Kevin Auriemma

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Professor Doyle

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Flash Research Assignment – Xbox Live

 We can turn the Xbox into much more than just an entertainment system by making it into a home protection system. With our application, X-Watch, we can turn your Xbox into a simple yet effective home security system using the Xbox’s Kinect features. We can expect this product to generate revenue through subscriptions

 X-Watch will require users to download the application and set up an account. Personal information will be gathered during setup as well as information on who the local police department is and the user’s insurance provider. The user will then employ X-Watch’s most important feature – facial recognition. People living in the house will take their picture with the Kinect camera, which will store it in the application. After the system has been set up, the application can be set through vocal commands or programmed to turn automatically turn on or off at certain times. While activated, X-Watch will detect movement when someone enters the home. Once movement in the house is detected, a resident will stand in front of the camera to deactivate the system. If an unrecognized face is detected, or the system is not deactivated within thirty seconds, the program will automatically contact the user’s local police department and insurer. This is a significant advantage over current proposals for X-box home security as users can do more than just watch the activity in their house. It is also potentially much safer as it contacts the authorities for the user by acting as a silent alarm.

 Our main revenue stream for this product will be subscriptions. Users will have a 30-day free trial period, after which they can choose between monthly or yearly subscription plans. Because there will be fewer setup costs, we can offer a better price than traditional home security systems. In order to reduce any unusual risks, there should be a user agreement and privacy policy because the application will gather personal information. We will use these policies to ensure users that the personal information will only be used for the application’s purposes and will not be reused in any way.