With the greatest games lineup in Xbox history, the ability to play your Xbox 360 titles on Xbox One through backward compatibility, and with amazing value and choice with a multitude of bundle offerings starting at $349, Xbox One is the choice for gamers this holiday.

1 Xbox One Backward Compatibility feature works with select Xbox 360 games; see <http://www.xbox.com/xbox-one/backward-compatibility>. Xbox 360 accessories and Kinect, and games requiring those accessories, are not compatible with Xbox One consoles. Xbox Live and broadband Internet required for initial download of game to console. General availability anticipated fall 2015.

2 Limited number of games available in 2015 support cross-device play; additional games to follow. Only in supported games in Xbox Live-supported countries, see xbox.com/live/countries.

3 Some features of Game DVR on Xbox One require an Xbox Live Gold subscription (sold separately).

4 Stream to one device at a time; streaming with multiplayer from Xbox One requires home network connection and Xbox Live Gold membership (sold separately).

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| Play the greatest games lineup on Xbox One   * Xbox One is the only console where you can play “Halo 5: Guardians,” “Gears of War: Ultimate Edition,” “Forza Motorsport 6,” “Rise of the Tomb Raider,” “Fable Legends” and “Rare Replay” in 2015. * In 2016 and beyond, Xbox One is the only console where you can play “Quantum Break,” “ReCore,” “Crackdown 3,” “Scalebound” and “Sea of Thieves.”   Get the best of both worlds with backward compatibility1   * With Xbox One Backward Compatibility, you can play your digital and disc-based Xbox 360 titles on Xbox One at no additional cost, with 100 titles supported at launch and hundreds more on the way. * Enjoy your Xbox 360 titles with next-gen features like screenshots, broadcasting and Game DVR. Access your previous save files, game add-ons and hard-earned achievements.   The New Xbox One Experience gets faster and more social   * Integrating the speed of Windows 10, the New Xbox One Experience will launch for all Xbox One owners around the world this November and provide the fastest Xbox experience ever. * A redesigned Home makes it faster and easier to access the things you love. * A new Guide lets you quickly access essentials with just one button press, and without leaving your game, to save time spent weaving in and out of apps. * The New Xbox One Experience is more social with a new Community area. * Quickly access all your social activities, including the Activity Feed, to see the latest updates from friends and game developers.   New gaming scenarios with Xbox on Windows 10   * With the integrated Xbox app, your games, friends and achievements follow you across devices on Xbox Live, the world’s premier gaming community. * Competition never ends with cross-device multiplayer from Xbox One to Windows 10 devices. Powered by Xbox Live, cross-device voice and text chat lets you keep your conversation going even when your friends are on different devices2. | * Record and share your favorite moments in any game with Game DVR3. * In-home game streaming brings your existing console games including Xbox One Backward Compatibility titles to any Windows 10 device4.   Game smarter with the Xbox Elite Wireless Controller   * Built in collaboration with professional gamers, the Xbox Elite Wireless Controller helps take your gameplay to the next level. Because it’s fully customizable, you can tweak anything from trigger sensitivity to button mapping and even create game-specific setups. * Available Oct. 27 in the U.S., $149.99   Bundle lineup offers choice and value for every gamer   * Offering choice and fantastic value to gamers this holiday, Microsoft is releasing its most extensive bundle lineup ever, starting at $349. * Whether it’s the Xbox One Halo 5: Guardians Limited Edition Bundle, the Xbox One 1TB Fallout 4 Bundle that includes both the critically acclaimed “Fallout 4” and a full-game download of “Fallout 3” or the Xbox One Elite Bundle, there’s a bundle for every gamer.   Bundle availability   * Xbox One, $349.99; specs: 8-core x86 processor, 8 GB RAM, 500GB hard drive * Xbox One with Kinect, $499.99; Kinect sensor includes 1080p HD camera, IR depth sensor, and noise-isolating four-microphone array. * Xbox One “Forza Motorsport 6” Limited Edition Console, $399 * Xbox One “Gears of War: Ultimate Edition” Bundle, $349 * Xbox One “Madden NFL 16” Bundle, $399 * Xbox One EA Sports “FIFA 16” Bundle, $399 * Xbox One “Halo 5: Guardians” Limited Edition, $499; available Oct. 20 * Xbox One “The LEGO Movie Videogame” Bundle, $349 * Xbox One Elite Bundle, $499; available starting November * Xbox One 1TB Holiday Bundle, $399; available starting October * Xbox One “Rise of the Tomb Raider” Bundle, $399; available starting November * Xbox One “Fallout 4” Bundle, $399; available starting November |

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