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[eLive, from Microsoft](#)

From the Windows PC to Xbox, to Zune and to Windows Mobile

Making its way toward Windows Mobile 7, Microsoft unveiled at CTIA Wireless 2008 [version 6.1](#) of its operating system for mobile phones. But Windows Mobile 6.1 and even 7 do not paint a complete picture of the direction Microsoft is heading with its Windows Mobile efforts. In parallel of advancing the Windows platform for mobile phones, the Redmond company is also cooking eLive Mobile. Now the details are rather scarce on eLive, but according to the description included into a job posting from Microsoft "Connected Entertainment" is the key phrase. "The eLive team is embarking on the mission to create a 'Connected Entertainment' experience, realized through eLive service, that spans multiple devices such as Zune, Xbox, PC and Mobile phones. To complete this vision, we must ensure that the eLive 'Connected Entertainment' experience is available on mobile handsets - the most ubiquitous, most personal and most used devices in the world. We are a rapidly growing, V1 product team with great opportunities for motivated individuals," reads an excerpt of the job listing, courtesy of [SeattlePI](#). It is clear that eLive is set to become an unified entertainment service designed to span across the Windows desktop, but also Zune and Xbox, with a strong focus on Windows Mobile. And in this regard, entertainment provides a glimpse into what eLive will end up as. At this point in time it is all speculation but it seems that eLive will act as a single source of various content from videos to games for not only Windows Mobile but also for Zune devices, Xbox consoles and the good, old Windows client. But for the time being the eLive Mobile team is still recruiting. "We are looking for an exceptional Senior SDE (Software Development Engineer) to lead the design and delivery of mobile entertainment experience for eLive. You will drive technical product design across a wide set of feature areas and create detailed design specifications. You'll write cross platform, robust, reliable, secure, and high performance code on mobile platform across one or more feature areas like audio/video rendering, downloading/streaming content, web service integration, user experience, etc. You'll also work closely with design, PM and test teams to drive execution of these features," it is added in the job's description.