

# Windows 8 reached 100 million copyright mark

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Microsoft said it sold more than **100 million Windows 8 licenses**, including the right to upgrade from the old operating system version to major computer manufacturers and retail distribution channels (Direct OEM and Retail License) after 6 months. launch. Compared to the 60 million copyright mark that the company announced in January, this number increased by more than 40 million in about 5 months.



Windows 8 design will meet a large market of laptops, ultrabooks, desktops and tablets. *(Photo: engadget.com).*

In addition, the company also launched the first major upgrade of Windows 8, codenamed **Windows Blue** later this year, supporting a variety of formats (different form factors), screen sizes as well as providing more More options for both business and personal users.

In an article published on the company blog, Ms. Tami Reller, director of marketing and finance at Microsoft, said Windows Blue was designed based on user feedback since Windows 8 and Windows RT came out. eyes in October last year. However, Ms. Reller did not specifically mention the features of this upgrade.

Microsoft designed Windows RT towards ARM-based devices while Windows 8 aimed at Intel-based devices (x86 / x64). The Windows Blue upgrade appeared in the context of many comments that Windows 8 design did not meet the expectations of fellow users and did not make a significant mark compared to the old version of

Windows 7, which contributed to for sales of personal computers (PC) has plummeted in recent years.



The Blue upgrade is considered a stepping stone to help Windows 8 better meet user needs.

IDC statistics show that the total number of **personal computers sold in the first quarter** of this year only reached 76.3 million products, down more than 13.9% over the same period last year, partly due to the failure of Windows 8 in reviving the PC market with the strong development of other mobile devices are tablets (tablets) and smartphones (smartphones). The decline in the personal computer market in the first quarter was significantly higher than the forecast of 7.7% and IDC said that the market will continue to narrow in the future. However, Ms. Reller is still optimistic about the personal computer market.

Personal computers continue to develop on their own orbit and mobility will be higher. Hybrid devices between laptops and tablets, laptops equipped with touch screens and 'all in one' models will appear widely on the market with more attractive prices for users. Windows 8 design not only meets these devices, but also aims at a larger market, such as a tablet, a Microsoft representative said.

Tami Reller also said that there are about 2,400 certified products compatible with Windows 8 and Windows RT, including laptops, ultrabooks, desktops, tablets . and this number will continue to increase rapidly. next time. Besides, the number of applications for Windows 8 has increased 6 times since its launch and has more than 250 million applications downloaded from Windows Store in the first 6 months, of which nearly 90% of applications are Download regularly every month.

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