

Background under
the name ascii
microsoft. in 1981



Background As the computing and gaming industry started to rise in the mid to late 80's many companies started to rise and create their own development on computing and game hardware and software. In this report it will be mainly focused on the Microsoft Corporation on its own software and hardware from the companies early beginning's all the up to the present date.

1. 0 Terms of Reference Stephen Colbert (Lecturer) has requested Dean McCrory to write a report with an overall view of the Microsoft Corporation's early software and hardware history until the present day. It is a requirement of Communication: Level 6 unit and is due to be submitted on the 27th of October 2017. 2. 0 Procedures Research for this report was conducted primarily via the internet, by visiting reputable websites. 3. 0 Findings 3. 1 How it started Childhood friends Bill Gates and Paul Allen are the two co-founders of Microsoft.

The two men were passionate about computing. This was around about the time computers were still a new thing to most people while computers were still hard to come by. The company was officially started on the 4th of April 1975 after the two men were inspired by another hardware and software company. Bill Gates was the first CEO of the company. Microsoft's first international office was opened in Japan in August 1977 under the name ASCII Microsoft. In 1981 the company incorporated in Washington DC with the name Microsoft Corporation. Bill Gates would go on to be the president and chairman of the company with his friend Paul Allen becoming executive vice president.

(Gregg Pascal Zachary, 2017) 3. 2 First Operating System An operating system is very beneficial because it is the software that runs on the computer. As a new company Microsoft released their very first operating system to the world which was a version of Unix and it was called Xenix and that was released in 1980. Xenix was eventually used as the basis for Microsoft's first word processor.

In 1983 they introduced their first mouse to the public which would eventually be followed by more hardware such as keyboards controls etc. In 1986 Microsoft became a public company and Bill Gates became a millionaire and the age of 31. (Bellis, 2017) 3. 3 Office On August 1st 1989 Microsoft introduced its earliest version of office. During the 90's Microsoft introduced many versions of their operating system windows including windows 3. 0 windows 95 and windows 98. (microsoft, 2017) 3.

4 Microsoft VS the gaming industry In 1998 Microsoft were considering going into the gaming industry. Kevin Bachus, Seamus Blackley, Otto Berkes and Ted Hase formed Microsoft's first ever console team after they pitched the idea to Bill Gates that proved to be very successful. The console Microsoft wanted to create was the world's first PC like console that would have online gaming capabilities. The system would run on windows 2000 to make it much more simple for traditional PC software developers to work within the system. The Xbox would go on to have more than twice the power of the PlayStation 2.

Sony announced the PS2 on March 2nd 1999. Sony game chief Ken Kutaragi called it a "revolutionary computer entertainment system set to reinvent the

nature of video games." Tripe Hawkins, who ran the rival 3DO game company, called sony's box a "Trojan Horse," meant to get into the home as a game machine and then becoming the gateway for all home entertainment. With such a machine, no one would need a personal computer in the home. Andrew House, then-senior vice president of marketing at Sony's U. S game division said that Sony had broader ambitions. This made Microsoft get started much quicker on the project so they could have their game console programmed, manufactured and shipped quicker so it could compete with its rivals Sony.

So on the 15th of November 2001 the x box was officially released in North America. The console was released on the 22nd of February 2002 in Japan Australia and Europe had the system released on the 14th of March 2002. (history, 2017) 3. 5 Microsoft VS Sony During the next couple of years Xbox and PlayStation would fight it out to see who had the most superior console at the time. "However, the Xbox severely lacking on adventure games". Compared to Jak and Daxter, Ratchet and Clank and other PS2 games like Ico and Shadow of the Colossus, the Xbox had no similar platforming and adventure games that could compare in quality. But the Xbox was aimed towards an audience that was broadband only and interested in online multiplayer games". Although Microsoft had ideas for the future looking into and realising online gaming in the form of the online server Xbox Live.

Digital Trends (2017) 4. 0 The case against Microsoft Most people are mostly concerned themselves about which company has the best console and what console does more and has better graphics. But the consoles are <https://assignbuster.com/background-under-the-name-ascii-microsoft-in-1981/>

unique in their own ways and do same things as the other machines but in a different way that suits the console style. 5. 0 Conclusion As Microsoft continue to flourish in the 21st century they are one of pioneering companies in the technology business. With a very loyal fan base Microsoft aim to please their consumers with their carefully designed products and software. But with all companies there is always that pressure of high expectations hanging over them to better their previous products.

With all the publicity these companies get they will most likely be remembered for the mistakes that were made rather than all the positive things they did for the community and the world as a whole.