



For immediate release

The New Generation of Windows Live – Free Integrated Internet Services for Everyone

MSN is pleased to announce the launch of the Windows Live services—a compelling new set of tools and services that consumers can use together or individually to share, manage, store and communicate on all their devices, wherever they go. **Windows Live**, is now available for FREE download at <http://get.live.com>.

Windows Live Messenger Most Popular Instant Messenger in Hong Kong

The findings of a July 2007 survey by Synovate on Hong Kong media consumption, indicated that people use the internet for an average of 16 hours per week. This figure is much higher than for reading print media and listening to radio (average time of 6 and 11 hours respectively). Time spent on the internet is also somewhat higher than for watching traditional television media (average time of 15 hours). The survey also showed that Windows Live Messenger is the most popular instant messenger (compared with Yahoo Messenger, ICQ, Google Talk, QQ and Skype) among all respondent segments, including young people and high-income households (total monthly income of \$30,000 or above).

Synovate Associate Director Susanna Lam said: “Our research reflected few new phenomena. The influence of the internet already extends to every level of Hong Kong society and is still increasing. Meanwhile, the propensity of the younger group of internet users to rely on Spaces and Hotmail as everyday communication tools is higher than for all other age groups. As regards educational level, Windows Live service users are mostly drawn from the student or higher-education group, and their acceptance of new products and technologies is greater.”

New and Better Internet Experience

With the development of high-speed internet connectivity, searching information and communicating with friends and family has become much more popular. To manage this huge amount of emails, photos, contacts and internet information, Microsoft has officially launched the Windows Live services, including Integrated Mail, Hotmail, Messenger, Photo Gallery, Spaces, Writer, Event, OneCare Family Safety and many other free tools. Microsoft has successfully integrated its internet service and applications in order to provide a new experience from a versatile internet service in an integrated form.



Microsoft Country Manager, Online Services Group, Hong Kong, Mr Leslie Chu said, “Today is an important milestone for Windows users as we are now providing the brand-new online service for over 4 million Windows users in Hong Kong. The entire integrated Windows Live package, including Messenger, Hotmail, Spaces and other tools, is positioned at the leading edge of the communication tools market, and gives users an enhanced experience in digital imaging and blogging. And we have added more artificial intelligence improvements to the latest Windows Live, to ensure that the new elements provide a new online experience beyond the expectations of all users.”

At today’s press conference, Hong Kong artiste Theresa Fu demonstrated the latest Photo Gallery functions, using the Photo Stitching function to create panorama photos and video rotation capability. When you transfer digital photos or videos from an external device to the computer, this function adds tags and classifies the file automatically. It also allows you to publish your photos on Spaces and share them with other users. You can also use send Photo e-mail using Windows Live Mail. The videos can also be uploaded directly to MSN Soapbox (video).

Theresa also used Windows Live Writer to demonstrate how she uses offline editing to publish her blog on Windows Live Spaces. Writer is equipped with powerful offline editing functions, such as inserting photos, videos, maps and tags. It also supports the “WYSIWYG”—‘What-you-see-is-what-you-get’ technology. And the brand-new API interface also supports Windows Live Spaces publication, as well as SharePoint, Blogger, WordPress, and LiveJournal, plus other blog-writing website formats, to provide stronger editing tools for users.

“Invite More, Win More” Live ID sign-up Referral Program

To use Windows Live Services such as Messenger, Hotmail, Spaces Writer and Photo Gallery tools, all you need is just a [Windows Live ID](#). MS now offers a brand-new domain – [{YOU}@live.hk](#) on which everyone can register.

From 26th November 2007 to 30th December 2007, if you successfully invite friends to register as Windows Live ID users, you will get a chance to win fabulous rewards. Don’t miss this opportunity, go and download Windows Live internet services to get the first hand internet new communication experience before inviting friends to register Windows Live ID for more intimate, direct and closer linkage on the internet.



Microsoft®

About MSN & Windows Live

MSN attracts more than 465 million unique users worldwide per month. With localized versions available globally in 42 markets and 21 languages, MSN is a world leader in delivering compelling programmed content experiences to consumers and online advertising opportunities to businesses worldwide. Windows Live™, a comprehensive set of personal Internet services and software, is designed to bring together in one place all the relationships, information and interests people care about most, with enhanced safety and security features across their PC, devices and the Web. MSN and Windows Live will be offered alongside each other as complementary services. Windows Live is available at <http://www.live.com>. MSN Hong Kong Homepage is <http://hk.msn.com>.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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