

## Microsoft: 'Windows 8 wants to be successful must have many applications'

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Microsoft is expected to sell 400 million computers running Windows 8 before July next year.

*(Photo: MSN).*

Keith Lorizio, Microsoft's vice president for sales and marketing, said the company plans to sell 400 million computers running Windows 8 before July 2013. The Microsoft representative said that in addition to 400 million computers running Windows 8, the company could sell 600 million other devices running Windows 8 (including upgraded models from Windows 7).

Mr. Lorizio added, Microsoft expects to have 100,000 applications on the Windows Store before January next year. This figure is 30 times higher than the current number, about 3,000 units. The official said that in order for Windows 8 to be successful, they must have a rich app store. Microsoft also said it had " *invested millions of dollars for publishers to release software as soon as possible*".

The reason for the important application with the operating system is because the manufacturer can earn profits from advertising in it. According to Microsoft representatives, all ads integrated in the application will not interrupt user operations.

Microsoft said it is organizing many workshops to make the Windows 8 app appealing to developers. All applications will be tested and reviewed carefully before being sold on the Windows Store.

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