

Are Windows' Days Over?

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20 July 2011

Will Microsoft unite all its takes on different devices-- smartphones, games consoles, TVs, PCs-- under a "single ecosystem" sharing core technologies in the name of "coherence and consistency"?



That's what This is My Next reports Andy Lees saying at his Microsoft Worldwide Partner Conference keynote.

Equally intriguing is sources saying Microsoft also considers "ditching the 'Windows' brand in favour of something new".

Reports suggest Microsoft's post-Windows 8 OS (to hit the market at around 2015/2016) will run on everything-- PCs, tablets, phones and the next XBox iteration.

Such a single ecosystem strategy makes sense-- both in that it involves tailoring technologies and UIs to the device in question, and as a solid Apple rival, whose iOS covers iPhones, iPods, iPads, Apple TVs and PCs.

Add to that a world without a Windows brand... now that's food for thought.

Go [Microsoft Says It Will Have a "Single Ecosystem" \(This is My Next\)](#)