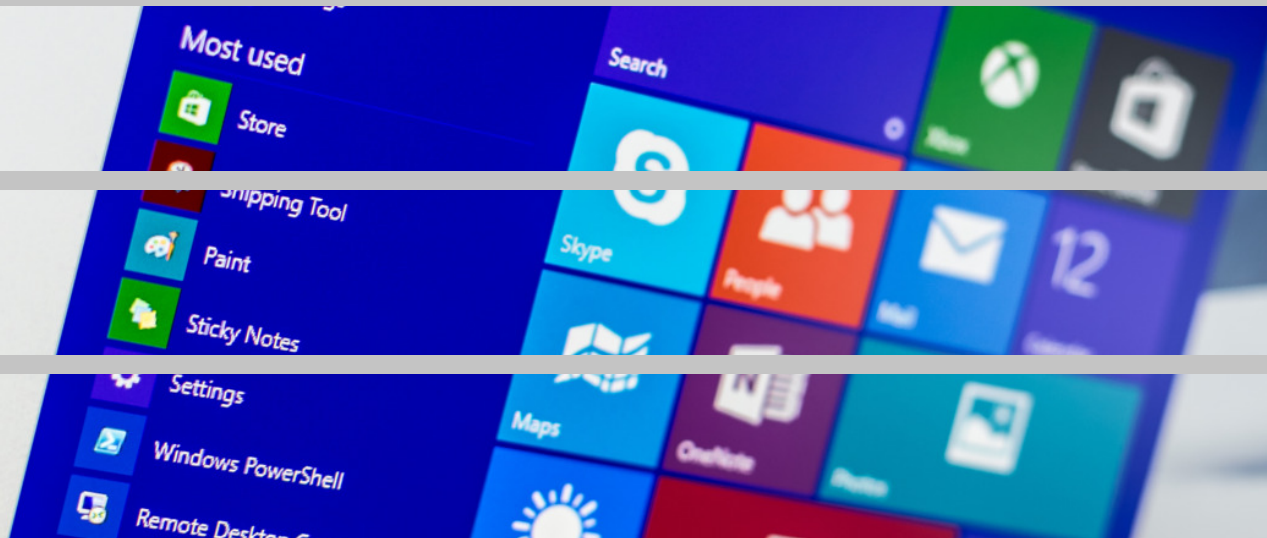


# '15 The Changes *Windows 10* is Prompting at **DiscoverTec**

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As developers, designers and marketers, we've identified a few ways Windows 10 is influencing and changing each of our industries.

*See what the buzz is all about.*



# 01 *The Universal App Platform* and Developers

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## Pro's

Developers can now release apps that work on multiple devices

- Xbox, desktops, tablets and smartphones
- Users to have the same experience across all platforms

## Con's

Developing apps that don't include all the features they would like

- Work within the confines of Microsoft's API
- Reduce the usefulness of the apps built to run on the universal platform

# 02 *Cortana* and Search Engine Optimization

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Microsoft's real chance to grab market share away from Google is through *Cortana*.

- The personal assistant built into Windows 10 mobile devices
- Advanced features that Siri has not caught up to
- More complicated commands tied to particular locations, changing settings and apps on the phone and answering more complex questions



Hi. I'm Cortana.  
Ask me a question!

# 03 *The Microsoft Edge Browser and Designers*

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What's the Edge?

- New browser built into Microsoft 10
- A slick package that hopes to win users away from Google Chrome
- Addresses many of the pain points that made developers hate Internet Explorer: reads code written for any Webkit developer

*Welcome to Microsoft Edge*

*The brand new browser for Windows 10*

*Made for writing, reading, researching — and getting things done on the web*