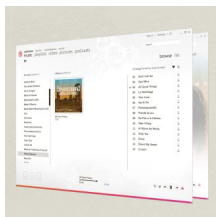


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By: Marius Oiaga, Technology News Editor

Zune Software
Microsoft

[Zune 2.0 Is Not All About the Device, It's Also About the Software](#) *And firmware*

Moving from version 1.0 to 2.0 with its [Zune](#) digital media player, Microsoft is delivering both new hardware and software content on all fronts. The Redmond company has cooked a veritable Zune feast and is bringing to the table a wide variety of offerings centered on the new devices. One year following the release of the initial Zune, version 2.0 is synonymous with the launch of a new 80GB device with a standard hard-disk, as well as two flash-based Zunes with 8GB and 4GB storage capacities. Still, Microsoft has not come out clean about all the aces up its sleeve, and in this sense, Zune apparently also comes in [Citron](#), not only pink, green, black and red, although the citrus yellow colored edition of [Zune](#) is reported to be available only to the Zune team. Zune is nothing but an empty shell without the firmware. And Microsoft has indeed made available for download Zune 2.0 firmware, delivering vast improvements over version 1.0. The 2.0 firmware is included by default on Zune 2.0 and offered as an update for Zune 1.0 devices. The video fragment embedded at the bottom of this article, courtesy of [Zune Insider](#), will show you just how to perform the installation of 2.0 firmware on a 1.0 device. On top of this, Microsoft is also delivering a new version of the Zune Software available for download [here](#). "With Zune software, you can play and organize media on your PC, browse Zune Marketplace, share music throughout your home, and sync to your Zune device. With Zune software's new look and feel, your music, pictures, videos and podcasts take center stage. The streamlined new design makes it quick and easy to import content, rip and burn CDs, create playlists, and sync to your device", Microsoft revealed.