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Flash Paper- Xbox Live Ecosystem

Our company should invest in the Xbox live application Xbox Spy. The application is a privacy tool that will allow Xbox users to protect their home and watch over their loved ones. The app will initiate the Xbox Kinect to sensor and scan the entire room where the Kinect device is located. By using this application users will be signaled when the Kinect detects unfamiliar activity. The basic version application will be free to download and our company can benefit from this by charging users to upgrade to a premium version with external features.

Xbox Spy is a video surveillance application that records video either continuously, when motion is detected, or according to a set schedule. It records based on vibration, voice, and movement using the recognition technology of the Xbox Kinect. The key capability is its ability to alert the user when the Kinect detects unfamiliar entry or activity and send the live scans to the user. The basic version will include internal features. It will allow the Xbox to scan for sound, vibration, and motion. By upgrading to the premium model users will have access to features such as time scheduled scans and live still photo captures from unfamiliar activity. Users will also be able to access the scans through an integrated mobile app with Xbox Live and will allow users to manage the storage of the scans.

Although the app if free to download our company can profit from this application on Xbox Live by charging users a fee to upgrade to the Xbox Spy premium model. The premium model of the application includes capturing still images and timer scheduled scans. The market is significant because people don’t always have the time or the extra money to purchase video surveillance cameras and don’t want go through the troubles of installation. This user-friendly application will gain a competitive advantage by capitalizing on the increasing daily use and popularity of Xbox Live.