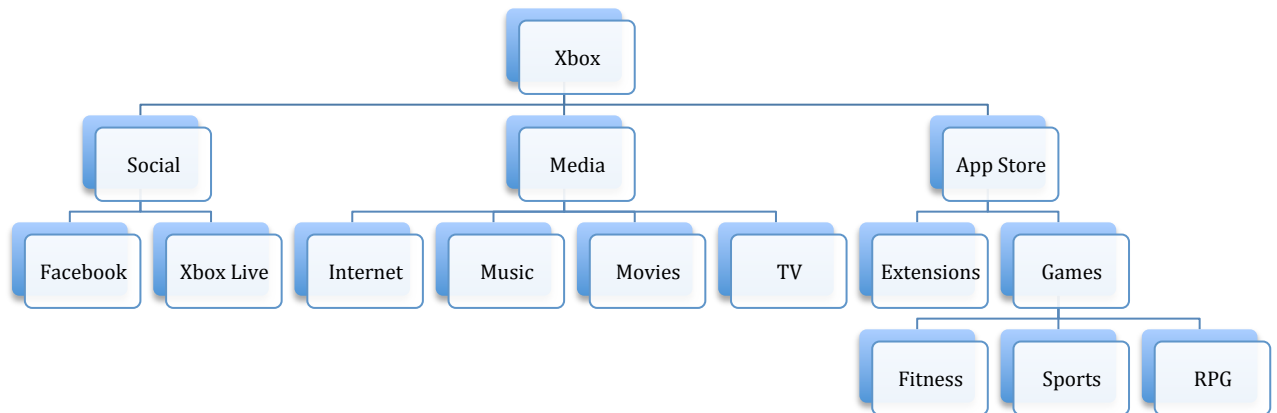


FRP 9- Jacklin Altman  
Xbox Live

Imagine having a high tech security system streaming right from your gaming console. With Secure 360, you can purchase incognito security cameras to put around your home, and they will all be controlled right from your Xbox 360 console. The cameras will stream live security coverage to the main console, which can stream coverage to any mobile device. The peace of mind that comes with constantly being able to keep an eye on your home when you are away is guaranteed to bring in massive revenue streams.

The Xbox 360 console is the center of the security system, with all data streaming to it. The user would download the Secure 360 application to any device from which they wish to view the live stream, and the cameras would feed to the Xbox, which distributes the feed to all other devices. The Xbox would stay in a dormant, power-saving mode, plugged into a wall jack. The cameras, developed by us, would be stationary and would simply record in real-time what is going on at any given location. The application would also allow for the user to contact the police in the event of an emergency, with a large 911 button being made available on all devices. If the user hit the 911 button, there would be a preventative pop-up that asks if they really want to dial, in an effort to reduce accidental calls. The cameras could also be hooked up to an existing security system and could work in conjunction with pre-existing alarms etc.

The same way you would purchase multiple cable boxes for individual rooms in your home, you purchase as many cameras as you need for your home. Cameras run between 20-30 dollars per camera, depending on the features of that specific camera. The cameras will be small, basic cameras, so they are producer and consumer friendly. Ideally, these will be mass-produced for a far lower cost, so we will generate profit off of the sales. Additionally, there will be a monthly subscription fee to have the cameras stream to the Xbox main console which allows streaming to various mobile devices. With the safety and security of their loved ones in mind, people will renew their subscriptions time and time again.



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