

## MICROSOFT HOLOLENS



On [January 21, 2015](#), at its "[Windows 10: The Next Chapter](#)" press event, Microsoft announced [HoloLens](#), dubbed by some analysts as "the company's coolest and most intriguing product ever".

Microsoft HoloLens is an augmented reality experience ([video](#)) that uses a headset, similar to Facebook's [Oculus](#)

[VR](#) or Google's [Cardboard](#). But Microsoft's device allows you to see the world around you, effectively combining holograms with it.

The headset has been described as "[the most advanced holographic computer the world has ever seen](#)." It's a self-contained computer, including a CPU, a GPU, and a dedicated holographic processor. The dark visor up front contains a see-through display, there's spatial sound so you can hear holograms behind you, and integrates a set of motion and environmental sensors.

The [first reviews](#) by technology sites had been extremely positive. The product was [set to be launched](#) as part of the general rollout of Windows 10, which begins in summer 2015 with the release of the PC version, with HoloLens to be released sometime after.

In the current scenario, the company would like your advice in the two following issues:

- To what extent is HoloLens important for Microsoft?
- How would you launch a product like this? What are Microsoft's most important challenges? Which elements (be as detailed as you want) do you think will be key for the launch?
- Could you suggest a timeline for the launch, starting the day of the product announcement and finishing whenever you consider the product mature?

Please include any links you find relevant for your answer. As soon as you finish (max. 2 pages), please submit it using your Assignments tab in the Campus.