



Designed for Xbox

Partner Hardware Program Overview

Partner Program Principals

Preserve the
customer
experience



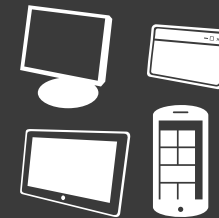
Ensure a great
customer experience
through rigorous
validation and quality
control

Protect our
brands and
platforms



Safeguard our
customers and
brands by enforcing
Microsoft quality,
safety and security
standards

Enhance the
ecosystem



Augment our
platform through
innovative products
and scenarios

Frequently Asked Questions

Q. Who is eligible to participate?

A. We review each proposal based on category, region, and need. Our goal is not to license every product but rather invest in strategic partnerships.

Q. What categories are open for licensing?

A. We have specific categories such as gamepads, wheels, and charging – we are also open to ideas generated from partners.

Q. Why would I participate in this program?

A. Besides getting access to technical documentation, our partners have exclusive access to branding elements, extensive product validation, and opportunities for product placement.

Frequently Asked Questions (cont.)

Q. How does the program work?

A. Once licensed you get access to a secure portal where you will get access to specifications and test cases. All products are submitted as concepts and then we work through our end to end process.

Q. Will my product be sold in Microsoft Stores or Microsoft Online?

A. Licensing does not guarantee that Microsoft will sell or market your accessory, though consideration will be given first to hardware that has gone through our program.

Q. Are there any fees or royalties associated with the program?

A. Per the licensing agreement there are logo fees. Based on the technical dependencies of the product there may also be additional setup fees.

Partner Hardware Programs

Standalone Accessories

Accessories submitted through hardware partners designed for a variety of Xbox scenarios.

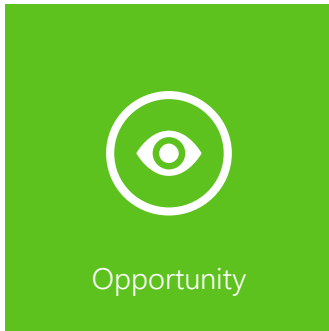
Co-Branded Accessories

Accessories submitted through hardware partners integrating specific IP and franchise elements onto the device.

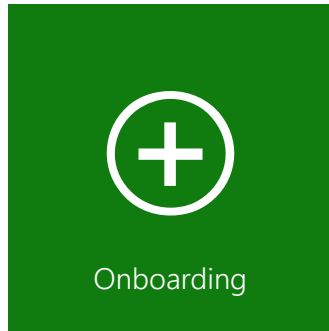
Bundled Accessories

Accessories that are bundled with a software title/game.

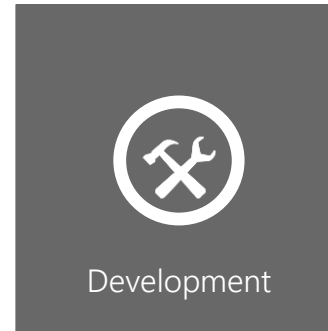
Partner Hardware Process



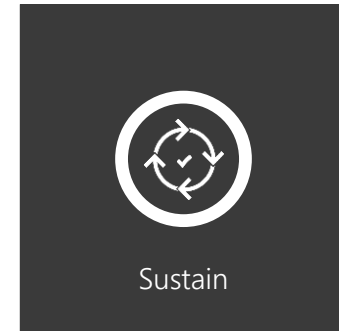
- Partner Identification
- Roadmap Development
- Market Research



- Agreement Execution
- Portal Setup
- Dev Kit Access
- Process Education



- Concept Review
- Technical Validation
- Brand / Packaging Validation



- Royalty Reporting
- Product Forecast
- Event participation
- Marketing Opportunities

A Stronger Xbox Aisle

“Together, our partners and us cultivate products that strengthen the Xbox aisle, Designed for Xbox products are a core part of the Xbox family.”



Branding Elements



The original program included a "Licensed for" badge which was clinical and emphasized the business relationship over the quality and design of the accessories.



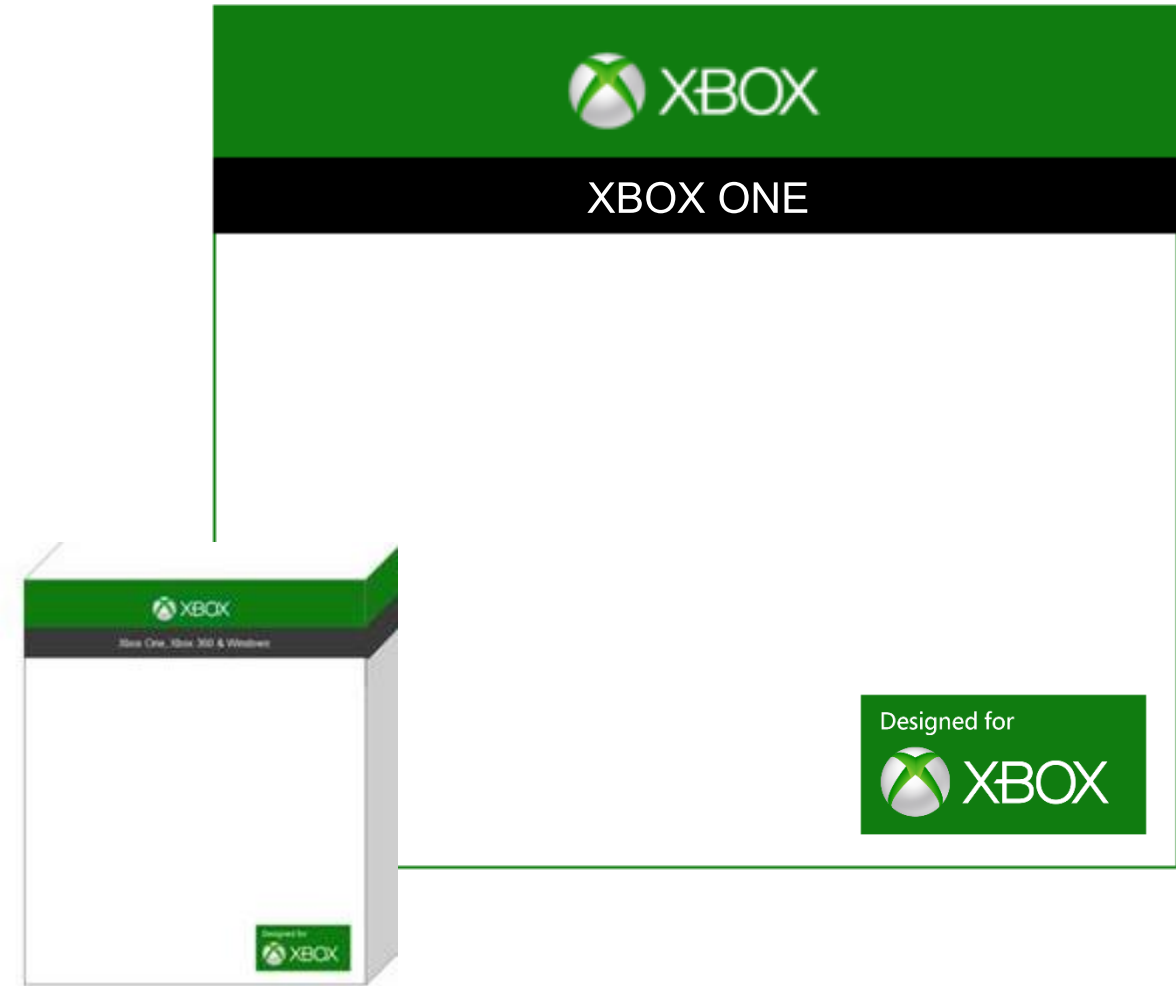
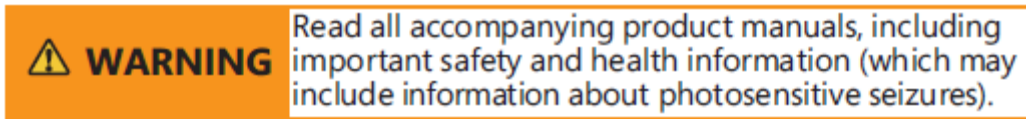
"Designed for" is personal & purposeful, it's about products & users & experiences.



Designed for Xbox program has been rooted in console gaming but we continue to think about devices and partnerships across the ecosystem.

Packaging Requirements

- Branding Bar
- Compatibility Bar
- Designed for Xbox Logo/Badge
- Warning Snipe
- Legal Text



All other trademarks are the property
of their respective owners.

Sign me up!

Sign me up!

- Designed for Xbox Program Overview
 - <http://aka.ms/D4Xbox Program>
- Featured Accessories on Xbox.com
 - <http://aka.ms/D4Xbox Featured>
- Submit a Hardware Proposal
 - <http://aka.ms/D4Xbox Proposal>

Thank you!



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