

Zunepedia Press Kit



Release

Zunepedia digital coffee table book about Zune

United Kingdom - 14th September 2021 Marking fifteen years to the day since *Microsoft* first unveiled their plans for *Zune*, their device and services for connected entertainment vision and a decade since the demise of those devices, comes the release of *Zunepedia*, an unofficial photographic journey about the *Zune* devices, software and services and the community that keeps it alive to this day. *Zunepedia* goes through each generation of *Zune* device with photography showcasing their unique look along with details about the devices. *Zunepedia* also covers the unique software and social elements of *Zune* along with when it featured as the brand for digital entertainment services on *Xbox* and *Windows Phone*. *Zunepedia* also features a showcase of *Zune* related photographs including their collections kindly provided by members of the *Zune* community.

Digital Coffee Table Book

Zunepedia is a free to download landscape format digital coffee table book in PDF, Portable Document Format. It is an unofficial photographic journey about the *Zune* devices, software and services and the community that keeps it alive to this day. It features photos of the various *Zune* devices that were available, in unique and interesting ways, along with information about some of the features. *Zunepedia* includes product images, box art, lifestyle images, screenshots and more about *Zune* hardware, software and services along with contributions from the community. *Zunepedia* has been created by Peter Bull, a .NET software developer based in the UK, who ran a website during the heyday of *Zune*, and had gathered a large collection of assets for it, forming the basis of the book. *Zunepedia* aims to bring to life the various *Zune* devices and services, not only for those already familiar with *Zune* but to also allow those who weren't to experience *Zune* for the first time with *Zunepedia*.

Showcase

Zunepedia not only shows off *Zune* in new and unique ways, but also brings to life the art brought with *Zune Originals*, where devices could be laser-engraved with a variety of designs, including artists whose work is also showcased including Dalek, Motomichi, Emil Kozak, Alex Trochut, Siggie Eggertsson, Alvaro Arteaga, Kate Moross, Maya Hayuk, Daniel Jackson, Robin Nishio, Ippei Gyoubu, Catalina Estrada and Iosefatu Sua. *Zunepedia* would also not be possible without the input and support of those in the *Zune* community on *Reddit*, *Twitter* and *Discord*. This includes photos kindly supplied of *Zune* devices and related paraphernalia, including larger collections which feature rare and limited editions that were hard to come by even at the time. Photographs featured are from *Reddit* members BobPancake13, EdgeConnector, JustDJ12, Codix_, Evinreud, snappyapple632, PlatinShadow, alonsoe1008 and dewcrewboosman along with DanCodePhoenix and RyanEatsLyons on *Twitter*. Larger collections are featured from Eric "Emendo12" Mendoza and Gordon Bernelle.

Zune

Zune was *Microsoft's* music and entertainment platform, announced in 2006 that included the original 30GB digital media player, a second generation 80GB and later 120GB devices, a more portable 4GB model also available in 8GB and 16GB, the third-generation *Zune HD* featuring an OLED screen and HD video output via a separately available A/V dock plus a whole host of accessories. *Zune* was also the digital entertainment brand for music and video on *Xbox 360* and *Windows Phone 7*. Although, only a few years after the release of *Zune*, in 2012, the hardware was discontinued and a few years after that, all the software and services had been either rebranded or shutdown with little remaining of *Zune* except some traces of the design language and fonts such as *Segoe* used in *Windows* today.

Overview

Zunepedia was initially inspired by the posts on the *r/zune* subreddit on *Reddit* where the community was showing off their devices and amazing collections, which showed there was still an active community who were interested in anything to do with *Zune*, even though it had been nearly a decade since they were available. There was also activity on social media such as a Tweet from Elon Musk saying “Bring back the Zune!! It’s time” to an announcement about *Windows 11*. This along with the fact Peter Bull, a software developer based in the UK, who had no previous design skills or knowledge but had ran a website about *Zune* between 2006 and 2009, but still had a vast collection of various press releases, images, related assets and more from various *Microsoft* sources. Some of these assets had rarely been seen at the time, so the idea for creating a digital coffee table book about *Zune* came about.

Zunepedia describes itself as an unofficial photographic journey of the history of the *Zune* devices, hardware, services and the community that keeps it alive to this day. It aims to celebrate the *Zune* and the still active community who helped inspire the creation of the book. All the device pictures, screenshots and other assets were just sitting unused and mostly unseen for over a decade, and this felt like the best way of showing them off, to either those who were already fans of *Zune* or to allow those who don’t know much or anything about it to find out more about it.

Zunepedia would be comprised of existing assets along with contributions from the community, and it would be made freely available to download for both existing fans of *Zune* to enjoy or for people to discover *Zune* for the first time. *Zunepedia* took weeks of work to layout the assets, put together the pages as well as writing the text which would be included. The main focus would be to allow the images and photographs speak for themselves and enable the *Zune* devices, software and services to be shown off in new and interesting ways in *Zunepedia*.





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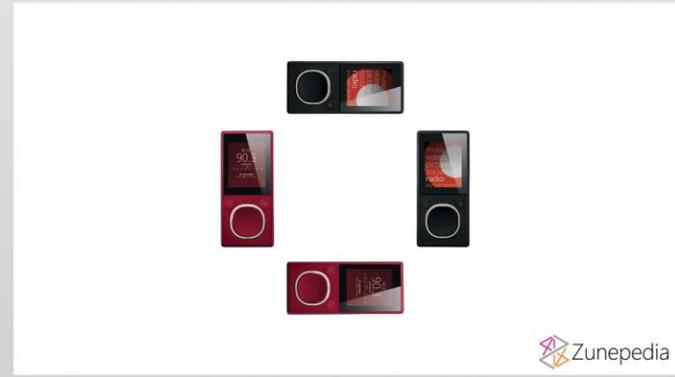
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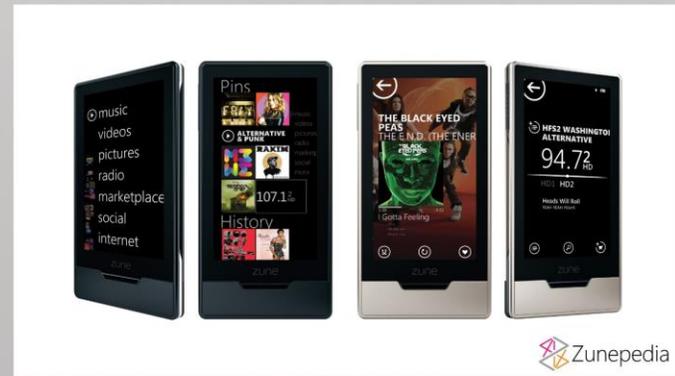
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Information

Zunepedia graphics and images were created or manipulated using *Adobe Photoshop* on *Windows 10* with book pages created in 8K at 7680x4320 then exported as PNG files. *Zunepedia* pages were then imported into *Microsoft PowerPoint* as just above 4K (3840 × 2160) at 4000x2250 where additional graphics such as icons and device outlines were added to pages, along with page text such as page numbers, along with text both at the start and the end of the book. Information was also added about each *Zune* device otherwise the photographs would speak for themselves. Once pages were complete they were then exported as a PDF (Portable Document Format) ready for distribution on a website created using *Visual Studio Code*.

Zunepedia was also created thanks to the submissions of the community whose photographs are also featured. It also thanks to their input and support that *Zunepedia* was created in the first place along with taking advantage of a large collection of digital assets relating to *Zune* that had not been seen in over a decade, or some rarely seen outside of *Microsoft* or their partners at the time.

Zunepedia also acts as a showcase for *ZuneCardr* which was an app written by the author that brought *Zune Cards* from *Zune Social* to *Windows Phone*. This was an important feature of the *Zune* experience never brought to that platform by *Microsoft* and gained over 330,000 downloads during the lifetime of app. Also the author was at an event in London back in 2010 when Steve Ballmer who was CEO of *Microsoft* at the time was in attendance, they asked him if *Zune* was ever coming to the UK and they answered "No" and said "It was all about the Phone now", this was the first time that fact was officially publicly confirmed by the company.

Zunepedia offers a glimpse of *Zune* devices, the software, services and community who still enjoy it to this day. It will hopefully not only be enjoyable to those but allow people to discover *Zune* for the first time from this digital coffee table book.



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