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Xbox Live Ecosystem

We have an opportunity to increase our revenue by using a new application "EZ-Connection" through the Xbox Live ecosystem. EZ-Connection is a specific gaming platform for gamers, which allows them to play a specific game with other players using other platforms such as a PC, PlayStation and even Wii. Our additional revenue will come from the annual subscription fees and value-added services.

EZ-Connection is an application through the Xbox Live ecosystem, which enables users to play the game with users from other platforms. First, the user needs to download the app through the Xbox Live store. After the user access into a specific game, the user is able to choose a specific platform such as the PC, PlayStation or Xbox to play the online game with other gamers who use different platforms. The user can also choose a shared platform which is a public platform combining the PC, Xbox, PlayStation and Wii. Moreover, the application can recommend the user to choose the specific platform based on their internet speed, system configuration and game optimization. Finally, after all options are finished, the user will enjoy the game with other platform users. Our value-added services include downloading and automatic transforming a specific game which is exclusive on other platforms, such as Gods of War for PlayStation, to the chosen platform.

EZ-Connection will generate profit through an annual subscription fee from users. Also, companies like Microsoft and Sony will pay us fees for transforming their games into other platforms. Finally, the users will pay us a fee if they want to use our value-added services. However, transforming the specific game might be tricky because since the game is exclusive on one platform, we must get permission from the owner of that platform in order to avoid lawsuits.