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Flash Research Paper #9- Xbox Live

Our company has the opportunity to generate a new revenue stream by capitalizing on the Xbox ecosystem. We should implement a security camera called X-tra security by utilizing the Xbox Kinect camera. X-tra security will enable the Kinect camera to stay on at all times, allowing users to see live videos of their home directly through their smart phones. Many people are using Xbox Live and if we take advantage of the Xbox ecosystem we can generate great revenue for our company.

The main selling point of X-tra security is its accessibility. The Xbox Kinect camera is wireless, so therefore users can set up the camera anywhere in the room at any angle they prefer. The X-tra security system is compatible with multiple cameras at the same time. Users can add as many cameras they desire within 25 foot range from the console. Also, all images captured can be viewed directly from all smartphones that are connected to the Xbox ecosystem via the internet. The Kinect camera has motion sensor that is triggered when it detects movements in front of the camera within 10 foot of range. When the motion sensor is triggered, it sends an alert directly to all smartphones that are associated with the Kinect system.

Implementing X-tra security will generate millions in revenue based upon the popularity of Xbox and the fact that most people own a smartphone. We will charge users a one-time installment fee of $60.00 and $10.00 per camera installed after the first one. This price compared to other security is highly cost effective. Users will be willing to spend this amount to add the security to their business and homes. We can also target small companies that desire more cost effective surveillance cameras. X-tra security will be great success because it will become the most convenient and cost effective way to stay secure.

Works cited

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