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**Topic: Microsoft case study report**

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Microsoft

Microsoft Corporation is an American [multinational](https://en.wikipedia.org/wiki/Multinational_corporation) [technology company](https://en.wikipedia.org/wiki/Technology_company) with headquarters in [Redmond, Washington](https://en.wikipedia.org/wiki/Redmond,_Washington). It develops, manufactures, licenses, supports, and sells [computer software](https://en.wikipedia.org/wiki/Software), [consumer electronics](https://en.wikipedia.org/wiki/Consumer_electronics), [personal computers](https://en.wikipedia.org/wiki/Personal_computer), and related services. Its best known software products are the [Microsoft Windows](https://en.wikipedia.org/wiki/Microsoft_Windows) line of [operating systems](https://en.wikipedia.org/wiki/Operating_system), the [Microsoft Office](https://en.wikipedia.org/wiki/Microsoft_Office) [suite](https://en.wikipedia.org/wiki/Productivity_software#Office_suite), and the [Internet Explorer](https://en.wikipedia.org/wiki/Internet_Explorer) and [Edge](https://en.wikipedia.org/wiki/Microsoft_Edge) [web browsers](https://en.wikipedia.org/wiki/Web_browser). Its flagship hardware products are the [Xbox](https://en.wikipedia.org/wiki/Xbox) [video game consoles](https://en.wikipedia.org/wiki/Video_game_console) and the [Microsoft Surface](https://en.wikipedia.org/wiki/Microsoft_Surface) lineup of [touchscreen](https://en.wikipedia.org/wiki/Touchscreen) personal computers. In 2016, it was the [world's largest software maker](https://en.wikipedia.org/wiki/List_of_the_largest_software_companies) by revenue (currently [Alphabet](https://en.wikipedia.org/wiki/Alphabet_Inc.)/Google has more revenue). The word "Microsoft" is a [portmanteau](https://en.wikipedia.org/wiki/Portmanteau) of "microcomputer" and "software". Microsoft is ranked No. 30 in the 2018 [Fortune 500](https://en.wikipedia.org/wiki/Fortune_500) rankings of the largest United States corporations by total revenue.

Microsoft was founded by [Bill Gates](https://en.wikipedia.org/wiki/Bill_Gates) and [Paul Allen](https://en.wikipedia.org/wiki/Paul_Allen) on April 4, 1975, to develop and sell [BASIC](https://en.wikipedia.org/wiki/BASIC) [interpreters](https://en.wikipedia.org/wiki/Interpreter_(computing)) for the [Altair 8800](https://en.wikipedia.org/wiki/Altair_8800). It rose to dominate the personal computer operating system market with [MS-DOS](https://en.wikipedia.org/wiki/MS-DOS) in the mid-1980s, followed by Microsoft Windows. The company's 1986 [initial public offering](https://en.wikipedia.org/wiki/Initial_public_offering) (IPO), and subsequent rise in its share price, created three billionaires and an estimated 12,000 millionaires among Microsoft employees. Since the 1990s, it has increasingly diversified from the operating system market and has made a number of [corporate acquisitions](https://en.wikipedia.org/wiki/List_of_mergers_and_acquisitions_by_Microsoft), their largest being the acquisition of [LinkedIn](https://en.wikipedia.org/wiki/LinkedIn) for $26.2 billion in December 2016, followed by their acquisition of [Skype Technologies](https://en.wikipedia.org/wiki/Skype_Technologies) for $8.5 billion in May 2011.

As of 2015, Microsoft is market-dominant in the [IBM PC compatible](https://en.wikipedia.org/wiki/IBM_PC_compatible) operating system market and the office software suite market, although it has lost the majority of the overall operating system market to [Android](https://en.wikipedia.org/wiki/Android_(operating_system)) The company also produces a wide range of other consumer and enterprise software for desktops, laptops, tabs, gadgets, and servers, including [Internet search](https://en.wikipedia.org/wiki/Web_search_engine) (with [Bing](https://en.wikipedia.org/wiki/Bing_(search_engine))), the digital services market (through [MSN](https://en.wikipedia.org/wiki/MSN)), [mixed reality](https://en.wikipedia.org/wiki/Mixed_reality) ([HoloLens](https://en.wikipedia.org/wiki/Microsoft_HoloLens)), cloud computing ([Azure](https://en.wikipedia.org/wiki/Microsoft_Azure)), and software development ([Visual Studio](https://en.wikipedia.org/wiki/Microsoft_Visual_Studio)).

[Steve Ballmer](https://en.wikipedia.org/wiki/Steve_Ballmer) replaced Gates as CEO in 2000, and later envisioned a "devices and services" strategy. This unfolded with Microsoft acquiring [Danger Inc.](https://en.wikipedia.org/wiki/Danger_Inc.) in 2008, entering the personal computer production market for the first time in June 2012 with the launch of the Microsoft Surface line of [tablet computers](https://en.wikipedia.org/wiki/Tablet_computer), and later forming [Microsoft Mobile](https://en.wikipedia.org/wiki/Microsoft_Mobile) through the acquisition of [Nokia](https://en.wikipedia.org/wiki/Nokia)'s devices and services division. Since [Satya Nadella](https://en.wikipedia.org/wiki/Satya_Nadella) took over as CEO in 2014, the company has scaled back on hardware and has instead focused on [cloud computing](https://en.wikipedia.org/wiki/Cloud_computing), a move that helped the company's [shares](https://en.wikipedia.org/wiki/Share_(finance)) reach its highest value since December 1999.

## History

### **1972–1985: The founding of Microsoft**

Childhood friends [Bill Gates](https://en.wikipedia.org/wiki/Bill_Gates) and [Paul Allen](https://en.wikipedia.org/wiki/Paul_Allen) sought to make a [business](https://en.wikipedia.org/wiki/Business) utilizing their shared skills in [computer programming](https://en.wikipedia.org/wiki/Computer_programming). In 1972 they founded their first company, named [Traf-O-Data](https://en.wikipedia.org/wiki/Traf-O-Data" \o "Traf-O-Data), which sold a rudimentary computer to track and analyze automobile traffic data. While Gates enrolled at Harvard, Allen pursued a degree in computer science at Washington State University, though he later dropped out of school to work at [Honeywell](https://en.wikipedia.org/wiki/Honeywell). The January 1975 issue of [Popular Electronics](https://en.wikipedia.org/wiki/Popular_Electronics) featured Systems’ (MITS) [Altair 8800](https://en.wikipedia.org/wiki/Altair_8800) [microcomputer](https://en.wikipedia.org/wiki/Microcomputer), which inspired Allen to suggest that they could program a [BASIC](https://en.wikipedia.org/wiki/BASIC) [interpreter](https://en.wikipedia.org/wiki/Interpreter_(computing)) for the device. After a call from Gates claiming to have a working interpreter, MITS requested a demonstration. Since they didn't yet have one, Allen worked on a [simulator](https://en.wikipedia.org/wiki/Simulation) for the Altair while Gates developed the interpreter. Although they developed the interpreter on a simulator and not the actual device, it worked flawlessly when they demonstrated the interpreter in March 1975 to MITS in [Albuquerque, New Mexico](https://en.wikipedia.org/wiki/Albuquerque,_New_Mexico). MITS agreed to distribute it, marketing it as [Altair BASIC](https://en.wikipedia.org/wiki/Altair_BASIC). Gates and Allen officially established Microsoft on April 4, 1975, with Gates as the [CEO](https://en.wikipedia.org/wiki/Chief_executive_officer). The original name of "Micro-Soft" (short for microcomputer software) was suggested by Allen. In August 1977 the company formed an agreement with ASCII Magazine in Japan, resulting in its first international office, "[ASCII Microsoft](https://en.wikipedia.org/wiki/ASCII_Corporation)". Microsoft moved its headquarters to [Bellevue, Washington](https://en.wikipedia.org/wiki/Bellevue,_Washington) in January 1979.

Microsoft entered the [operating system](https://en.wikipedia.org/wiki/Operating_system) (OS) business in 1980 with its own version of [UNIX](https://en.wikipedia.org/wiki/Unix), called [Xenix](https://en.wikipedia.org/wiki/Xenix" \o "Xenix). However, it was [MS-DOS](https://en.wikipedia.org/wiki/MS-DOS) that solidified the company's dominance. After negotiations with [Digital Research](https://en.wikipedia.org/wiki/Digital_Research) failed, [IBM](https://en.wikipedia.org/wiki/IBM) awarded a contract to Microsoft in November 1980 to provide a version of the [CP/M](https://en.wikipedia.org/wiki/CP/M) OS, which was set to be used in the upcoming [IBM Personal Computer](https://en.wikipedia.org/wiki/IBM_Personal_Computer) (IBM PC). For this deal, Microsoft purchased a CP/M clone called [86-DOS](https://en.wikipedia.org/wiki/86-DOS) from [Seattle Computer Products](https://en.wikipedia.org/wiki/Seattle_Computer_Products), which it branded as MS-DOS, although IBM rebranded it to [IBM PC DOS](https://en.wikipedia.org/wiki/IBM_PC_DOS). Following the release of the IBM PC in August 1981, Microsoft retained ownership of MS-DOS. Since IBM had [copyrighted](https://en.wikipedia.org/wiki/Copyright) the IBM PC [BIOS](https://en.wikipedia.org/wiki/BIOS), other companies had to [reverse engineer](https://en.wikipedia.org/wiki/Reverse_engineering) it in order for non-IBM hardware to run as [IBM PC compatibles](https://en.wikipedia.org/wiki/IBM_PC_compatible), but no such restriction applied to the operating systems. Due to various factors, such as the software selection available for MS-DOS, Microsoft eventually became the leading PC operating systems vendor. The company expanded into new markets with the release of the Microsoft Mouse in 1983, as well as with a publishing division named [Microsoft Press](https://en.wikipedia.org/wiki/Microsoft_Press). Paul Allen resigned from Microsoft in 1983 after developing [Hodgkin's disease](https://en.wikipedia.org/wiki/Hodgkin%27s_lymphoma). Allen claimed that Gates wanted to dilute his share in the company when he was diagnosed with Hodgkin's disease because he didn't think he was working hard enough. He later invested in low-tech sectors, sports teams, and commercial real estate.

### **1985–1994: Windows and Office**

Despite having begun jointly developing a new operating system, [OS/2](https://en.wikipedia.org/wiki/OS/2), with IBM in August 1985, Microsoft released [Microsoft Windows](https://en.wikipedia.org/wiki/Microsoft_Windows), a graphical extension for MS-DOS, on November 20. Microsoft moved its headquarters from Bellevue to [Redmond, Washington](https://en.wikipedia.org/wiki/Redmond,_Washington), on February 26, 1986, and on March 13 went [public](https://en.wikipedia.org/wiki/Public_company), with the resulting rise in stock making an estimated four billionaires and 12,000 millionaires from Microsoft employees. Microsoft released its version of OS/2 to [original equipment manufacturers](https://en.wikipedia.org/wiki/Original_equipment_manufacturer) (OEMs) on April 2, 1987.In 1990, due to the partnership with IBM, the [Federal Trade Commission](https://en.wikipedia.org/wiki/Federal_Trade_Commission) set its eye on Microsoft for possible [collusion](https://en.wikipedia.org/wiki/Collusion), marking the beginning of over a decade of legal clashes with the U.S. government. Meanwhile, the company was at work on a [32-bit](https://en.wikipedia.org/wiki/32-bit) OS, Microsoft [Windows NT](https://en.wikipedia.org/wiki/Windows_NT), which was heavily based on their copy of the OS/2 code. It shipped on July 21, 1993, with a new [modular](https://en.wikipedia.org/wiki/Modular_programming) [kernel](https://en.wikipedia.org/wiki/Kernel_(operating_system)) and the [Win32](https://en.wikipedia.org/wiki/Windows_API) [application programming interface](https://en.wikipedia.org/wiki/Application_programming_interface) (API), making [porting](https://en.wikipedia.org/wiki/Porting) from [16-bit](https://en.wikipedia.org/wiki/16-bit) (MS-DOS-based) Windows easier. Once Microsoft informed IBM of NT, the OS/2 partnership deteriorated.

In 1990, Microsoft introduced its office suite, [Microsoft Office](https://en.wikipedia.org/wiki/Microsoft_Office). The suite bundled separate [productivity applications](https://en.wikipedia.org/wiki/Productivity_software), such as [Microsoft Word](https://en.wikipedia.org/wiki/Microsoft_Word) and [Microsoft Excel](https://en.wikipedia.org/wiki/Microsoft_Excel). On May 22, Microsoft launched [Windows 3.0](https://en.wikipedia.org/wiki/Windows_3.0), featuring streamlined [user interface](https://en.wikipedia.org/wiki/User_interface) graphics and improved [protected mode](https://en.wikipedia.org/wiki/Protected_mode) capability for the [Intel 386](https://en.wikipedia.org/wiki/Intel_80386) processor. Both Office and Windows became dominant in their respective areas.

On July 27, 1994, the U.S. Department of Justice, Antitrust Division filed a Competitive

Impact Statement that said, in part: "Beginning in 1988, and continuing until July 15, 1994, Microsoft induced many OEMs to execute anti-competitive "per processor" licenses. Under a per processor license, an OEM pays Microsoft a royalty for each computer it sells containing a particular microprocessor, whether the OEM sells the computer with a Microsoft operating system or a non-Microsoft operating system. In effect, the royalty payment to Microsoft when no Microsoft product is being used acts as a penalty, or tax, on the OEM's use of a competing PC operating system. Since 1988, Microsoft's use of per processor licenses has increased.

### **1995–2007: Foray into the Web, Windows 95, Windows XP, and Xbox**

Following Bill Gates' internal "Internet Tidal Wave memo" on May 26, 1995, Microsoft began to redefine its offerings and expand its product line into [computer networking](https://en.wikipedia.org/wiki/Computer_network) and the [World Wide Web](https://en.wikipedia.org/wiki/World_Wide_Web). With a few exceptions of new companies, like [Netscape](https://en.wikipedia.org/wiki/Netscape), Microsoft was the only major and established company that acted fast enough to be a part of the World Wide Web practically from the start. Other companies like [Borland](https://en.wikipedia.org/wiki/Borland), [WordPerfect](https://en.wikipedia.org/wiki/WordPerfect), [Novell](https://en.wikipedia.org/wiki/Novell), [IBM](https://en.wikipedia.org/wiki/IBM) and [Lotus](https://en.wikipedia.org/wiki/Lotus_Software), being much slower to adapt to the new situation, would give Microsoft a market dominance. The company released [Windows 95](https://en.wikipedia.org/wiki/Windows_95) on August 24, 1995, featuring [pre-emptive multitasking](https://en.wikipedia.org/wiki/Preemption_(computing)#PREEMPTIVE), a completely new user interface with a novel [start button](https://en.wikipedia.org/wiki/Start_menu), and 32-bit compatibility; similar to NT, it provided the Win32 API. Windows 95 came bundled with the [online service](https://en.wikipedia.org/wiki/Online_service_provider) [MSN](https://en.wikipedia.org/wiki/MSN), which was at first intended to be a competitor to the Internet, and (for OEMs) [Internet Explorer](https://en.wikipedia.org/wiki/Internet_Explorer), a [Web browser](https://en.wikipedia.org/wiki/Web_browser). Internet Explorer was not bundled with the retail Windows 95 boxes, because the boxes were printed before the team finished the Web browser, and instead was included in the Windows 95 Plus! pack. Branching out into new markets in 1996, Microsoft and [General Electric](https://en.wikipedia.org/wiki/General_Electric)'s [NBC](https://en.wikipedia.org/wiki/NBC) unit created a new [24/7](https://en.wikipedia.org/wiki/24/7_service) cable news channel, [MSNBC](https://en.wikipedia.org/wiki/MSNBC). Microsoft created [Windows CE 1.0](https://en.wikipedia.org/wiki/Windows_Embedded_Compact#Versions), a new OS designed for devices with low memory and other constraints, such as [personal digital assistants](https://en.wikipedia.org/wiki/Personal_digital_assistant). In October 1997, the Justice Department filed a motion in the Federal [District Court](https://en.wikipedia.org/wiki/United_States_district_court), stating that Microsoft violated an agreement signed in 1994 and asked the court to stop the bundling of Internet Explorer with Windows.

On January 13, 2000, Bill Gates handed over the CEO position to [Steve Ballmer](https://en.wikipedia.org/wiki/Steve_Ballmer), an old college friend of Gates and employee of the company since 1980, while creating a new position for himself as Chief [Software Architect](https://en.wikipedia.org/wiki/Software_architect). Various companies including Microsoft formed the [Trusted Computing Platform Alliance](https://en.wikipedia.org/wiki/Trusted_Computing_Group) in October 1999 to (among other things) increase security and protect [intellectual property](https://en.wikipedia.org/wiki/Intellectual_property) through identifying changes in hardware and software. Critics decried the alliance as a way to enforce indiscriminate restrictions over how consumers use software, and over how computers behave, and as a form of [digital rights management](https://en.wikipedia.org/wiki/Digital_rights_management): for example the scenario where a computer is not only secured for its owner, but also secured against its owner as well. On April 3, 2000, a judgment was handed down in the case of [United States v. Microsoft Corp.](https://en.wikipedia.org/wiki/United_States_v._Microsoft_Corp.), calling the company an "abusive monopoly." Microsoft later settled with the U.S. Department of Justice in 2004. On October 25, 2001, Microsoft released [Windows XP](https://en.wikipedia.org/wiki/Windows_XP), unifying the mainstream and NT lines of OS under the NT codebase. The company released the [Xbox](https://en.wikipedia.org/wiki/Xbox_(console)) later that year, entering the [video game console](https://en.wikipedia.org/wiki/Video_game_console) market dominated by [Sony](https://en.wikipedia.org/wiki/Sony) and [Nintendo](https://en.wikipedia.org/wiki/Nintendo). In March 2004 the [European Union](https://en.wikipedia.org/wiki/European_Union) brought [antitrust legal action against the company](https://en.wikipedia.org/wiki/Microsoft_Corp._v._Commission), citing it abused its dominance with the Windows OS, resulting in a judgment of €497 million ($613 million) and requiring Microsoft to produce new versions of Windows XP without [Windows Media Player](https://en.wikipedia.org/wiki/Windows_Media_Player): Windows XP Home Edition N and Windows XP Professional N. In November 2005, the company's second video game console, the [Xbox 360](https://en.wikipedia.org/wiki/Xbox_360), was released. There were two versions, a basic version for $299.99 and a deluxe version for $399.99.

### **2007–2011: Microsoft Azure, Windows Vista, Windows 7, and Microsoft Stores**

Released in January 2007, the next version of Windows, [Vista](https://en.wikipedia.org/wiki/Windows_Vista), focused on features, security and a redesigned user interface dubbed [Aero](https://en.wikipedia.org/wiki/Windows_Aero). [Microsoft Office 2007](https://en.wikipedia.org/wiki/Microsoft_Office_2007), released at the same time, featured a "[Ribbon](https://en.wikipedia.org/wiki/Ribbon_(computing))" user interface which was a significant departure from its predecessors. Relatively strong sales of both products helped to produce a record profit in 2007. The European Union imposed another fine of €899 million ($1.4 billion) for Microsoft's lack of compliance with the March 2004 judgment on February 27, 2008, saying that the company charged rivals unreasonable prices for key information about its [workgroup](https://en.wikipedia.org/wiki/Microsoft_SQL_Server) and [back office](https://en.wikipedia.org/wiki/Microsoft_BackOffice_Server) servers. Microsoft stated that it was in compliance and that "these fines are about the past issues that have been resolved". 2007 also saw the creation of a multi-core unit at Microsoft, following the steps of server companies such as Sun and IBM.

Gates retired from his role as Chief Software Architect on June 27, 2008, a decision announced in June 2006, while retaining other positions related to the company in addition to being an advisor for the company on key projects. [Azure Services Platform](https://en.wikipedia.org/wiki/Microsoft_Azure), the company's entry into the [cloud computing](https://en.wikipedia.org/wiki/Cloud_computing) market for Windows, launched on October 27, 2008. On February 12, 2009, Microsoft announced its intent to open a chain of Microsoft-branded retail stores, and on October 22, 2009, the first retail [Microsoft Store](https://en.wikipedia.org/wiki/Microsoft_Store) opened in [Scottsdale, Arizona](https://en.wikipedia.org/wiki/Scottsdale,_Arizona); the same day [Windows 7](https://en.wikipedia.org/wiki/Windows_7) was officially released to the public. Windows 7's focus was on refining Vista with ease-of-use features and performance enhancements, rather than an extensive reworking of Windows.

As the smartphone industry boomed in 2007, Microsoft had struggled to keep up with its rivals [Apple](https://en.wikipedia.org/wiki/Apple_Inc.) and [Google](https://en.wikipedia.org/wiki/Google) in providing a modern smartphone operating system. As a result, in 2010 Microsoft revamped their aging flagship mobile operating system, [Windows Mobile](https://en.wikipedia.org/wiki/Windows_Mobile), replacing it with the new [Windows Phone](https://en.wikipedia.org/wiki/Windows_Phone) OS. Microsoft implemented a new strategy for the software industry that had them working more closely with smartphone manufacturers, such as [Nokia](https://en.wikipedia.org/wiki/Nokia), and providing a consistent user experience across all smartphones using the Windows Phone OS. It used a new user interface design language, codenamed "Metro", which prominently used simple shapes, typography and iconography, utilizing the concept of minimalism. Microsoft is a founding member of the [Open Networking Foundation](https://en.wikipedia.org/wiki/Open_Networking_Foundation) started on March 23, 2011. Fellow founders were [Google](https://en.wikipedia.org/wiki/Google), [HP Networking](https://en.wikipedia.org/wiki/Hewlett_Packard_Enterprise_Networking), [Yahoo!](https://en.wikipedia.org/wiki/Yahoo!), [Verizon Communications](https://en.wikipedia.org/wiki/Verizon_Communications), [Deutsche Telekom](https://en.wikipedia.org/wiki/Deutsche_Telekom) and 17 other companies. This nonprofit organization is focused on providing support for a new [cloud computing](https://en.wikipedia.org/wiki/Cloud_computing) initiative called Software-Defined Networking. The initiative is meant to speed innovation through simple software changes in telecommunications networks, wireless networks, data centers and other networking areas.

### **2011–2014: Windows 8/8.1, Xbox One, Outlook.com, and Surface devices**

Following the release of [Windows Phone](https://en.wikipedia.org/wiki/Windows_Phone), Microsoft undertook a gradual [rebranding](https://en.wikipedia.org/wiki/Rebranding) of its product range throughout 2011 and 2012, with the corporation's logos, products, services and websites adopting the principles and concepts of the [Metro design language](https://en.wikipedia.org/wiki/Metro_(design_language)). Microsoft unveiled [Windows 8](https://en.wikipedia.org/wiki/Windows_8), an operating system designed to power both personal computers and [tablet computers](https://en.wikipedia.org/wiki/Tablet_computer), in Taipei in June 2011. A developer preview was released on September 13, which was subsequently replaced by a consumer preview on February 29, 2012, and released to the public in May. The [Surface](https://en.wikipedia.org/wiki/Microsoft_Surface) was unveiled on June 18, becoming the first computer in the company's history to have its hardware made by Microsoft. On June 25, Microsoft paid US$1.2 billion to buy the social network [Yammer](https://en.wikipedia.org/wiki/Yammer). On July 31, they launched the [Outlook.com](https://en.wikipedia.org/wiki/Outlook.com) [webmail service](https://en.wikipedia.org/wiki/Webmail) to compete with [Gmail](https://en.wikipedia.org/wiki/Gmail). On September 4, 2012, Microsoft released [Windows Server 2012](https://en.wikipedia.org/wiki/Windows_Server_2012).

In July 2012, Microsoft sold its 50% stake in MSNBC, which it had run as a joint venture with NBC since 1996. On October 1, Microsoft announced its intention to launch a news operation, part of a new-look [MSN](https://en.wikipedia.org/wiki/MSN), with Windows 8 later in the month. On October 26, 2012, Microsoft launched Windows 8 and the [Microsoft Surface](https://en.wikipedia.org/wiki/Microsoft_Surface). Three days later, [Windows Phone 8](https://en.wikipedia.org/wiki/Windows_Phone_8) was launched. To cope with the potential for an increase in demand for products and services, Microsoft opened a number of "holiday stores" across the U.S. to complement the increasing number of "bricks-and-mortar" Microsoft Stores that opened in 2012. On March 29, 2013, Microsoft launched a Patent Tracker.

The [Kinect](https://en.wikipedia.org/wiki/Kinect), a motion-sensing input device made by Microsoft and designed as a [video game controller](https://en.wikipedia.org/wiki/Game_controller), first introduced in November 2010, was upgraded for the 2013 release of the [Xbox One](https://en.wikipedia.org/wiki/Xbox_One) video game console. Kinect's capabilities were revealed in May 2013: an ultra-wide 1080p camera, function in the dark due to an infrared sensor, higher-end processing power and new software, the ability to distinguish between fine movements (such as a thumb movements), and determining a user's heart rate by looking at their face. Microsoft filed a patent application in 2011 that suggests that the corporation may use the Kinect camera system to monitor the behavior of television viewers as part of a plan to make the viewing experience more interactive. On July 19, 2013, Microsoft stocks suffered its biggest one-day percentage sell-off since the year 2000, after its fourth-quarter report raised concerns among the investors on the poor showings of both Windows 8 and the Surface tablet. Microsoft suffered a loss of more than US$32 billion.

In line with the maturing PC business, in July 2013, Microsoft announced that it would reorganize the business into four new business divisions, namely Operating System, Apps, Cloud, and Devices. All previous divisions will be dissolved into new divisions without any workforce cuts. On September 3, 2013, Microsoft agreed to buy [Nokia](https://en.wikipedia.org/wiki/Nokia)'s mobile unit for $7 billion, following [Amy Hood](https://en.wikipedia.org/wiki/Amy_Hood) taking the role of CFO

### **2014–present: Windows 10, Microsoft Edge and HoloLens**

On February 4, 2014, [Steve Ballmer](https://en.wikipedia.org/wiki/Steve_Ballmer) stepped down as [CEO](https://en.wikipedia.org/wiki/Chief_executive_officer) of Microsoft and was succeeded by [Satya Nadella](https://en.wikipedia.org/wiki/Satya_Nadella), who previously led Microsoft's Cloud and Enterprise division. On the same day, [John W. Thompson](https://en.wikipedia.org/wiki/John_W._Thompson) took on the role of chairman, in place of Bill Gates, who continued to participate as a technology advisor. Thompson became the second chairman in Microsoft's history. On April 25, 2014, Microsoft acquired Nokia Devices and Services for $7.2 billion. This new subsidiary was renamed Microsoft Mobile Oy. On September 15, 2014, Microsoft acquired the video game development company [Mojang](https://en.wikipedia.org/wiki/Mojang" \o "Mojang), best known for [Minecraft](https://en.wikipedia.org/wiki/Minecraft), for $2.5 billion. On June 8, 2017, Microsoft acquired Hexadite, an Israeli security firm, for $100 million.

On January 21, 2015, Microsoft announced the release of their first [Interactive whiteboard](https://en.wikipedia.org/wiki/Interactive_whiteboard), [Microsoft Surface Hub](https://en.wikipedia.org/wiki/Surface_Hub). On July 29, 2015, [Windows 10](https://en.wikipedia.org/wiki/Windows_10) was released, with its server sibling, [Windows Server 2016](https://en.wikipedia.org/wiki/Windows_Server_2016), released in September 2016. In Q1 2015, Microsoft was the third largest maker of mobile phones, selling 33 million units (7.2% of all). While a large majority (at least 75%) of them do not run any version of [Windows Phone](https://en.wikipedia.org/wiki/Windows_Phone)— those other phones are not categorized as [smartphones](https://en.wikipedia.org/wiki/Smartphone) by Gartner – in the same time frame 8 million Windows smartphones (2.5% of all smartphones) were made by all manufacturers (but mostly by Microsoft). Microsoft's share of the U.S. smartphone market in January 2016 was 2.7%. During the summer of 2015 the company lost $7.6 billion related to its mobile-phone business, firing 7,800 employees.

On March 1, 2016, Microsoft announced the merger of its PC and Xbox divisions, with Phil Spencer announcing that Universal Windows Platform (UWP) apps would be the focus for Microsoft's gaming in the future. On January 24, 2017, Microsoft showcased Intune for Education at the [BETT](https://en.wikipedia.org/wiki/BETT) 2017 education technology conference in [London](https://en.wikipedia.org/wiki/London). Intune for Education is a new cloud-based application and device management service for the education sector. In May 2016, the company announced it was laying off 1,850 workers, and taking an impairment and restructuring charge of $950 million. In June 2016, Microsoft announced a project named Microsoft Azure Information Protection. It aims to help enterprises protect their data as it moves between servers and devices. In November 2016, Microsoft joined the [Linux Foundation](https://en.wikipedia.org/wiki/Linux_Foundation) as a Platinum member during Microsoft's Connect developer event in New York. The cost of each Platinum membership is US$500,000 per year. Some analysts deemed this unthinkable ten years prior, however, as in 2001 then-CEO Steve Ballmer called Linux "cancer". Microsoft planned to launch a preview of Intune for Education "in the coming weeks", with general availability scheduled for spring 2017, priced at $30 per device, or through volume licensing agreements.

In January 2018, Microsoft patched [Windows 10](https://en.wikipedia.org/wiki/Windows_10) to account for CPU problems related to [Intel's Meltdown security breach](https://en.wikipedia.org/wiki/Meltdown_(security_vulnerability)). The patch led to issues with the [Microsoft Azure](https://en.wikipedia.org/wiki/Microsoft_Azure) virtual machines reliant on Intel's CPU architecture. On January 12, Microsoft released [PowerShell Core 6.0](https://en.wikipedia.org/wiki/PowerShell) for the [macOS](https://en.wikipedia.org/wiki/MacOS) and [Linux](https://en.wikipedia.org/wiki/Linux) operating systems. In February 2018, Microsoft killed notification support for their [Windows Phone](https://en.wikipedia.org/wiki/Windows_Phone) devices which effectively ended firmware updates for the discontinued devices. In March 2018, Microsoft recalled [Windows 10 S](https://en.wikipedia.org/wiki/Windows_10_editions#Discontinued_editions) to change it to a mode for the Windows operating system rather than a separate and unique operating system. In March the company also established guidelines that censor users of [Office 365](https://en.wikipedia.org/wiki/Office_365) from using [profanity](https://en.wikipedia.org/wiki/Profanity) in private documents. In April 2018, Microsoft released the source code for Windows [File Manager](https://en.wikipedia.org/wiki/File_Manager_(Windows)) under the [MIT License](https://en.wikipedia.org/wiki/MIT_License) to celebrate the program's 20th anniversary. In April the company further expressed willingness to embrace open source initiatives by announcing [Azure Sphere](https://en.wikipedia.org/wiki/Azure_Sphere) as its own derivative of the [Linux](https://en.wikipedia.org/wiki/Linux) operating system. In May 2018, Microsoft partnered with 17 American intelligence agencies to develop products that [track American citizens](https://en.wikipedia.org/wiki/National_Security_Agency). The project is dubbed "Azure Government" and has ties to the [Joint Enterprise Defense Infrastructure](https://en.wikipedia.org/wiki/Joint_Enterprise_Defense_Infrastructure) (JEDI) surveillance program. On June 4, 2018, Microsoft officially announced the acquisition of [GitHub](https://en.wikipedia.org/wiki/GitHub) for $7.5 billion, a deal which closed on October 26, 2018. On July 10, 2018, Microsoft revealed the [Surface Go](https://en.wikipedia.org/wiki/Microsoft_Surface_Go) platform to the public. Later in the month it converted [Microsoft Teams](https://en.wikipedia.org/wiki/Microsoft_Teams) to [gratis](https://en.wikipedia.org/wiki/Gratis_versus_libre). In August 2018, Microsoft released two projects called Microsoft AccountGuard and Defending Democracy. It also unveiled [Snapdragon 850](https://en.wikipedia.org/wiki/Qualcomm_Snapdragon) compatibility for [Windows 10](https://en.wikipedia.org/wiki/Windows_10) on the [ARM architecture](https://en.wikipedia.org/wiki/ARM_architecture).

In August 2018, [Toyota Tsusho](https://en.wikipedia.org/wiki/Toyota_Tsusho) began a partnership with Microsoft to create [fish farming](https://en.wikipedia.org/wiki/Fish_farming) tools using the Microsoft Azure application suite for [Internet of things](https://en.wikipedia.org/wiki/Internet_of_things) (IoT) technologies related to water management. Developed in part by researchers from [Kindai University](https://en.wikipedia.org/wiki/Kindai_University" \o "Kindai University), the water pump mechanisms use [artificial intelligence](https://en.wikipedia.org/wiki/Artificial_intelligence) to count the number of fish on a [conveyor belt](https://en.wikipedia.org/wiki/Conveyor_belt), analyze the number of fish, and deduce the effectiveness of water flow from the data the fish provide. The specific [computer programs](https://en.wikipedia.org/wiki/Computer_program) used in the process fall under the Azure Machine Learning and the Azure IoT Hub platforms. In September 2018, Microsoft discontinued [Skype Classic](https://en.wikipedia.org/wiki/Skype). On October 10, 2018, Microsoft joined the [Open Invention Network](https://en.wikipedia.org/wiki/Open_Invention_Network) community despite holding more than 60,000 patents. In November 2018, Microsoft agreed to supply 100,000 [Microsoft HoloLens](https://en.wikipedia.org/wiki/Microsoft_HoloLens) headsets to the [United States military](https://en.wikipedia.org/wiki/United_States_Armed_Forces) in order to "increase lethality by enhancing the ability to detect, decide and engage before the enemy." In November 2018, Microsoft introduced Azure Multi-Factor Authentication for Microsoft Azure. In December 2018, Microsoft announced [Project Mu](https://en.wikipedia.org/wiki/Project_Mu), an [open source](https://en.wikipedia.org/wiki/Open_source) release of the [Unified Extensible Firmware Interface](https://en.wikipedia.org/wiki/Unified_Extensible_Firmware_Interface) (UEFI) core used in [Microsoft Surface](https://en.wikipedia.org/wiki/Microsoft_Surface) and [Hyper-V](https://en.wikipedia.org/wiki/Hyper-V) products. The project promotes the idea of [Firmware as a Service](https://en.wikipedia.org/wiki/Project_Mu). In the same month, Microsoft announced the [open source](https://en.wikipedia.org/wiki/Open_source) implementation of [Windows Forms](https://en.wikipedia.org/wiki/Windows_Forms) and the [Windows Presentation Foundation](https://en.wikipedia.org/wiki/Windows_Presentation_Foundation) (WPF) which will allow for further movement of the company toward the transparent release of key frameworks used in developing Windows desktop applications and software. December also saw the company discontinue the [Microsoft Edge](https://en.wikipedia.org/wiki/Microsoft_Edge) project in favor of [Chromium](https://en.wikipedia.org/wiki/Chromium_(web_browser)) backends for their browsers.

Microsoft failures

**Zune Player**

The Zune player is a bit of a strange one, as it was a pretty competent all-round media player for a time when we didn't stream everything on our phones. However, Microsoft completely failed to capitalize, resulting in poor sales.

Launched in late 2006, Microsoft clearly had hopes that it would be a competitor to the iPod; research group NPD stated in 2009 that it had a depressing 2 percent share of the media player market - very much in the shadow of the iPod's 70 per cent.

Zune never had a UK launch - indeed, it was never made officially available outside of North America.

Zune took two years to sell hardly 2 million units so Microsoft was forced to shutdown unprofitable Zune services in June 2012.

**Windows ME**

**Windows ME** — one of the worst operating system Microsoft ever launched. Released after **Windows 98** on September 2000 as a special millennium edition OS. Windows ME promised improved performance and accessibility but became an utter failure in the market. It was the last operating system released in the Windows 9x series. Because of its frequent crashing and incompatibility with several popular applications that ran on Windows 98 software forced Microsoft to ditch the OS after 1 year.

**Windows Vista**

While many of Microsoft's flops came from when the company moved outside its competency of software, there have been more than a few times when Microsoft released substandard versions of its Windows OS. Many remember Windows 8 and the disappearing (then reappearing) Start button, or the crash-prone Windows ME the company replaced within a year. However, none of them were quite as bad as Windows Vista, which ended with a dismissed class action lawsuit.

Released in early 2007, Windows Vista had as its primary goal to upgrade the operating system's security. Well, Microsoft overcorrected on the security front. Vista's prime criticism was that the company's prompt-prone user-access control function was an extreme annoyance.

Additionally, the rollout was extremely problematic, with ominous hardware and licensing requirements affecting a large portion of users. Later, Microsoft received a black eye when leaked emails from company execs surfaced in the class action lawsuit, revealing that the company [lowered the requirements](https://www.engadget.com/2008/02/28/microsoft-lowered-vista-requirements-to-help-intel-sell-incompat/) for incompatible **Intel** chips to help its primary chipmaker make quarterly earnings estimates.

**Windows 8**

Steve Ballmer, the Ex-CEO of the tech giant Microsoft had the quality of boosting Microsoft’s professional business in the field of servers, the cloud, and business software. But he was a terrible executive director of the commercial and leisure branch of the company.

With both Windows 8 and the Xbox One console, he made the same big mistake, and here they are, depreciate users, turn their backs on them and market a product that nobody had asked for, and wanted it.

With Xbox One, the tech giant Microsoft developed a console that required a permanent connection to the Internet and prevented to lend games or buy and sell them secondhand. Hence, this scenario simply rained so many criticisms that were improved before the launch, but it was too late. As at that time the PS4 of Sony won the battle of the new generation of consoles before starting.

With Windows 8 which is marketed in 2012, the tech giant Microsoft did exactly the same thing, as it launched a product that users did not want. It was the increase of smartphones and tablets, which had reduced sales of PCs, so the tech giant Microsoft basically created an operating system for tablets which is known as Windows 8, as it was intended to create pressure on desktop computers.

Hence, the idea did not please anyone, and Windows 8 became such a hated system that the tech giant Microsoft skipped to Windows 9 simply to strengthen the idea of ​​separation with respect to Windows 8, and directly launched the all-new Windows 10.

SWOT Analysis of Microsoft

## Strengths – Internal Strategic Factors

1. **Leading Software Company** – Microsoft is the undisputed global market leader in software technology specifically in cloud computing. It’s the world’s largest developer of Windows OS and the leading cloud player. Its commercial cloud (Azure, Office 365 commercial, dynamics 365) generated annual revenue of **$23.2 billion** in 2018.
2. **World’s largest Company with dominant market share**– Microsoft ranks [4th](https://www.statista.com/statistics/263264/top-companies-in-the-world-by-market-value/) with a market value of $750.6 billion in the world’s largest companies in 2018. It also owns the largest market share [with a 3% point gain](https://www.marketwatch.com/story/microsoft-not-amazon-is-the-company-gaining-market-share-in-the-cloud-2018-05-10) among the five largest cloud service providers (Microsoft, AWS, IBM, Oracle, [and Google](https://bstrategyhub.com/swot-analysis-of-google-2019-google-swot-analysis/)).
3. **Vast market reach** – Microsoft operates in more than 190 countries worldwide. After launching the promoted version of Windows 10, it has over [700 million](https://www.neowin.net/news/microsoft-finally-confirms-that-windows-10-is-installed-on-700-million-devices) installs worldwide.
4. **Constant growth** – The latest earning results of Microsoft clearly demonstrate its strong growth in the cloud business. According to the analysts, Microsoft will be worth [$1 trillion](https://www.cnbc.com/2018/07/20/microsoft-will-be-a-trillion-dollar-company-say-analysts.html) in the near future.
5. **Addition of newer SKUs (Stock Keeping Units)**– Microsoft has recently added newer SKUs to its brand portfolio. This includes Microsoft 365 combining Office 365 and Windows 10. Its M365 is a multi-billion dollar business.
6. **Reputed Brand with superior customer loyalty** – Microsoft has [1.2 billion Office users and 60 million Office 365](https://www.windowscentral.com/there-are-now-12-billion-office-users-60-million-office-365-commercial-customers) commercial customers. It has undoubtedly the greatest loyal customer base. Customers trust the brand and remain loyal to it.
7. **Huge Market Capitalization** – With 776 billion U.S. dollars of market capitalization, Microsoft is one of the biggest hi-tech company on the planet. It has a steady presence and was also listed in the Top 10 Global Companies in PriceWaterhouseCoopers’ report updated on 31st March 2018.
8. **Effective Adverting platform** – With its strong and effective marketing strategies, Microsoft has influenced people all over the world. Its emotive advertisement aired in July with the title ‘The future starts now’ touched many worldwide.
9. **Brand reputation** – Microsoft was ranked 4th by [Interbrand](https://www.interbrand.com/best-brands/best-global-brands/2018/ranking/microsoft/) as the world’s most valuable brand with the highest brand strength and brand equity in the digital industry.
10. **Easy to use software** – Microsoft is known for its hi-tech and quality products offerings. Windows OS and Office software products are quite user-friendly with highest quality standards.

## Weaknesses – Internal Strategic Factors

1. **Overexposure to the PC market** – PC shipments are often subjected to frequent falls due to vendors’ rising prices and currency fluctuations. It has landed Microsoft in a vulnerable position.
2. **Cybercrime theft** – The increasing cybercrime cases have left Microsoft in a vulnerable state. Hackers have reportedly attacked the [cybersecurity](https://threatpost.com/at-microsoft-a-sharpened-focus-on-cybercrime/100670/) of the Windows Operating System several times.
3. **Lacking innovation** – Microsoft has been failing to grow its hardware products sales such as surface pro computers and phones. It has been lagging in innovation and advanced technology, whereas, [Apple](https://bstrategyhub.com/swot-analysis-of-apple-apple-swot-2018/), Google, and [Amazon](https://bstrategyhub.com/swot-analysis-of-amazon-amazon-swot/) are quickly blazing trails.
4. **Lacking market leadership in Internet browser segment** – While Google, Safari, and Firefox have been gaining the market share in internet browser segment, Microsoft is losing the market. Microsoft IE & Edge didn’t even make a list in [2018’s most popular web browsers](https://www.techadvisor.co.uk/test-centre/software/best-web-browsers-3635255/).
5. **Unsuccessful acquisitions** – Microsoft’s fewer acquisitions like WebTV, LinkExchange, Massive, and Danger resulted in failures and divestitures. Such unprofitable investments are the biggest weaknesses of Microsoft.

## Opportunities – External Strategic Factors

1. **Cloud business growth** – Its cloud-based services have gained immense growth and success in recent years. Thus, there’s an opportunity for Microsoft to expand its cloud business.
2. **Innovation and Artificial Intelligence** – Microsoft has a massive opportunity in many innovative areas like AI and game technology. Investing in these areas can give an upper hand to Microsoft.
3. **Partnerships and Acquisitions** – Microsoft can focus on entering into new strategic alliances and partnerships. It will enable the company to gain high market share. Acquiring major hi-tech firms will also be a profitable opportunity for Microsoft.
4. **Smartphone industry** – The fast-growing market of smartphones and tablets offer an excellent opportunity for Microsoft. It can capitalize on the rising demands of these products.
5. **Cost leadership strategy** – Microsoft can gain the opportunity of increasing its sales and revenue by offering its products at low prices. It may also prevent the hackers to use its software illegally.

## Threats – External Strategic Factors

1. **Workforce’s related criticisms** – Microsoft’s 2018 workforce diversity statistics showed an imbalance in its recruited workforce. The number of women and minorities working was quite low, fueling severe criticism and arguments against the company’s HR policy.
2. **Gay reference controversy** – Microsoft has faced many criticisms for its [Xbox Live](https://news.microsoft.com/life/pride/) game service. Reference to homosexuality and gays can’t be used in the Gamertag and user’s profile, as the company considers this matter ‘unsuitable’ and ‘offensive’ for other users.
3. **Aggressive competition** – Microsoft is in intense competition with Google and Apple. These companies’ established positions can be a threat to [Microsoft’s market position](https://bstrategyhub.com/dominate-the-market-the-ansoff-matrix-way-market-penetration-strategy-explained/).
4. **Changing preferences of consumers** – People are highly attracted to the market of smartphones, notepads, and laptops. Microsoft has modest shares in these markets.
5. **Open source projects** – Like Linux OS and Open Source Office, many new open source projects have successfully entered into the market offering similar services for free. It can threaten Microsoft that offers these [products at an expensive rate](https://bstrategyhub.com/9-pricing-strategies-maximize-your-profit-with-a-good-pricing-strategy/).
6. **Cybercrime and piracy** – Rising cybercrime thefts and software piracy issues have dramatically affected Microsoft’s security network system.

Future Works

**Windows 10 20H1**

## **Windows Subsystem for Linux (WSL) 2 improvements (Build 19013)**

Previously, your WSL 2 Virtual Machine’s (VM) memory would grow to meet the needs of your workflow, but would not shrink back down when the memory was no longer needed. With this change, as memory is no longer in use in the Linux VM, it will be freed back to Windows, which will shrink in memory size accordingly.

## **Reset your PC from the cloud (Build 18990)**

In Windows Insider webcast, we had the Deployment Team as guests to talk about the new feature that is coming with 20H1 that allows you to reset your PC using the cloud.

**Making Notepad store-updatable (Build 18963)**

Notepad has been a well-loved text editor in Windows for over 30 years. Over the last few releases, we’ve been making a number of small improvements to Notepad based on your feedback including:

**1. Wrap-around find/replace**: We’ve made significant improvement to the find/replace experience in Notepad. We added the option to do wrap-around find/replace to the find dialog and Notepad will now remember previously entered values and the state of checkboxes and automatically populate them the next time you open the find dialog. Additionally, when you have text selected and open the find dialog we will automatically populate the search field with the selected text.

**2.** **Text zooming**: We’ve added options to make it quick and easy to zoom text in Notepad. There is a new menu option under View > Zoom to change the zoom level and we display the current zoom level in the status bar. You can also use Ctrl + Plus, Ctrl + Minus and Ctrl + MouseWheel to zoom in and out and use Ctrl + 0 to restore the zoom level to the default.

**3. Line numbers with word-wrap:** A long outstanding request has been to add the ability to display line and column numbers when word-wrap is enabled. This is now possible in Notepad and we’ve made the status bar visible by default. You can still turn the status bar off in the View menu.

## **Eye Control Improvements (Build 18932)**

**Drag-and-drop:** One of the most requested features, performing mouse drag-and-drop, is now implemented in Eye Control. When turned on from within Eye Control’s settings screen, the precise mouse control tool now allows mouse drag operations, as well as the ability to combine clicks and drags with Shift and Ctrl modifier keys.

**Pause:** We’ve made improvements to the pause experience. Selecting the pause button completely hides the Launchpad. When dismissed, the Launchpad reappears when you briefly close your eyes or look away from the screen. This allows uninterrupted viewing of full screen content, like watching a video. Similarly, it also allows eye gaze enabled applications to be used without triggering Eye Control features, useful if playing the [recently launched Eye First applications](https://blogs.msdn.microsoft.com/accessibility/2019/06/18/eyesfirstgame/).

**Switch support:** Previously, Dwell was the method for clicking a button. Dwelling is the act of fixing your eyes on part of the screen and keeping your eyes there for a specific amount of time. In this release, we’re adding a second activation method, switch. In this method, dwell is used to select the target, but clicking a button is done with switch. Currently switches on joysticks, or devices emulating joysticks, are supported.

**Under the hood** People wishing to develop their own gaze enabled applications can do so using the open source Gaze Interaction Library in the [Windows Community Toolkit](https://docs.microsoft.com/windows/communitytoolkit/). In this revision of Eye Control, the user interface is implemented using the same code that is in the Gaze Interaction Library.

**Settings:** We have updated settings to allow you to manage more Eye Control features. This includes enabling some of the new features and more fine control of the numeric values that change how responsive the system is to eye movements. This allows for a more customized and natural feel for your Eye Control experience.

## **Improving your Bluetooth pairing experience (Build 18985)**

For Windows 10, version 1803, they announced a new [streamlined experience for pairing supported Bluetooth devices](https://blogs.windows.com/windowsexperience/2018/02/07/announcing-windows-10-insider-preview-build-17093-pc/). The idea was simple—if a supported device was nearby and in pairing mode, they’d show a notification that prompted you to go through pairing. This saved you from opening Settings yourself and finding the right place to go. Here’s what’s new:

* Pairing is all done in notifications now. You don’t need to go to the Settings app anymore to finish pairing.
* For faster pairing time, we improved the UI by showing one less notification.
* We added a Dismiss button to the first notification to give you more control while using Swift Pair.
* To make the notification more helpful, now we show the device name and category when we can.

# Xbox Project Scarlett

Project Scarlett is the new code name for the next-generation of Xbox. Project Scarlett will use [AMD Navi](https://www.trustedreviews.com/news/amd-navi-release-date-news-specs-price-3692193) technology, providing the console with a performance boost making it four times more powerful than the [Xbox One X](https://www.trustedreviews.com/reviews/xbox-one-x), which is already a force to be reckoned with right now. Other features that have been announced include 8K resolutions, real-time ray tracing, ultra-fast GDDR6 memory and a luscious new SSD set to vastly improve loading times.

## **Xbox Project Scarlett specs**

An SSD will come as standard, as with the [PS5](https://www.techradar.com/in/news/gaming/consoles/ps5-release-date-news-and-features-1213409), which will give it the option of using its storage system as virtual RAM, as well as lifting load time performance by a factor of 40x. That'll let developers stream in far more detailed worlds around a player. In terms of 'standard' RAM, the console will pack in a meaty GDDR6.

## **Xbox Project Scarlett release date**

Expect to see the Xbox Project Scarlett console launch in the 'holiday' window of 2020. That's between October and December of 2020, and just in time for Christmas.

**Surface Duo**

The perfect balance of productivity and mobility. Surface Duo is a new dual-screen device that fits in your pocket. With two screens connected by a revolutionary 360° hinge, Surface Duo brings together the best of Microsoft and Android to reimagine productivity on the go.

The phone is rumored to come with a 5.60-inch touchscreen primary display. It also features a 5.60-inch touchscreen as its second display.

Microsoft Surface Duo is expected to be powered by an octa-core Qualcomm Snapdragon 855 processor. It is expected to sport a camera on the front for selfies. Microsoft Surface Duo based on Android.

Connectivity options on the Microsoft Surface Duo are said to include Wi-Fi and USB Type-C. Sensors on the phone are rumored to include accelerometer, ambient light sensor, compass/ magnetometer, gyroscope, proximity sensor, and fingerprint sensor.It bears a glass body.

**Surface Neo**

A groundbreaking new dual-screen device that redefines how you get things done. With two 9” screens, a revolutionary 360° hinge, touch, pen, keyboard, and incredible new Windows experiences, Surface Neo enables you to do more, anywhere.

The Surface Neo is a completely new Surface which is basically two tablets hinged together resembling a book, featuring a new spin on Microsoft’s operating system, Windows 10X, that is created and optimized for dual-screen devices. And that tight integration of hardware and software permits for some neat tricks.

## **Surface Neo specs**

To put it very simply, it’s two 9-inch tablets hinged together into a dual-screen machine so it resembles a book (similar to the [Microsoft Courier](https://www.techradar.com/in/news/mobile-computing/tablets/microsoft-courier-concept-will-not-be-released-686546) concept the company abandoned a decade ago). The Surface Neo’s 360-degree hinge lets it be flipped right back, or used in tent mode.

Powering this dual-screen machine is an all-new Intel Lakefield processor, styled as a hybrid chip and incorporating an 11th Generation Intel graphics solution. The CPU has a reduced silicon footprint, and is half the size of a regular PCB.

The tablets are fitted with Gorilla Grass, being 5.6mm thin and weighing 655g. There is a pen that magnetically attaches to the product, and a small keyboard which magnetically seals to the Surface Neo too, and can be placed on top of the lower screen (being just over half the width of the screen) to be typed on in a laptop-like fashion. The keyboard and pen charge up automatically, as well.

When the keyboard is sat on top of the display, the device recognizes this, and conjures up the ‘Wonder Bar’ on the section of the screen visible above the keyboard, providing you with Touch Bar-like functionality with access to emoji, a trackpad, and the ability to ink.

**HoloLens 2**

HoloLens 2 offers the most comfortable and immersive mixed reality experience available, with industry-leading solutions that deliver value in minutes—all enhanced by the reliability, security, and scalability of cloud and AI services from Microsoft.

**Immersive**

See more holograms at once through the greatly increased field of view. Read text and see intricate details on 3D images more easily and comfortably with industry-leading resolution.

**Ergonomic**

Wear HoloLens 2 longer and more comfortably with a dial-in fit system designed for extended use. And keep your glasses on—the headset slides right over them. When it's time to switch tasks, flip the visor up to step out of mixed reality.

**Instinctual**

Touch, grasp, and move holograms in ways that feel natural—they respond a lot like real objects. Log in to HoloLens 2 instantly and securely using just your eyes with Windows Hello. And voice commands work even in noisy industrial environments through smart microphones and natural language speech processing.

**Untethered**

Move freely, with no wires or external packs to get in your way. The HoloLens 2 headset is a self-contained computer with Wi-Fi connectivity, which means that everything you need goes with you while you work.