

Microsoft pulls plug on Zune

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Microsoft's Zune portable digital music player is displayed at a store in 2006. Microsoft is quietly pulling the plug on its Zune digital media player, its would-be rival to Apple's iPod.

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The announcement of the demise of the Zune was buried on a support page for the device.

"We will no longer be producing Zune players," Microsoft said, adding that "going forward, [Windows Phone](#) will be the focus of our mobile music and video strategy."

Windows Phone is Microsoft's operating system for [mobile devices](#).

Microsoft said it will continue to provide services for Zune users and recent orders for the portable digital media player will be fulfilled.

"And we will continue to honor the warranties of all devices for both current owners and those who buy our very last devices," the Redmond, Washington-based US software giant said.

Microsoft began producing the [Zune](#) in 2006 but it never really threatened the global dominance of the iPod from rival Apple.

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