

6 November 2008

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Zune Sagittarius
design by Catalina
Estrada
Microsoft

Microsoft Preps Zune 3.0 for the Holidays

With new customization artwork

Anticipating the shopping frenzy which will be synonymous with the 2008 holiday season, Microsoft is already starting to roll out products designed to serve as perfect gifts. In addition to the imminent launch of "[Gears of War 2](#)" for the Xbox 360, the Redmond company is also delivering new customization options for Zune. Now at [version 3.0](#), Microsoft's digital media player can be customized with no less than 46 new designs from artists around the world. All new artwork is available for customers to order via Zune Originals.

"Zune Originals infuses pop culture, style and art into digital entertainment to help consumers turn their Zune into a personal statement," explained Chris Stephenson, general manager of Global Marketing for Zune at Microsoft. "We're excited to add beautiful new designs from these incredible artists and to introduce them to a broader audience."

Microsoft has not indicated any additional offering as far as Zune is concerned for the end of this year. Customers will be able to have their Zune devices customized in accordance with new designs from artists such as Dalek, Motomichi and Daniel Jackson. In addition, Microsoft is making available 12 Eastern (Chinese) astrology signs designed by Iosefatu Sua, and 12 Western astrology signs authored by Catalina Estrada. Microsoft also informed that for the Zune line of media players, as well as accessories and Marketplace, gift cards will grow in volume for the holiday season.

"Zune encouraged me to create designs for the Zodiac Series according to my own artistic interpretation of the signs. It's wonderful to work with a partner that supports self-expression, whether or not it's through a conventional art form," Estrada said. "Between my work and that of the other truly talented artists available in the Zune Originals collection, Zune users can create a player that is unique and meaningful to them."