**Xbox Live Flash Research Paper**

We need to invest in OptiTag because of it’s key feature of recording snaps of live HD video game play, with greater social media integration. This will heavily benefit our company as the revenue stream from memberships would be very large. With the exponential rise in usage of social media, players should be able to share clips of their games to show off to their friends their playing ability. Users spend so much time perfecting their gaming skills, but do not have a current reliable network to share their talents. OptiTag will be a multimillion dollar venture with low overhead, and a huge network of users to share the experience with.

OptiTag will allow players to take in game recordings of the screen in crystal clear 1080p quality, allowing them to share their touchdowns, kill streaks, guitar solos, and every other action-packed moment via an app that runs in the background. Using its key feature of recording, OptiTag will record anywhere from five seconds, to five minute clips of the player’s game. The application will run in the background, thus not disrupting play. OptiTag can be enabled from the controller by quickly tapping the “back” and “guide” button at the same time. It can also be enabled through an audio keyword from the Kinect interface, to completely have uninterrupted play. This idea is similar to the technology used in modern day Bluetooth cars and phones. Players can send their clips to users in their friend list on Xbox Live, or to social media sites (Tumblr, Facebook, Instagram, Snapchat, Twitter, & Vine). The clips will be stored on a cloud-based server that our company will host. Unlimited access users will have an incentive to retain membership as their video files will be securely formatted on the cloud where they have a one hour sized video vault to archive files. Overall this will allow players to incorporate a more social experience into their gaming, and involve a social network of its own using accounts, game titles, and hash tags as organizational sorting tools for users.

OptiTag would be a global service, based in the US, and users will be charged $10 per month to be an unlimited access member, or they can pay a $1.00 blanket free per clip that they post or send to their friends or social network. We expect after year 1 to have over 500,000 users, and 3.5 million users by year 3. OptiTag would only need a small team of employees (15-25 employees), and the cloud storage would be extremely affordable. OptiTag will be the next innovative Instagram or Snapchat, specifically targeting the gaming crowd, to give users a competitive and vibrant social experience.