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## **All Human Beings Deserve Windows**

### *Microsoft is getting ready for the next five billion people*

Microsoft is getting ready for the next billion people driven by the belief that all human beings deserve Windows. Microsoft Unlimited Potential is a new initiative debuted by the Redmond Company and designed to provide social and economic resources to the estimated 5 billion people that do not have access to the benefits of technology. Unlimited Potential is essentially a continuation of Microsoft's commitment to narrow down the digital divide with programs and technology addressing no less than 5 billion people. "All human beings deserve a chance to achieve their full potential," said Bill Gates, chairman of Microsoft. "Bringing the benefits of technology to the next 5 billion people will require new products that meet the needs of underserved communities; creative, new business approaches that make technology more relevant, accessible and affordable; and close collaboration between local governments, educational institutions and community organizations." As part of the Unlimited Potential initiative, the Redmond Company has already announced the availability of the Microsoft Student Innovation Suite around the world for just \$3. The Student Innovation Suite contains both Windows XP Starter edition and Office 2007 Home and Student. Additionally, Microsoft has announced that it will open and support an estimated 200 Innovation Centers in 25 countries more by 2009. This will extend the company's current network of 110 centers in 60 nations. "Given the immense challenge of bridging the digital divide, the industry will have to take a comprehensive approach to providing computing to the 'next billion' people," said Roger Kay, principal analyst at Endpoint Technologies Associates Inc. "Strategies with the greatest potential will involve collaboration among many players, including governments, NGOs, commercial carriers, financing entities, local providers, services organizations, and hardware and software vendors."