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Microsoft Hardware
Microsoft

[The Microsoft Hardware Technologies Bazaar Is Now Open](#)

The Licensed Contract Manufacturers Marketplace

The Microsoft hardware technologies bazaar is now open for business. The Redmond company announced the [Licensed Contract Manufacturers Marketplace](#) at Computex Taipei 2008 in Taiwan, an online hotspot aimed to feature its intellectual property licensing program for hardware. The new marketplace along with the extended IP hardware licensing program will add items such as the Instant Viewer; Magnetic Recharging Cable; and Video Conferencing Digital Pan, Tilt, Zoom and Face Tracking to the list of technologies that were already available to company partners. "As an industry leader in the design and development of computer peripherals and accessories, we are excited to continue the expansion of our IP licensing program with the online Licensed Contract Manufacturers Marketplace," revealed Rusty Jeffress, general manager of Microsoft Hardware. What the Redmond giant is essentially trying to do with the Manufacturers Marketplace is to provide additional exposure for the licensed suppliers of its hardware technologies. The marketplace is designed to bridge the gap between retail brands with global reach and organizations dealing with licensed Microsoft hardware technology. "We look forward to seeing the future benefits this site will bring to retail brands as it provides a complete overview of all the innovative technologies offered to licensees," Jeffress added. According to Microsoft, the hardware licensing program is one of a kind when it comes down to computer peripherals. The Redmond giant is working closely with companies looking to incorporate its hardware technology into their products. "The computer accessories industry is moving into a new phase of innovation, and technology licensing is one piece of our strategy to continue to deliver innovative products to our consumers. As a result, we are an active participant in Microsoft's hardware technology licensing program," explained Don Angel, vice president of Product Management and Development of Kensington Computer Products, a division of ACCO Brands.