To: Mart Doyle; CIO

From: Joon-Yong Kim

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Subject: Xbox Live

Our company can increase revenues by implementing the Avatar Voice input program for Xbox Live. Xbox users can use the Avatar Voice input program to engage in conversation with other users. Avatar Voice provides voice and image acquisition services through the Xbox camera. Users can pick from a variety of voices to personalize their profiles. The primary revenue from this program will be the fees that Xbox Live users will pay to access different voices that they may want for their own Avatars.

Avatar Voice involves the combination of Avatar market and Kinect through which users play around with their own Avatars. Avatar Voice allows users to chat with other users through the camera. Avatar Voice has a list of voices containing a variety of options such as a celebrity, animals and also machine sounds. The multitasking voice recording tool allows users to have as many voices as possible and they can select whichever they think is best for a specific situation. It also provides image acquisition services for users to engage actively with their Avatars. Users will be able to express their emotions and the movement of their bodies through the avatars. This program gives users the opportunity to expand their social skills, because it has an implemented bar-lounge area where users can socialize with other users, by using their avatars.

         The primary revenue stream for Avatar Voice would come from users purchasing voices that they would like to apply to their own avatars. Every voice will be priced differently, according to user demand. Once they purchase the voices, they can keep them forever, as long as they do not delete their profile. The major investment for our company to implement Avatar Voice will be to get a variety of voices from different categories to attract users. This program must engage fully with the Avatar market and Kinect in order to provide users with optimal services.  By implementing Avatar Voice, users can actively socialize through Xbox Live and be engaged in a more exciting experience with their own avatars.