

Microsoft opening mini-shops in Best Buy stores

June 13 2013



Vicente Galarza plays a Microsoft Kinect game at the Best Buy store on November 4, 2010 in Miami Beach, Florida. Microsoft on Thursday announced that it is expanding its real-world retail push with mini-shops inside 600 US and Canadian stores operated by consumer electronics chain Best Buy.

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Each "store-within-a-store" will feature devices powered by Windows operating systems as well as the US technology titan's Xbox [videogame consoles](#) and [packaged software](#) offerings.

"The Windows Store offers a large-scale, hands-on customer experience that will show customers how Windows and Microsoft devices and services can make it easier for them to work and play," said Windows marketing chief Tami Reller.

Windows stores will be staked out in 500 [Best Buy](#) shops in the United States and in 100 of the retail chain's Future Shop locations in Canada, the companies said in a release.

"What our customers will see in these 600 stores is something totally new and fully in line with our determination to transform Best Buy," said the company's vice president of computing Jason Bonfig.

With the launch of its Surface [tablet computer](#) last year, Microsoft followed the lead of longtime rival Apple by opening real-world shops to showcase its products.

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