



Kevin Miles

360 now featuring popular social networking tools on Xbox Live

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Responding to the ever growing popularity of the convergence of the gaming and social networking world, Microsoft is giving Xbox Live members the capability to integrate their Xbox 360 with the vast array of community features once only available as standalone features on Facebook, Twitter, last.fm and Zune. What this means in a nutshell is that now Xbox Live users will have even more opportunities to enjoy a more immersive interactive entertainment experience. Through their Xbox 360s they will now have the ability to post directly to Facebook and Twitter feeds, the ability to discover and listen to new music and create new radio stations through Last.fm and watch streaming 1080p HD content with Zune.

Specifically, Xbox Live users will now be able to do the following:

Facebook: Update your status to “share” whatever you’re doing on your console at the moment such as watching a video or movie, playing a game, connect your Facebook friends and view their status updates and photos on your TV—and compare your Facebook and Xbox Live friends lists.

Twitter: post, reply and discover updates to Tweets on your Xbox 360, view profiles, trends and chats and search Twitter content.

Last.fm: Create personalized radio stations with Last.fm on Xbox 360 tailored to you exact specifications, create the perfect custom mix with built-in "Gamer Stations" catering to the gaming community (available in the US and UK).

Zune: A premium high fidelity video experience with instant-on HD in 1080p and 5.1 channel surround sound for Xbox Live, with instant downloads. Share the experience with up to seven of your closest friends through voice chat and Avatar integration on your TV.

NOTE: The Facebook, Twitter and Last.fm services Xbox Live Gold membership subscription.

Long story short, Xbox 360 and Microsoft are inching ever closer to offering its core customer base a fully realized 360 degree interactive entertainment experience.



Remind your friends who aren't on Xbox Live what they're missing out on.
Photo: Microsoft Corporation



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