

# Member Profile



## Microsoft

### About the Company:

Microsoft's interactive entertainment products and services are created out of its Entertainment and Devices Division. E&DD supports both the Microsoft® Windows® platform through hardware and consumer software as well as the Xbox® platform.

Following the successful entry into the home console market with the Xbox in 2002, Microsoft launched the Xbox 360® in March 2006. With around 222,000 consoles sold since launch, Xbox 360 is the highest-selling next generation console in Australia.

Today Microsoft is creating hardware, software and services for the Windows operating system and Xbox platforms and this year saw the launch of Halo® 3, the revenue record-breaking closing chapter of the Halo trilogy.

### IEAA Representative:

David McLean,  
Regional Director, Entertainment & Devices Division Australia and New Zealand

### Key 2007 Products:

- Microsoft® Windows Vista®
- Gears of War for Microsoft Windows Vista
- Xbox 360® Elite Console
- Halo 3
- Project Gotham Racing® 4
- Scene it?
- Mass Effect
- HD DVD player for Xbox 360

### Media Contact:

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### Logo:

The Microsoft logo is displayed in its characteristic bold, italicized, black sans-serif font, with a registered trademark symbol (®) to the upper right of the word.