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Xbox Live: Xbox Game Room

The Xbox live ecosystem is full of opportunities as the community continues to grow and become stronger. One such area that still offers opportunities to grow is with the Avatars that players create. Currently, players can buy thousands of items for their avatar, but unfortunately the avatar can only display a fixed amount of these items at one time. With Xbox Game Room we will give players a place to display their various avatar items, display their gaming achievements, and show off their personality with several theme choices for the game room. With the customization options offered by Xbox Game Room we will be able to sell themes, items, and upgrades to users turning a nice profit in the process.

The avatars on Xbox Live debuted in late 2008, and since then the marketplace for items to customize one's avatar has grown exponentially. The Avatar Marketplace has even attracted virtual apparel from the MLB, NFL, NHL as well as several clothing companies such as Billabong and Burton. There are thousands of shirts, hats, shoes, pants, and accessories to buy for a player's Avatar. Currently, the Avatar can only display a limited amount of these items at once though, limiting the earning potential for the Avatar store. With the integration of Xbox Game Room we will be able to give users a place to display everything they have collected, and act as a trophy case for their finest gaming moments. With a virtual game room that is customizable and interactive the earning potential is immense.

Xbox Game Room will give users several customization choices so they can display their style through their game room. The download for Xbox Game Room itself will be free, and give users a basic set up, theme, and room size. If players wish to truly show off their personality we will offer several themes, items, and increases to the size of their game room all for an additional charge. Game Room could also stimulate the Avatar Marketplace as users are more willing to buy additional items if they can display multiple items in their customizable and expansive game room.