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Enterprise IT Architecture

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Flash Research Paper #6

Xbox Live

Our company should invest in the EyeSpy game through the Xbox Live market place. EyeSpy is an innovative game that offers an interactive twist on the game of seek-and-find. EyeSpy utilizes Xbox Kinect's camera in order for users to play an interactive virtual game of seek-and-find in their house. Our company will profit from the initial purchase of the game, as well as monthly layout packs that users can purchase to keep the game new and interesting.

EyeSpy is a modern edition of the traditional seek-and-find game played by young kids, where one player picks an object in the room and the other players race to figure out what the object is. The key capability of Xbox that EyeSpy utilizes is the Kinect's video camera. EyeSpy will have access to Kinect's camera, and can be used to take a picture of the room layout. Kinect will project the picture of the room onto the user's TV screen and analyze the objects in the room. Users will then be able to stand in front of the camera and try to select the correct items using Kinect's motion sensors. New add-on layout screens will be offered for purchase each month to prevent users from growing bored of the same old screens and pictures of their rooms. For example, new screens could include depictions of being underwater, in a forest, or in outer space.

Our company will profit off of EyeSpy by selling the game itself for a fixed price. New seek-and-find packs offering new layouts will be available for purchase every month. Users can sign up and pay a subscription fee that will be automatically charged to a credit card each month for these packs. There is a significant market for this game due to the fact that it can be enjoyed by kids of all ages. The motion sensor technology makes EyeSpy a fun party game for more mature users, while the simple controls of the game make it enjoyable for young players. EyeSpy is an innovative twist on the traditional seek-and-find game that will be popular and profitable in the Xbox Live ecosystem.