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New Xbox 360 Sales Tactic?

By Tucker Osbert

In a statement that surprised gamers and non-gamers alike, Peter Moore of Microsoft Xbox, endorsed Nintendo's new Wii console. Speculations circulated whether this statement by Moore was a genuine praise or a calculated move designed to offset the launch of Sony PlayStation 3. Moore even referred to himself as a big fan of the Nintendo console. He suggested that for the price of a PS3, gamers would be able to get a new Xbox 360 plus a Nintendo Wii, with some leftover for a few games. It can be recalled that Sony pegged the price of their new PlayStation at \$499-\$599, a price the company claimed to be fit for a Blu-ray console.

This move by Microsoft seemed to be another tactic to push the Xbox 360 sales higher with the imminent release of the PS3 at its heels. Peter Moore was downplaying the viability of the PS3 by pointing out the only disadvantage of the new Sony console: its price. But Moore's reason was not only consumer concern. Moore's statement also implied that Microsoft do not see Nintendo as direct threat and competitor. Perhaps he thought that having Nintendo's support would clearly buoy Microsoft's sales. Moore was right to do so in this case, since ugly numbers were cropping up in sales reviews of the Microsoft consoles.

The marketing and research firm, NPD Group supplied numbers and reports that indicated that the prized console of Microsoft lagged behind the PS2 in terms of hardware sales. Launched half a decade ago, Sony's PlayStation 2 still lets its presence be felt at the game console market. The five-year old Sony console even managed to exceed the sales of the then-brand new Xbox 360 especially in the month of May. The next-gen console sold only 221,000 units; 11,000 units less than the PS2 sales. Though Microsoft retaliated quickly by revamping shipment processes and adding a third manufacturer for its console, it wasn't enough to draw considerable margin between their sales and that of PS2.

But even if the move didn't suffice, it somewhat improved Xbox 360 console sales. Succeeding sales reviews showed that the sales of the console picked up; the influx of consoles ensuring amply supply and brisk sales. But the PS3 was touted to be a bigger threat. It didn't help either that Sony's processing systems have improved since the release of the PS2. Clearly, it became imperative for Microsoft to beef up its marketing operation to ensure their new console's top position within the next-gen hierarchy.

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In conclusion, Microsoft's marketing plan included Peter Moore banking on Sony's overly-inflated ego that expected gaming fans to shell out big bucks for the PS3. Moore targeted the rival console's price when he made that statement about Xbox 360 and the Wii console. He also hoped to draw in Nintendo fans over to the Microsoft side by actively endorsing the Wii. If Nintendo approves Moore's tactic, the next-gen console battle will be a two versus one fight. Another tell-tale sign of Microsoft and Moore's pricing attack at Sony's new console was the reported price slash for Xbox 360 consoles during the holidays. The price slash was clearly planned to coincide with Sony's PS3 launch. However, the affirmation if Peter Moore's tactic worked still rests on gamers' shoulders.

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Xbox 360 takes the world by storm

By Peter Wolfing

Microsoft now introduces the next generation games console "Xbox 360"; fusing games, entertainment, community, information and innovation all together. It will be launching it this November in Europe, Japan, and North America. Xbox 360 is a video game system that places you at the center of the entertainment experience.

San Francisco and Japan joined hand to craft a stylish system that conveys the very essence of Xbox 360; while wrapping powerful technology in a sophisticated exterior. The Xbox 360 has changed the looks and sounds of games. With Xbox 360, marathon worlds are alive with detail. Animated characters displaying depth of emotions bringing more exciting responses and introducing you with a new and unique experience. All Xbox 360 is label at 720p and 1080i resolution in 16:9 widescreen for smooth, movie-like graphics and multi-channel enclose sound.

The Xbox 360 takes you to an incredible world of entertainment. The Xbox 360 has the most dazzling games and the most powerful as well as intelligent technology. It gives you access to the most compelling games you want to play, people of your choice to play with, watching and enjoying digital music, photos, videos and all the experiences you ever longed for. It fully engages you in an extensive, dramatic, and lifelike gaming experience where no boundaries to the possibilities and imagination are. The Xbox 360 proves that the next generation is here as its games can be experienced in HD, Also you can stream HD television and movies straight from your Windows Media Center Edition PC to your Xbox 360.

The Xbox 360 lets you personalize your own unique system and experience. You can change the appearance of your console by interchangeable Xbox 360 Faces; it's easy and fun to do. Switch on your system to download character skins, premium levels, and more in the Xbox Live Marketplace to customize the look and feel of the Xbox Gamer Guide and Xbox System Guide with unique skins. From sleek and sophisticated to fun and funky, pick the faces and skins that explain your personality or mood.

The Xbox Gamer Guide, available at a touch of the Xbox Guide Button is your instant gateway that

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connects you to games, friends, music, movies, and downloadable stuff. The glowing Ring of Light and Xbox Guide Button visually connect you to your games, digital media, and the world of Xbox Live, the first global, unified online console games service. In addition, the Xbox Guide Button lets you turn the system on and off without ever leaving it.

Plug your Xbox 360 into the broadband connection and get instant access to Xbox Live Silver.

Build your profile, your gamer card and your gamer tag; talk with others using voice chat, and access Xbox Live Marketplace without any extra cost. You can also experience the exciting world of multiplayer online gaming where you can play who you want with Intelligent Matchmaking by upgrade to Xbox Live Gold. It provides access to an vast selection of games, video chat and video messaging.

Peter Wolfing

<http://www.freeflashbuilder.com>

Over 14 years on the Internet Mr. Wolfing has developed unique products to assist anyone on the to promote their online business not only fast and effectively but at low cost of FREE.



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