - Play & Learn," and "Backgammon," while App Store Greats brings award-winning games from the App Store to Apple Arcade, including "Threes!," "Mini Metro," and "Fruit Ninja Classic."

These two new categories join Arcade Originals to bring the service's catalogue to over 180 games.

Matt Fischer, Apple's vice president of the App Store said, "Today we're launching our biggest expansion since the service debuted, now offering more than 180 great games that include new Arcade Originals, Timeless Classics, and App Store Greats," Fischer said.

Apart from the newly launched games, other titles coming soon to the service include "Legends of Kingdom Rush," "Frenzic Overtime," and "Leo's Fortune."

Apple Arcade is available as part of Apple One's Individual (₹ 195) and Family (₹ 365) monthly plans or at a monthly subscription of ₹ 99 with a one-month free trial.

An Apple Arcade subscription gives a family of up to six unlimited access to all the games in its catalogue, the tech giant said.

Customers who purchase a new iPhone, iPad, iPod touch, Mac, or Apple TV receive three months of Apple Arcade for free. This is applicable to new subscribers only.

Users can play Arcade Originals across iPhone, iPad, Mac, and Apple TV. Timeless Classics and App Store Greats are available on iPhone and iPad.

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News

Epic Gaming; as the popularity; of mobile esports; grows, disputes; between game; publishers and; apple could put; professional players; in a difficult position; over which they; have no control

5,455 words

1 April 2021

Los Angeles Lawyer

LALAWYR

36

English

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On AUGUST 2020, Epic Games breached Apple's terms and conditions when it included its own in-app payment processor for the popular game Fortnite. Apple responded by removing Fortnite from the App Store and cutting Epic's ability to keep its graphic development software, the Unreal Engine, updated. Epic immediately sued Apple, alleging antitrust violations relating to Apple's dominance in the mobile app market.¹ Epic then sought a temporary restraining order and preliminary injunction against Apple's removal of Fortnite and the Unreal Engine. Epic prevailed at that stage as to the Unreal Engine but not as to Fortnite, and a bench trial is currently set for May 2021. Epic publishes Fortnite, a "battle royale" game with nearly 350 million players.² Epic has made Fortnite available on nearly every gaming platform, including Apple's iOS devices.

On iOS devices, Apple operates the App Store, where consumers can download and purchase apps, including ones created by third-party developers like Epic.³ While some apps require the user to pay upfront, others, like Fortnite, are free and typically generate revenue through advertisements or "in-app purchases" (also known as "microtransactions"), which offer benefits ranging from additional outfits for an avatar to removing advertisements or unlocking additional features. The App Store is the exclusive means for consumers to download apps on iOS devices. Apple collects 30 percent from both the sale of an application and any in-app purchase a consumer makes.⁴ In the last year alone, the App Store facilitated over half a trillion dollars in sales.⁵ The battle began when Epic tried to circumvent the 30 percent App Store cut. Normally, a player who buys Fortnite's in-app currency (known as "V-Bucks") pays through the App Store's internal payment mechanism. Epic, however, updated Fortnite in early August to include an "Epic direct payment" option, giving users the choice to purchase V-Bucks either directly from Epic for a 20 percent discount or through

the App Store for full price.⁶ Just a few hours later, Apple removed Fortnite from the App Store.⁷ The same day, Epic filed a 62-page complaint for injunctive relief against Apple and released an ad campaign painting Apple as a monopoly power.⁸ Apple later threatened to terminate Epic's Apple Developer Program accounts' access to necessary software development tools.⁹ Without access, Epic would not be able to update its widely used graphics development software, the Unreal Engine, to remain compatible with all of Apple's operating systems.¹⁰ Epic's complaint alleges two practices by Apple that form the basis of all 10 of its antitrust violation claims: Apple's control over the iOS app distribution and iOS in-app payment processing (IAP) markets. Epic alleges that Apple controls the App Store through technical and contractual restrictions that lack a procompetitive justification and harm app distributors, app developers, and consumers.¹¹ In terms of technical restrictions, the only way for users to download apps on an iOS device is by downloading it through the App Store. Apple not only prevents users from downloading apps through developers' websites but also blocks users from creating competing app stores.¹² As a result, the App Store is a permanent and necessary feature on iOS devices; it comes preinstalled and cannot be deleted.¹³

As for contractual restrictions, every developer seeking to make their app available on iOS devices must agree to distribute their app solely through the App Store and not to distribute any third-party app stores.¹⁴ This means that companies like Epic must agree not to offer their own app distribution store, like the Epic Games Store, making the App Store the exclusive means for distributing apps to iOS users. Apple justifies these restrictions by explaining they ensure the security and privacy of all of its users.¹⁵ Epic challenges this defense by arguing that Apple does not enforce the same practice on its macOS products, on which users are free to download applications directly from developers' websites in addition to the App Store.¹⁶ Thus, Epic suggests, the same should be permitted on iOS devices. Epic alleges that Apple's conduct harms app distributors because they are unable to compete in an otherwise open market, harms app developers because they have no alternatives for distributing their apps to iOS users and are forced to pay Apple's "tax," and harms consumers because they have no choice but to pay the higher prices charged by developers resulting from Apple's

"tax" and to deal with Apple's customer service.¹⁷ Epic applies these same arguments to Apple's control over the iOS IAP market as well.¹⁸

Epic also contends that the availability of other non-iOS mobile devices does not overcome this monopoly power.¹⁹ The financial and practical costs of switching mobile devices are high. Aside from the high price of devices,²⁰ switching to a different operating system requires learning that system and migrating data to the new device. Switching could also implicate the entire ecosystem that the old device was tied to.²¹ Apple asserted 27 affirmative defenses to Epic's claims,²² including that Epic's alleged harm is self-inflicted. Other defenses include lack of causation, lack of injury, unclean hands, and no entitlement for injunctive relief because Epic willfully violated its agreement with Apple.²³ Apple also lodged seven counterclaims based in contract and tort law, all of which are rooted in Epic's alleged breach of its agreement with Apple by using its own IAP, allowing Epic to collect revenue from users without paying the agreed-upon 30 percent to Apple.²⁴ Epic asserted 28 defenses, many of which focus on the alleged unconscionability of Apple's contracts. Epic also asserts that Apple's conduct violates antitrust laws and public policy and that the contracts are thus void and unenforceable.²⁵

Epic moved for a temporary restraining order (TRO) to 1) prevent Apple from re - moving Fortnite from the App Store, 2) prevent Apple from retaliating against other Epic entities (specifically, Epic International) by terminating their agreements and blocking their access to Apple's Developer Program, and 3) restrain Apple from altering Fortnite or any corresponding code.²⁶ To prevail, Epic had the burden to show that it will suffer irreparable harm, that it will likely succeed on the merits of its antitrust claims, that a balance of hardships favors Epic, and that a restraining order would be in interest of the public.²⁷ The second and third factors operate on a sliding scale, such that "if a plaintiff can only show that there are serious questions going to the merits--a lesser showing than likelihood of success on the merits-- then a preliminary injunction may still issue if the balance of hardships tips sharply in the plaintiff's favor, and the other two Winter factors are satisfied."²⁸ Because a TRO motion implicates the merits of the case, it offers a glimpse into the parties' theories of liability and defenses and is the first opportunity for the court to weigh in on the parties' positions. Irreparable harm. Epic argued that without a TRO, Apple would harm Epic's reputation and destroy the viability of the Unreal Engine. As to the reputational harm, Epic explained that Apple's actions prevent Fortnite players on iOS devices from downloading the most up-to-date version needed to play with others and thus "doom[s]" Fortnite "to obsolescence" within weeks for iOS users.²⁹ As for the Unreal Engine, Epic pointed out that Apple's termination of Epic's developer account would prevent Epic from updating the software on Apple's platforms.³⁰ If Epic cannot update the Unreal Engine, then app developers can no longer use it to continue developing their apps and will likely switch to a competitor.³¹ Likelihood of success. Epic contended it would likely succeed in proving that Apple's conduct of conditioning developers' access to app distribution on the App Store on their consent to using Apple's IAP violates the antitrust laws. Specifically, Epic asserts this conduct amounts to an unreasonable restraint of trade under Section 1 of the Sherman Act and an unlawful maintenance of monopoly and denial of access to an essential facility under Section 2 of the Sherman Act.³² Balance of hardships. Epic asserted it would bear the brunt of the harm. It argued that if Apple's actions were allowed to go unrestrained, millions of Fortnite players would no longer be able to play the game on iOS devices. Furthermore, one of the most widely used graphics software in app development, the Unreal Engine, would no longer function, thus preventing app developers from continuing to build and refine their products.³³ Epic suggested that Apple's loss of revenue from in-app purchases in Fortnite could be made up for with damages, and there is no harm to Apple relating to the Unreal Engine because Apple's attack on it is solely a retaliatory move to put pressure on Epic's legal battle over Fortnite.³⁴ Public Interest. Finally, according to Epic, the public interest would be served by granting the TRO because it would allow users to continue playing Fortnite, especially during the COVID-19 pandemic when people are desperate for an escape from reality.³⁵ Additionally, app developers using the Unreal Engine would be able to resume their production as planned.³⁶ Apple countered all of the points raised by Epic but raised one notable point in particular: All of Epic's alleged harms were self-inflicted.³⁷ Apple argued, for example, that Epic chose to violate an agreement with Apple that it had previously followed since the beginning of their relationship, an agreement that contains policies Apple has had since it launched the App Store in 2008.³⁸ Moreover, Apple gave Epic oppor-

tunities to cure the defect and ultimately restore the status quo, but Epic declined.³⁹ In addition, less than 12 percent of the more than \$1.8 billion earned by Fortnite in 2019 came from iOS.⁴⁰ If Epic wanted to recuperate these damages, Apple argued, all it had to do was go back and follow their agreement during the pendency of the lawsuit. This argument appeared particularly strong because TROs allow the moving party to seek immediate relief for pressing harms. Regarding Epic's likelihood of success, Apple denied that it violated sections 1 and 2 of the Sherman Act because the App Store and the iOS IAP are not two separate products that are unlawfully "tied" and because Epic failed to demonstrate that Apple has a monopoly over the iOS app distribution market.⁴¹ Epic appeared to acknowledge the validity of Apple's points regarding Fortnite, as it targeted its reply brief towards saving the Unreal Engine.⁴² Epic emphasized that the agreement relating to Fortnite is different from the agreements between Epic International and Apple over the Unreal Engine.⁴³ Thus, Epic argued, Apple was penalizing the Unreal Engine for the violation of a contract to which it was not a party.⁴⁴

Ultimately, the district court drew a clear line between Fortnite and the Unreal Engine. As to Fortnite, the court found that Epic had not shown irreparable injury and that Epic should have continued operations while the

case was pending.⁴⁵ Additionally, the court referenced the fact that Epic strategically breached its own agreement with Apple to change the status quo.⁴⁶ Finally, the court found that the public interest would be served by having parties adhere to contractual agreements while resolving their disputes through the normal legal channels.⁴⁷ However, the court agreed that the Unreal Engine was not part of the agreement Epic violated, so it restrained Apple from interfering with Epic affiliates' access to Apple's Developer Program.⁴⁸ As the court explained, "Epic Games and Apple are at liberty to litigate against each other, but their dispute should not create havoc to bystanders," i.e., the Unreal Engine and the developers who use it.⁴⁹ Accordingly, the court granted in part and denied in part Epic's motion. Epic moved for a preliminary injunction just a few weeks after seeking the TRO. The parties' briefing over the preliminary injunction encompassed much of the same arguments as in Epic's motion for a TRO-but they also refined some of their arguments. For example, Epic defined the relevant market as the iOS app distribution market (which includes app distribution and IAP) and

argued that this is really an "aftermarket" that is "wholly derivative from and dependent on the primary market," Apple's iOS.⁵⁰ By drawing this distinction, Epic argued that Apple cannot use its market power in the primary market (controlling the iOS) to force the use of services in the aftermarket (app distribution and IAP) and then require payment for the services it forces others to use.⁵¹ Epic also reemphasized the harm it and its customers would suffer, especially users of the Unreal Engine, if Apple's conduct went unrestrained.⁵² Apple's response explained why its conduct is not monopolistic and justified its targeting of the Unreal Engine. Apple disputed Epic's definition of the relevant market as limited to iOS devices and argued that the relevant market "includes at least the other platforms on which Epic distributes Fortnite."⁵³ Next, in Apple's view, app distribution and IAP are not tied because Apple does not require developers to use Apple's IAP to have an app distributed.⁵⁴ Instead, developers must use Apple's IAP only if they decide to charge for in-app purchases.⁵⁵ Thus, developers can choose to monetize their apps in other ways if they don't want to use Apple's IAP.⁵⁶ To justify cutting off Epic's access to the Unreal Engine, Apple focused on the manner in which Epic breached their agreement. Because Epic implemented its own IAP by sneaking in a "hotfix" during an app update to by-pass Apple's IAP, Apple was concerned that Epic would do the same thing using the Unreal Engine and allow developers to "insert other unauthorized features that compromise customers' security and privacy into apps."⁵⁸ Considering that the court's ruling on Epic's motion for a TRO was based at least in part on the concern that Epic's breach of its agreement with Apple over Fortnite had nothing to do with the separate agreements over the Unreal Engine that were not breached, this seems like a novel-and stronger-argument.

Epic's reply contended that legal precedent protects parties "that challenge anticompetitive contract provisions," even if the challenge is through noncompliance.⁵⁹ As for the Unreal Engine, Epic explained that the Unreal Engine has powered apps on the App Store for many years, and that its CEO has sworn that the company does not deal in malware.⁶⁰ Additionally, Epic argued, if Apple was truly concerned about this potential threat, it would not have offered Epic the option to put Fortnite back on the App Store by complying with their requirements.⁶¹ In a 39-page opinion issued October 9, 2020, the district court granted in part and denied in part the motion for preliminary injunction.⁶² Of particular significance is the court's analysis regarding Epic's likelihood of success and its review of Apple's actions against the Unreal Engine. While Epic raised "serious questions" about the merits of both its claims relating to Fortnite and the Unreal Engine, the court found Epic only established the balance of equities tilted sharply in its favor as to the Unreal Engine. On Epic's likelihood of success, the court focused on Epic's monopoly maintenance and tying claims.⁶³ For the monopoly claim, the court found that both parties had failed to properly define the relevant market-- Epic's market definition of iOS apps distributed on the iOS platform was too narrow while Apple's definition that includes the wider video game market and distribution on other platforms was too broad.⁶⁴ For the tying claim, the court held the record did not support a finding that the App Store and the IAP system are unlawfully tied.⁶⁵ On Apple's actions against the Unreal Engine, the court found they "would generally be permissible"⁶⁶ but that the facts here leaned towards Epic.⁶⁷ Ultimately, similar to the TRO, the court enjoined Apple from retaliating against Epic affiliates and the Unreal Engine while finding that Epic raised "serious questions" about the merits of its antitrust claims against Apple stemming from the Fortnite disputes.⁶⁸ The court's rulings mean three things for now: 1) Apple need not allow Fortnite back on the App Store for the time being, 2) Apple cannot interfere with Epic affiliates' access to Apple's Developer Program and must permit Epic affiliates to update the Unreal Engine, and 3) this case will move on to a bench trial currently scheduled for May 2021. Several things have stood out during this ongoing battle between Epic and Apple in terms of the likely outcome of the case and the impact the outcome might have on the future of gamers and app developers. First, the court appears to have found some merit to Epic's antitrust arguments. While the court took issue with the nature by which Epic began the action and suggested Epic was "not honest" and "not being forthcoming," the court also stressed that Epic raised "serious questions" about the merits of its claims.⁶⁹ Thus, the court's partial denials of the TRO and preliminary injunction as to the Fortnite claims does not mean Epic's arguments could not later prevail; it just meant Epic did not satisfy its burden at this stage. Second, the court rejected Apple's justification for targeting the Unreal Engine- that it historically removes all "affiliated"

developer accounts in situations in which one developer breaches an agreement. The court found that the parties' expanded briefing at the preliminary injunction stage "made this a closer question" than at the TRO stage.⁷⁰ It acknowledged that Apple's "long-standing practice" would "generally be permissible" but concluded that "this matter presents an exception to the ordinary practices."⁷¹ It found that "Apple's reaching into separate agreements with separate entities appears to be retaliatory, especially when these agreements have not been otherwise breached."⁷² Finally, it rejected Apple's new argument over their fears of similarly launched "hotfixes" being implemented through related accounts but narrowed the scope of the preliminary injunction only to permit the Epic affiliates' continued access "so long as [they] remain in continued compliance with the terms of the relevant agreements and guidelines."⁷³ Third, the definition of the relevant market for Epic's antitrust claims remains unresolved. Epic sought to define the market as "the market for distribution of apps on the iOS software platform," which would narrow the definition "to consider only how iOS apps are distributed on the iOS platform."⁷⁴ By contrast, Apple sought to define the market to include "the digital distribution of video games across all video game platforms," which would consider "distribution on other platforms, including the Microsoft Xbox One, the Sony PlayStation 4, the Nintendo Switch, computer platforms (Microsoft Windows PCs, macOS computers), and tablets (Google Android and Microsoft Surface)."⁷⁵ The court found both definitions were plausible but both also faced hurdles in terms of ultimate proof.⁷⁶ Yet, "[w]ithout a definition of the relevant market, the existence of market power—the foundation of a monopolization claim—cannot be assessed."⁷⁷ Thus, further litigation might ultimately resolve this question.

Aside from the interesting legal questions, this case could have practical implications for small or independent developers who continue to be in a difficult position when it comes to accessing consumers of iOS devices. Given the dominance of the App Store, developers might have little choice but to accept the 30 percent cut. The App Store offers market visibility and ease of access, but its cost could significantly narrow profit margins. Unlike Fortnite, many mobile games live and die by app stores without the opportunity to operate and profit on other platforms. Interestingly, Epic's challenge of this status quo may have already led Apple to alter its policies for small and

independent developers. Apple recently launched the App Store Small Business Program, which cuts their commission to 15 percent for developers who earn less than \$1 million in revenue during a calendar year.⁷⁸ How much this moots Epic's argument for the need to reduce commissions might vary because gaming apps were the largest generator of sales within apps for digital goods and services, so smaller developers might easily pass this threshold.⁷⁹ Disputes such as this one involving mobile distribution platforms might also impact esports. Although predominantly played on PCs and consoles, esports have slowly begun to make their debut on mobile devices.⁸⁰ As the popularity of mobile esports grows, disputes between game publishers and Apple could put professional players in a difficult position over which they have no control. For example, while this specific dispute did not interrupt any ongoing esports tournaments, it took place right before the launch of the new Fortnite season, a major in-game event. Other disputes could result in the removal of a game just before or even during a tournament. Players who trained and expected to compete on their mobile device might be forced to switch to an unfamiliar platform. This type of control over access to games—and esports—presents unique challenges not present in traditional sports. This case is still ongoing with the aforementioned bench trial currently scheduled for May 2021. Absent a successful dispositive motion, a settlement, or trial continuance due to the pandemic, we might soon see how this epic battle plays out on the merits before the district court.

1 Epic also sued Google. Since the two disputes are similar and Epic's lawsuit against Google has been stayed, this article tracks the ongoing battle between Epic and Apple and its potential impact on the gaming community. Moreover, given the evolving nature of this dispute and the breadth of the parties' arguments, this article seeks to offer an objective view of only some of the issues at this stage. 2 Christina Gough, Number of Registered Users of Fortnite Worldwide from August 2017 to May 2020, STATISTA (Nov. 6, 2020), <https://bit.ly/33mCa9w>. 3 Google operates the Google Play store, which functions identically to the App Store, so the issues facing Google are substantially similar to Apple's. 4 Jack Nicas, How Apple's 30% App Store Cut Became a Boon and a Headache, N.Y. TIMES, Aug. 14, 2020, available at <https://nyti.ms/2FreDeb>. 5 Apple's App Store Ecosystem Facilitated over Half a Trillion Dollars in Commerce in 2019, Apple (June 15, 2020), <https://nr.apple.com/d2C3U314m2>. 6 Fortnite Team, The Fortnite Mega Drop Permanent Discounts Up To 20%, Epic Games (Sept. 9, 2020), <https://www.epicgames.com/fortnite/en-US/news/the-fortnite-mega-drop-permanent-discounts-up-to-20-percent>. 7 Amber Neely, Apple Pulls Fortnite from App Store for Sidestepping Commission Fee, Apple Insider (Aug. 2020), <https://appleinsider.com/articles/20/08/13/applepulls-fortnite-from-app-store-for-sidestepping-commission-fee>. Google also removed Fortnite from the Google Play store. Dieter Bohn, Fortnite for Android Has Also Been Kicked Off the Google Play Store, VERGE (Aug. 13, 2020), <https://www.theverge.com/2020/8/13/21368079/fortnite-epic-android-banned-google-play-app-store-rule-violation>. 8 Nick Statt, Epic Games is Suing Apple, VERGE (Aug. 13, 2020), <https://www.theverge.com/2020/8/13/21367963/epic-fortnite-legal-complaint-apple-ios-app-store-removal-injunctive-relief>. Epic also filed a 60-page complaint against Google but did not release a similar ad campaign against Google as it had against Apple. Russell Brandom, Epic is Suing Google over Fortnite's Removal from the Google Play Store, VERGE

(Aug. 13, 2020), <https://www.theverge.com/2020/8/13/21368363/epic-google-fortnite-lawsuit-antitrust-app-play-store-apple-removal>. 9 Decl. of Timothy Sweeney in Supp. of Pl. Epic Games Inc.'s Mot. for TRO & Order to Show Cause Why a Prelim. Inj. Should Not Issue at 8, Epic Games, Inc. v. Apple Inc., No. 3:20-cv-05640-EMC (N.D. Cal. Aug. 17, 2020). The title of this document appears to have an error: It should likely have said "why a preliminary injunction should issue." The parties' filings are available through PACER. The matter was transferred from Judge Edward M. Chen to Judge Yvonne Gonzalez Rogers on August 19, 2020, so the current docket number is 4:20-cv-05640-YGR. 10 Id. 11 Compl. for Inj. Relief at 19-27, Epic Games, Inc. v. Apple Inc., No. 3:20-cv-05640-EMC (N.D. Cal. Aug. 13, 2020). 12 Id. at 19. 13 Id. 14 Id. at 19-22. 15 Id. at 22. 16 Id. 17 Id. at 23-27. 18 Id. at 32-38. To list an app on the App Store, developers must agree to use Apple's IAP and cannot create competing IAPs. Id. at 32-33. Epic claims that Apple's justification for this—that it poses a risk of exposing user data—is pretextual because Apple allows some apps that sell physical products or services to use their own IAP. Id. at 33-34. 19 See id. at 38-47. 20 As of October 2020, one could expect to spend anywhere from several hundred dollars to more than a thousand dollars for a new Samsung Galaxy phone that uses the Android operating system. See All Phones, Samsung, <https://www.samsung.com/us/mobile/phones/all-phones/> (last visited Dec. 17, 2020). The price varies based on the specific model and the value of any potential trade-in. 21 Some apps, e.g., allow the user to "link" their account to an Apple ID, Facebook, or Google account. A user who links an account to their Apple ID might face challenges accessing their account from a non-iOS device. 22 Def. & Counter-Claimant Apple Inc.'s Answer, Defenses, & Countercls. in Reply to Epic Games, Inc.'s Compl. for Inj. Relief at 36-41, Epic Games, Inc. v. Apple Inc., No. 4:20-cv-05640 (N.D. Cal. Sept. 8, 2020). 23 Id. at 36-37, 40. 24 See id. at 56-64. 25 Epic Games, Inc.'s Answer to Apple Inc.'s Countercls. at 17-22, Epic Games, Inc. v. Apple Inc., No. 4:20-cv-05640 (N.D. Cal. Sept. 29, 2020). 26 Epic Games, Inc.'s Notice of Mot. & Mot. for TRO & Order to Show Cause Why a Prelim. Inj. Should Not Issue & Memo. of P. & A. in Supp. Thereof at 11, Epic Games, Inc. v. Apple Inc., No. 3:20-cv-05640 -EMC (N.D. Cal. Aug. 17, 2020). The title of this doc-

ument appears to have an error: It should likely have said "why a preliminary injunction should issue." 27 Winter v. Natural Res. Defense Council, Inc., 555 U.S. 7, 20 (2008). 28 Order Granting in Part & Den. in Part Mot. for TRO, Epic Games, Inc. v. Apple Inc., No. 4:20-cv-05640 (N.D. Cal. Aug. 24, 2020), 2020 WL 5073937, at *3 (citation omitted). 29 Mot. for TRO, Epic, No. 3:20-cv-05640-EMC, at 12-13. 30 Id. at 13-14. 31 Id. 32 Id. at 14. 33 See id. at 23. 34 Id. 35 Id. at 13, 24-25. 36 Id. at 24-25. 37 Def. Apple Inc.'s Opp'n to Epic Games, Inc.'s Mot. for a TRO Order & Order to Show Cause Why a Prelim. Inj. Should Not Issue at 13-14, Epic Games, Inc. v. Apple Inc., No. 4:20-cv-05640 (N.D. Cal. Aug. 21, 2020). 38 Id. at 13. 39 See id. 40 Id. at 19. 41 Id. at 17-21. 42 Reply Memo. of P. & A. in Supp. of Pl. Epic Games Inc.'s Mot. for a TRO & Order to Show Cause Why a Prelim. Inj. Should Not Issue at 3-10, Epic Games, Inc. v. Apple Inc., No. 4:20-cv-05640 (N.D. Cal. Aug. 23, 2020). The title of this document appears to have an error: It should likely have said "why a preliminary injunction should issue." 43 Id. at 3-8. 44 See, e.g., id. at 1. 45 TRO Order, Epic, 2020 WL 5073937, at *3. 46 Id. at *4. 47 Id. 48 Id. 49 Id. 50 Pl. Epic Games, Inc.'s Notice of Mot. & Mot. for a Prelim. Inj. & Memo. of P. & A. in Supp. Thereof at 8, 12-14, 21, Epic Games, Inc. v. Apple Inc., No. 4:20-cv-05640 (N.D. Cal. Sept. 4, 2020) (citation omitted). 51 Id. at 21. 52 Id. at 26-30. 53 Def. Apple Inc.'s Op. to Epic Games, Inc.'s Mot. for a Prelim. Inj. at 16-17, Epic Games, Inc. v. Apple Inc., No. 4:20-cv-05640 (N.D. Cal. Sept. 15, 2020). 54 Id. at 19. 55 Id. 56 Id. at 19-20. 57 Id. at 1. 58 Id. at 29-30. 59 Reply Memo. of P. & A. in Supp. of Pl. Epic Games, Inc.'s Mot. for a Prelim. Inj. at 11, Epic Games, Inc. v. Apple Inc., No. 4:20-cv-05640 (N.D. Cal. Sept. 18, 2020). 60 Id. at 13.

61 Id. 62 Order Granting in Part & Den. in Part Mot. for Prelim. Inj. at 1, Epic Games, Inc. v. Apple Inc., No. 4:20-cv-05640 (N.D. Cal. Oct. 9, 2020) ("Having carefully considered the parties' arguments, and for the reasons set forth more fully below, the Court maintains its findings from the temporary restraining order and hereby grants in part and denies in part Epic Games' motion for a preliminary injunction."). 63 Id. at 9. 64 Id. at 15-16. 65 Id. at 23-27. The court did hint that Epic's strongest argument in showing a demand for alternatives to Apple's IAP were the "other features provided by IAP, such as customer service, parental controls, and security," as opposed to the reduced prices offered for in-app

purchases. Id. at 25 (emphasis in original). 66 Id. at 32. 67 See id. at 32-34. 68 Id. at 20, 26. 69 TRO Order, Epic, 2020 WL 5073937, at *4; Prelim. Inj. Order, Epic, No. 4:20-cv-05640, at 9, 20, 24, 26-27, 29. 70 Prelim. Inj. Order, Epic, No. 4:20-cv-05640, at 34. 71 Id. at 32. 72 Id. at 33. 73 Id. at 33-34. 74 Id. at 15-16. 75 Id. at 16. 76 See id. at 15-20. 77 Id. at 15. 78 Chance Miller, Apple Cuts App Store Commission Rate to 15% for Many Developers with New Small Business Program, 9to5Mac (Nov. 18, 2020), <https://9to5mac.com/2020/11/18/app-store-small-business-program/>; see also App Store Small Business Program, Apple, <https://developer.apple.com/app-store/small-business-program/> (last visited Dec. 18, 2020). 79 Apple's App Store Ecosystem Facilitated over Half a Trillion Dollars in Commerce in 2019, Apple (June 15, 2020), <https://nr.apple.com/d2C3U314m2> ("Billings and sales from digital goods and services comprised \$61 billion, and this category included apps for music and video streaming, fitness, education, ebooks and audiobooks, news and magazines, and dating services, among others. Games, the type of app most downloaded in 2019, was the largest generator of billings and sales within this category."). 80 See Trent Murray, Editor's Picks: The Top 5 Rising Mobile Esports of 2020, ESPORTS OBSERVER (Dec. 27, 2019), <https://esportsobserver.com/mobile-esports-picks-2020/>; Jeff Chau, Why Mobile Esports Will Dis - place

PC/Console Esports: The Rise of Multiplayer Action Mobile Gaming, MEDIUM (Nov. 14, 2019), <https://medium.com/@SJeneris/mobile-esports-is-starting-to-displace-other-esports-4c53bb68ae1e>.

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hadi Farahani

Document LALAWYR020210414eh4100007

Science

Apple could release 'smart footwear' that sends haptic feedback to the user's feet to enhance VR gaming experience with its rumored \$1,000 headset

Stacy Liberatore For Dailymail.com

467 words

18 March 2021

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Mail Online

DAMONL

English

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* Apple has been awarded a patent for 'smart footwear' to pair with its VR helmet

* The footwear would be either a sock or shoe that provides haptic feedback

* It would use the person's force as they move and electromagnets

* Apple is reportedly working on a VR headset that is set for the market in 2022

Apple is reportedly working on its own virtual reality (VR) headset and a new patent suggests it will be paired with other devices including smart shoes.

The tech giant was recently awarded a patent for 'smart footwear' that sends haptic feedback to the user's feet while they are immersed in a virtual world.

An image in the document resembles that of a sock or shoe that would deliver different sensations, such as a feeling of hot or cold, to various areas using electromagnets.

Apple is expected to release its VR headset next year that will be powered by its newly launched M1 Mac Processor, but is said to cost \$1,000 per unit.

The patent, first spotted by Patently Apple, states the smart foot device would be a VR Gaming accessory to enhance the experience.

The shoe or sock is described as providing different sensations, such as cold for walking on a tiled floor or hot like strolling down a beach on a sunny day.

Fitted inside the footwear would be electromagnets, which would also line the platform on the device.

'Haptic output components may be arranged in an array on a haptic output device,' Apple stated in the patent.

'The haptic output components may include piezoelectric components, electroactive polymer components, electromagnetic actuators, and other haptic output components.'

The document suggests force from the user's feet will activate the haptic feedback feature to unleash feelings 'of resting or sliding across a tiled surface or other surface with surface irregularities.

'Friction effects (e.g., resistance to lateral motion) and other effects may also be produced using the haptic output devices,' the patent states.

'Control circuitry may supply control signals to haptic output components in a haptic output device to produce haptic output.'

The haptic output may be generated based on sensor signals such as sensor signals associated with foot movement and/or based on information received from an external electronic device.

Apple's VR headset has been rumored for more than a year, but the latest details suggest it will feature with its upcoming \$1,000 VR headset

Bloomberg reported the headset would be a standalone device, allowing Apple to compete with Facebook's Oculus, and is a 'niche precursor' to AR glasses that are in the 'architecture' phase.

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Apple will no longer produce the iMac Pro as the company reportedly works on innovative new tech, like foldable iPhones and **virtual reality** gear (AAPL)

feedback@businessinsider.com (Allana Akhtar)

441 words

9 March 2021

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Business Insider

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English

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Summary List Placement

Apple will discontinue the iMac Pro after current supplies runs out.

The tech giant will stop making new iMac Pros after inventory runs out, Apple told CNN Business. The [\\$4,999 model](#) comes with a 10, 14, and 18 core processors, Turbo Boost speeds of up to 4.5GHz, and Retina 5K display.

Apple released the iMac Pro, which it called the "fastest and most powerful Mac ever," in December 2017.

Apple's announcement comes when the tech behemoth zeros in on new innovation. The company is [reportedly](#) working on an autonomous electric car, a foldable phone, and smart glasses.

Jony Ive, Apple's visionary design guru credited with devising the iMac and iPhone, [left the firm](#) in 2019 to form an independent design company. Ive's exit, along with senior vice president of engineering Dan Riccio's new assignment, could lead the way for fresh leadership to redefine the future of Apple products, [Insider's Lisa Eadicicco](#) reported.

Read more: [Inside Apple's ambitious next decade, where it could redefine consumer tech with a VR headset, foldable iPhone, and even an Apple Car](#)

Apple reported a record [\\$111 billion in revenue](#) in its fiscal first-quarter earnings, fueled by a successful launch of 5G iPhones and a demand for new hardware as employees worked from home during the pandemic. Sales of iPhones stayed constant even as the company briefly [closed stores](#) last year.

The iMac has seen steadily declining sales over the last two decades, accounting for [a tenth of Apple's total revenue](#) as of 2018, down from 86.2% of total revenue back in 2000, per [Statista](#).

Apple [updated](#) 21.5-inch and 27-inch iMacs in 2019 with more powerful processors and faster graphics. The update allowed consumers to purchase six-core and eight-core configurations in less expensive iMacs instead of purchasing the \$4,999 iMac Pro.

Apple did not immediately respond to Insider's request for comment.

NOW WATCH: [July 15 is Tax Day — here's what it's like to do your own taxes for the very first time](#)

See Also:

* [Inside Apple's ambitious next decade, where it could redefine consumer tech with a VR headset, foldable iPhone, and even an Apple Car](#)

* [We compared both 2020 13-inch MacBook Pro models to determine whether Apple's new M1 processor is better than Intel, and the M1 crushes its competition](#)

* [A foldable iPhone is reportedly in the works for 2023](#)

Document BIZINS0020210309eh3800004

IOGEAR Brings the Precise Control of Desktop-Style Gaming to iPhone, iPad and Apple TV

729 words

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PR Newswire

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New KeyMander 2 Mobile from Kaliber Gaming by IOGEAR Works with Apple(R) devices with Apple Arcade and game streaming services like Google Stadia

IRVINE, Calif., March 3, 2021 /PRNewswire/ -- Kaliber Gaming, a gaming- and eSports-focused division of IOGEAR, today unveils its KeyMander 2 Mobile Keyboard/Mouse Adapter for Mobile Devices, the newest addition to the company's hot-selling KeyMander line of gaming control adapters. The new KeyMander 2 Mobile offers gamers the ability to use a keyboard and mouse on any iPhone, iPad or Apple TV devices with the latest Apple Arcade games, game streaming services, and Apple App Store games.

Equipped with a long list of capabilities, the KeyMander 2 Mobile lets gamers take control of their gameplay by enabling keyboard and mouse control that can be fine-tuned to match user preferences -- providing gamers that prefer a desktop-style gaming experience the maximum advantage. Play popular mobile first-person shooter (FPS) titles like Call of Duty(R): Mobile, Doom(R) II, Fortnite(TM), Minecraft(TM), Roblox(TM) and others, with more natural control and increased accuracy, speed and functionality over traditional touch controls.

With KeyMander 2 Mobile, users can play over 1,000-plus mobile and cloud-based games with their favorite keyboard and mouse, whether the game natively supports it or not. They can even transfer their PC gaming keyboard and mouse skills to any Apple device running popular cloud streaming services like Google Stadia, NVIDIA's GeForce NOW and upcoming Xbox Game Pass Ultimate to play popular console and PC titles. Gamers can access the latest console game system remotely via the iOS Xbox or PlayStation Remote Play app and dominate with their KeyMander 2 Mobile, keyboard and mouse on the latest remote-streaming console titles. Mobile gamers can also take advantage of Apple AirPlay(R) on their iPad or iPhone, turning these devices into compact desktop-style game hubs where KeyMander 2 enables keyboard and mouse control, and Airplay wirelessly sends the gameplay to the big screen.

Using a KeyMander 2 Mobile with any keyboard and mouse transforms Apple TV into a full-blown gaming center when using popular cloud-based gaming subscription service like Google Stadia. This eliminates the need for users to connect a PC or game console to their home theater setup in order to dominate the leaderboards in the latest solo and multiplayer titles.

Key features of KeyMander 2 Mobile include:

- Switch back and forth between keyboard and mouse or controller
- Macro functionality to create one-touch button combos
- Fully upgradable firmware, allowing KeyMander 2 Mobile to support the latest titles and get even better with time
- Bluetooth programming, enabling wireless on-the-fly adjustments from mobile devices

"When it comes to customizing the in-game experience for gamers on Apple products, KeyMander 2 opens up a world of possibilities through precise, fine-tunable keyboard and mouse gameplay," Joseph Zhang, Director of Product Management, IOGEAR. "With KeyMander 2 Mobile we've expanded our ability to bring the keyboard and mouse playstyle to the gamers using iPhone, iPad and Apple TV."

Designed for FPS, role playing (RPG) and real time strategy (RTS) games, the KeyMander 2 Mobile will be available for \$89.95 at Amazon.com, B&H Photo Video and select retailers in the U.S. and Canada. The KeyMander 2 Mobile will roll out globally in Q1 2021.

About IOGEAR

IOGEAR, headquartered in Irvine, Calif., manufactures innovative information technology products for consumers and organizations of varying sizes that are designed to help integrate technologies in everyday life, share resources and decrease clutter at home, in business, and on-the-go. IOGEAR meets a variety of user needs by offering a broad range of solutions including: KVMs, AV & Digital Home, Computer Accessories, Networking, Mobility and Gaming. IOGEAR distributes throughout North and South America, Europe and Asia.

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<http://www.prnewswire.com/news-releases/iogear-brings-the-precise-control-of-desktop-style-gaming-to-iphone-ipad-and-apple-tv-301239810.html>

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ICT

Apple users may spend more on non-gaming mobile apps by 2024

281 words

23 February 2021

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Trend News Agency

TRENDE

English

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Apple Inc's customers may end up spending more on non-gaming mobile apps by 2024, data analytics firm SensorTower said, as lockdown lifestyles result in users looking beyond games to apps that help with more essential services, Trend reports citing Reuters.

Downloads of business, education, health and fitness apps have seen a sharp spike due to the stay-at-home measures during the health crisis.

During the initial days of the pandemic, users spent more on mobile games in the App Store. But as lockdowns got extended, upending work life as well as the ways of communication, their attention shifted to photo and video-sharing, dating, video-conferencing and instant messaging apps.

SensorTower said consumer spending on mobile apps will reach \$270 billion in the next five years globally, a more than three-fold increase when compared with 2020.

Apple customers will outspend their Android counterparts with the App Store expected to generate \$185 billion in global revenue, the data analytics firm said.

Games revenue will continue to take a relatively higher share on Google Play store than the App Store, with a projected 71% share from games in 2025 compared to 42% on the App Store, data showed.

The data analytics firm expects Europe to become a key market over the next five years, with revenue growth in the continent likely to outpace that in Asia and North America.

Downloads in Europe are expected to grow to 36.9 billion by 2025, compared with 28.4 billion in 2020, while revenue growth is expected to more than double to \$42 billion in the next five years.

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Search Summary

Text	hd=apple and wc>100 and hd=(virtual real estate or virtual properties or digital real esate or digital real assets or digital properties or metaverse properties or digital plots or virtual plots or virtual land or virtual reality platform or manufacturing simulation or virtual simulation or digital twins or virtual manufacturing or immersive learning or mixed-reality learning or metaverse learning or VR learning or AR learning or VR training or virtual recruitment or 3d training or training metaverse or virtual retail or virtual shopping or virtual clienteling or omnichannel shopping or humanising digital retail or immersive virtual stores or 3d virtual store or metaverse shopping or virtual clothing or virtual goods or gaming or digital avatar or digital character or virtual game or 3D avatars or virtual reality or interoperable VR space or digital financial ecosystems or metaverse wallets or robo advisory or virtual financial data or digital bank branches or digital touchpoint or blockchain wallets or digital wallets or digital wedding or virtual wedding or virtual event or virtual concert or virtual theme park or virtual classroom or virtual learning or virtual school or immersive learning)
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