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XReal

Technology has to be innovative in order to survive in competitive market. We should bring XReal product that can be delivered via Xbox Live ecosystem. Players will be able to play live in groups, and they will be able to hear each other via Bluetooth. Revenue will be generated via monthly subscription from Xbox users.

XReal will allow users to create profile and add friends. They can form teams and play game in real time. They will be able to guide each other, congratulate team player. Premium membership will provide what opposite team is talking while playing. They will be able to arrange online tournament, and winning gets the trophy. Their profile will showcase all trophies and records.

Everyone in XReal will be charged for monthly subscription, and premium member will be charged higher monthly subscription. Game Industry is booming, and mostly everyone has games in their house. We can increase revenue by bringing more customers to Xbox Live.