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Flash Research Paper #6 – Xbox Live Ecosystem

Swing Perfect

Our company can generate revenue by delivering Swing Perfect as a swing development and monitoring application through the Xbox Store and Xbox Kinect. Swing Perfect is a Kinect based application which aids as an assistant in the progression and perfection of an athletes swing, and can be used for baseball, softball, golf, and tennis. Our company will benefit from prices charged to users for amenities such as on screen coaches and professional player templates, which can be used by the athlete to re-create a famous swing or improve a personalized one.

Swing Perfect is an application on the Xbox Live Store which uses the motion sensor of the Xbox Kinect to scan the athlete, and seamlessly track their swing, and provide replays and tips on how to alter their swing to perfect it. The application provides and stores user data and feedback, such as coaching tips to help the user master its swing. Although baseball and softball swing trackers do exist, none are like Swing Perfect which can be used through the Xbox Kinect with no additional software or setup required. Additionally, unlike Swing Perfect other similar software cannot monitor and develop swings for golf and tennis. Swing Perfect is a unique Kinect product because the camera and motion sensor will update as the size of the athlete changes. It can also track and store the progress of the individual as they develop their perfect swing. Swing Perfect will also offer on screen coaching, swing styles, and templates of professional athlete's swings for the user to emulate.

Our company can capitalize on Swing Perfect by partnering with Xbox and athletic trainers. The application will initially be free initially to download; however, there is a membership fee which will be charged monthly, and the amount of storage will cost money dependent on capacity. Since Swing Perfect is geared on player development for primarily baseball and softball; little league, minor league, and even major league teams will be offered bundle deals in which they can pool membership fees and receive a discounted total price. The on screen coach can make appointments and have training sessions with its users for an additional fee. Since the coaches will cost our company money to hire, schedules for coaching lessons will cost money to the user. In addition, templates of professional athletes can be purchased for a small price and swing data will be compared and contrasted to help tailor the swing to fit the template, ultimately forming that perfect swing.