

The Xbox



A Video Gaming System

FRY'S™



Major Gaming Systems

Xbox	Microsoft	4 MM (1 yr)	\$199
PlayStation	Sony	33 MM (10 MM US)	\$199
GameCube	Nintendo	4 MM	\$149
PC		300 MM	\$600 +



Xbox Features

- ❖ Console
- ❖ Controller
- ❖ Hard disk
- ❖ Video card
- ❖ DVD drive
- ❖ Ethernet port



Console

- ❖ Attractive
- ❖ X design
- ❖ Sturdy
- ❖ Four controller ports
- ❖ DVD drive
- ❖ Intel 733 MHz chip
- ❖ Nvidia graphics card





Controller

- ❖ Eight-way directional pad
- ❖ Left and right thumb sticks
- ❖ Left and right finger sticks (underneath)
- ❖ Eight function buttons
- ❖ Slot for memory card
- ❖ Rumble feature
- ❖ Can connect up to 4





DVD Drive

- ❖ Play video games
- ❖ Play music CDs
- ❖ Play MP3s
- ❖ Play DVDs (remote sold separately)



Ethernet Port

- ❖ Network other Xboxes
- ❖ Attach to broadband network (DSL or Cable)
- ❖ Xbox Online in beta now
- ❖ Open to public November 15, 2002
- ❖ Play online games with others



IDSA

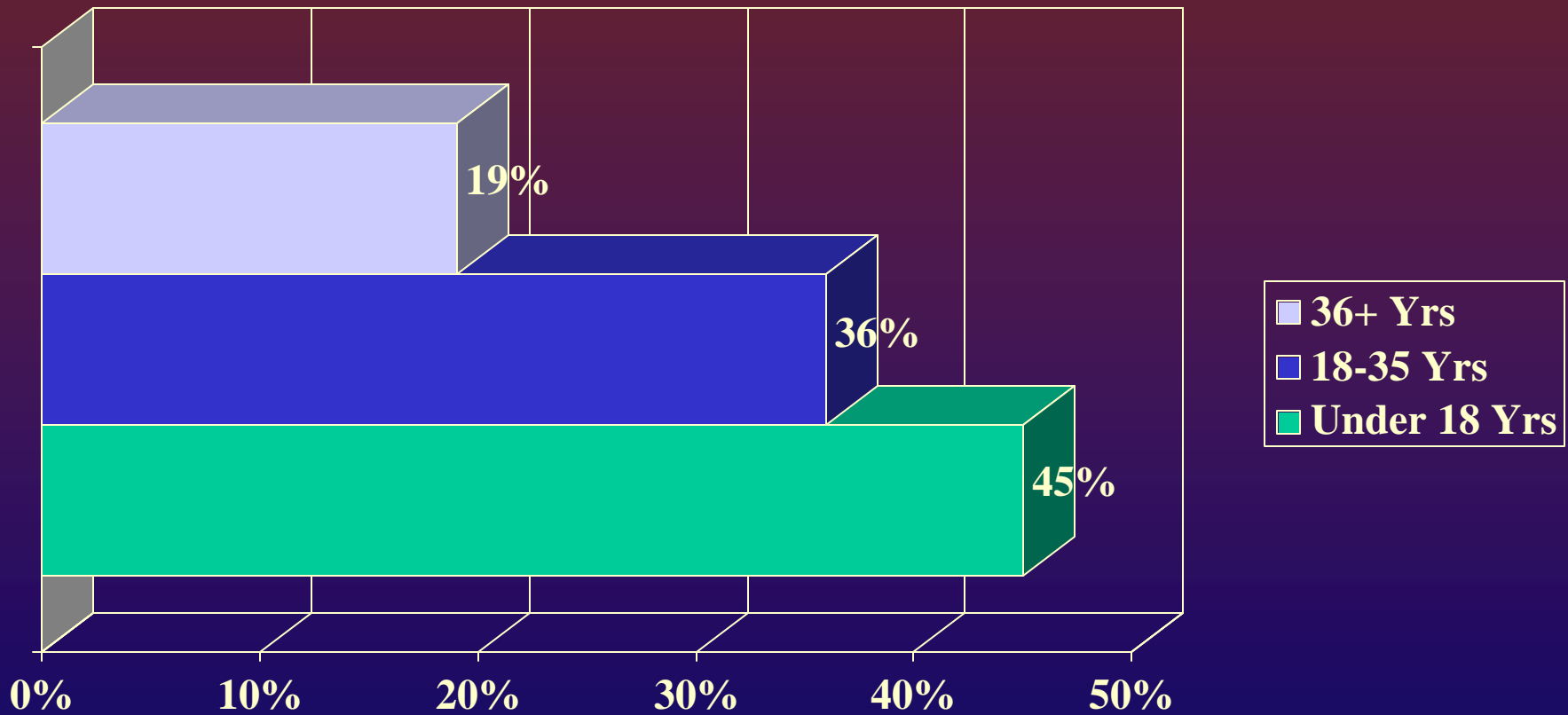
- ❖ Interactive Digital Software Association
- ❖ Collects statistics
 - ❖ \$6.35 B industry, greater than movies
 - ❖ 72% are Male players
 - ❖ 55% of players are 18+ years
- ❖ Lobby



ESRB

- ❖ Electronic Software Rating Bureau
- ❖ Rates video games
 - ❖ Everyone, Teen, Mature, Kids, Adult
- ❖ Descriptors additional
 - ❖ Blood, gore, violence, drugs, sexual themes

Age of Players



10/3/2002

George Harding



Best Selling Game Types

- ❖ Sports (22%)
- ❖ Action (20%)
- ❖ Strategy (18%)
- ❖ Racing (17%)
- ❖ Fighting (6%)
- ❖ Other shooters (6%)
- ❖ Family (4%)
- ❖ Child (4%)