

# Microsoft VP: iPhone, Android offered mobile cues

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(AP) -- A Microsoft executive says the company has tried to take advantage of the fact that it's playing catch up.

Microsoft vice president Joe Belfiore, the director of the company's Windows Phone program, says [Microsoft](#) Corp. had a chance to look at what its competitors - Apple's [iPhone](#) and phones running Google's [Android](#) operating software - were doing. It then tried to make unique, consumer-friendly software.

Microsoft's older smart phone software lost market share against more modern competitors, and Windows Phone 7 was its stab at starting fresh.

Belfiore would not say how many Windows Phone 7 handsets have sold since they were released this fall.

Belfiore spoke Tuesday at the D: Dive Into Mobile tech conference, hosted by tech blog AllThingsD.

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