

Xbox Live Ecosystem

Planning a trip can be an absolute headache! First you have to choose a place to go, then you need to figure out where you are staying and how to get there. With Xbox's latest game, Globetrotter, Xbox enthusiasts will get to explore the most amazing cities in the world and also plan their own trips to those cities, if they wish. Globetrotter will be offered through the Xbox Live platform and will be a new addition to the Xbox Kinect games. Revenue streams include Xbox console owners, hotels, restaurants, and attractions that want to promote themselves through the game. Globetrotter will open Xbox customers to the world and make planning a trip easy and fun.

Imagine sitting at a small Italian café, sipping on a cappuccino with all of your closest friends without having to leave your living room. Xbox's Globetrotter will allow customers to do just that. Owners of the game or "Globetrotters" will be able to pick any city in the world and be transported into the digital replica of that city. Using their Microsoft points, people can eat at a French restaurant next to the Eiffel Tower, drink at a Berlin beerhouse, and go dancing in Ibiza's most exclusive clubs, with their friends. Some attractions will be free and some will require Microsoft points. As Globetrotters explore the city, they will be able to unlock different locations and be able to attend certain events. If players fall in love with the city and decided that they need to experience it first hand, they have the ability to plan their trip through Globetrotter. For every city there will be itinerary suggestions, hotel listings and recommendations provided by Globetrotters who have already visited that city. Players can also plan a trip without necessarily playing the game. The benefit of Globetrotter is that you can see where you are going and what area your hotel is in, right from your couch. It is true that Google Earth offers similar capabilities, but the image is very static and not very collaborative. With Globetrotter, players will be able to walk through historic streets without the image lagging, and they will be able to interact with the world around them.

Globetrotter will be a great addition to the Xbox Kinect games. Average costs will be similar to other real life simulation games such as Sports Kinect and Fruit Ninja Kinect. Fans of Kinect games and Xbox owners will pay for this game, along with restaurants, bars, cafés and other venues that want to be included in the game. Hotels will also pay to be listed in the game along with car rental companies. We will also generate revenue from the Microsoft points that people will buy to spend in the cities that they explore. Globetrotter has the potential to be a highly profitable game for Xbox.