

Windows Phone is just a puzzle piece of the big picture

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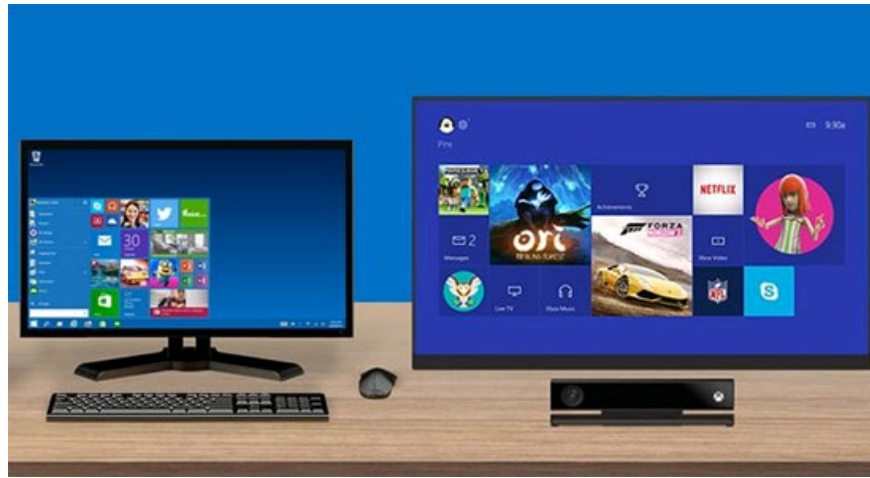
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Satya Nadella CEO, Steve Ballmer's successor

Microsoft has surpassed BlackBerry to take 3rd place in the mobile operating system market, but this "victory" is nothing to be proud of: 3% market share of the software giant in the mobile market. higher than black mulberry just because BlackBerry "slipped" too pathetically (less than 1% market share).

Compared to the market share of more than 80% of Android and 12% of iOS, Microsoft is still holding a small portion of the smartphone battle. But Microsoft CEO Satya Nadella doesn't seem to be bothered by this. He is optimistic about Microsoft's new version of **Windows** , **Windows 10** , an operating system that can run on all devices from smartphones and tablets to smart TVs.



Microsoft has a great vision for Windows 10

"I want to make sure we own popular applications, as well as how to manipulate these applications. Once we guarantee that, Microsoft will put Windows on a device group with all of them. screen size, " Nadella told journalists and analysts at a meeting hosted by Microsoft on Thursday.

In other words, Windows Phone is currently just a starting point for the Windows ecosystem - an ecosystem that will definitely expand when Windows 10 launches. Currently, the number of devices running Windows versions has reached 1 billion, and with Windows 10, Windows Phone will become part of *this* huge " Windows world " .



With the new operating system, Windows smartphones will no longer fade like today

Satya Nadella does not deny that Windows' primary power still belongs to large screen devices such as *desktops* , laptops and tablets. But, he said, Windows 10 will help attract those who have bought Windows computers or Windows bracelets to mobile devices running Windows Phone.

" When Microsoft increases market share in general, we will increase the power of the smartphone segment. Its bracelet can be combined with multiple platforms. That is the starting point for user relationships with Microsoft. Windows Phone is part of a huge game . "

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