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SPOT Stops Here for MSN Smart Watches

Microsoft's STOP watches are dead

Although Microsoft failed to bury them early on, the Redmond company has finally pulled the plug on the now dead MSN smart watches. The first watches of this type hit the market back in 2004, but users failed to crowd in for the new devices designed to deliver a variety of data via FM radio waves. The fact of the matter is that the Redmond company has stuck long enough with these watches as it is, mainly because of Chairman Bill Gates, who was perhaps the biggest supporter of SPOT (Smart Personal Objects Technology). "As of recently, the Smart Watches with MSN Direct have sold out and are no longer for sale. While we continue to move forward with MSN Direct and seeking out new opportunities for devices that would benefit from the MSN Direct service, we, along with our watch partners, do not have immediate plans to create a new version of the Smart Watch, as we are focused on other areas of our business. We will maintain support of our watch customers and continue to deliver information to the watches, but we do not plan to increase our investment in the watch business going forward," explained [Jon Canan](#), Program Manager MSN Direct. Despite the death of the SPOT watch, the Smart Personal Objects Technology will continue to be featured by additional devices associated with the MSN Direct portfolio. Still, this changes nothing for smart watches. After approximately four years of availability, Microsoft's smart watches delivered only a superficial impact, emphasizing the company's misplaced focus. "We have appreciated all of the comments and feedback that the SPOTStop community has provided - and this feedback has been incorporated in every step of the way as we develop new products and leverage our assets within the MSN Direct service. We are proud of the new products that have incorporated our technologies - MSN Direct for GPS navigation devices and MSN Direct for Windows Mobile, and it is encouraging to think that these grew out of the Smart Watch initiative - demonstrating great traction for Microsoft," Canan added.