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By: Sorin Surdeanu, Mobile Editor

[Microsoft Is Considering Turning Zune into a Smartphone](#)

Project code name "Pink"



Microsoft turning Zune into smartphone
Microsoft

Ever since Microsoft took control of Danger Inc., it has been considering, and probably doing more than just that, using Danger technology to finally become an important player on the smartphone market. This business was, and still is, largely monopolized by [Apple](#)'s iPhone and RIM, and neither of the two is backing up one bit.

"Microsoft has not had much luck with their attempts in the phone market." Brendan Barnicle, Pacific Crest Securities analyst, wrote on the subject. "If it just becomes a way to sell the Microsoft enterprise (a problem Microsoft has suffered in the past), it could be hobbled by the other units."

The only advantage, if we can call it that, is that Microsoft has been powering many of these devices, thanks to its [Windows Mobile](#) OS. However, Jim Goldman reports, based on the tips of a "good source," that Microsoft's Zune will be suffering a major facelift, while by using Danger technologies, this device will be transformed into a successful smartphone.

The [Zune](#), as you probably remember, was designed as a simple music player, but by including it now in project "Pink," it promises to become the smartphone we've been waiting for. Most would definitely have their doubts about this statement, but if we believe that Microsoft has learned from its previous failures and is now taking into account that it can profit from Danger technologies, which also introduced the Sidekick flip phone, if you recall, this "foolish" dream might just be translated into concrete reality.

Such an accomplishment doesn't seem that far either, as Jim Goldman's source claims that this device will be ready in time for the Consumers Electronics Show, which will start sometime in January or February. Chances are that the actual revealing place might actually be the 3GSM conference, while, to cap it all off, shipping of this smartphone may start within a year.

Should these rumors be true, then we will not have to wait long to enjoy [Microsoft](#)'s device. On the other hand, even if it is designed as a powerful competitor for the iPhone, this claim may turn out to be a little exaggerated once the device hits the markets.