





## CREDITS

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## ACKNOWLEDGEMENTS

This book also is dedicated to the fans of *Zune* without whom this book would not be possible, and the interest that still remains for *Zune* devices, software and services. The aim of this book is to bring *Zune* to life in a way never seen before, for those who are already interested in *Zune* or for those experiencing *Zune* for the first time.

To the members of *r/zune* on *Reddit*, my utmost thanks goes out to them. It was their support and interest that has made this book what it is, along with those on *Twitter* and *Discord* who also gave their support. I really appreciate the submission of the many photographs that appear in the *Community* section of this book, allowing those in the community to also share their passion for *Zune*.

I'd also like to say how much I appreciate *Zune*, the efforts that were made developing it, creating the platform and championing it in its day. Also the push to create devices and a platform that maybe could have rivalled anything else available at the time. *Microsoft* hopefully won't mind this book being put together for the community to enjoy, as this book would definitely not exist without them. I'm pleased I was able to own a couple of *Zune* devices and also made my mark on the wider *Zune* platform and community, by supporting *Zune Cards* from *Zune Social* with my *ZuneCardr* app on *Windows Phone*. Almost everything in this book comes from assets and resources about *Zune* that I was able to get from *Microsoft*, so I really appreciate them making those available, and that these assets and resources get to see the light of day once again in this book for everyone to enjoy.



# FOREWORD

It has been seventeen years since *Microsoft* first released their foray into the personal media space in 2006, and were going up against the competition at the time by releasing their own digital music player and services with *Zune*. The first-generation *Zune* device was led by the iconic and unusual colour for a device, brown, along with other colours. Accessories were also released such as a dock, cables, car pack, travel kit, cases and third-party accessories.

2007 brought the second-generation and more capable larger capacity device, the *Zune* 80GB and later 120GB. There was also a more portable model, the *Zune* 4GB available in a variety of colours and also available in 8GB and 16GB. Later, it was also possible to purchase customised laser-engraved devices via *Zune Originals*, this even included many designs by renowned artists. Along with these new devices came new services such as *Zune Social* and *Zune Cards*, where you could share music interests or discover new music on the web, on the new devices or between the new devices.

In 2009 the third-generation of *Zune* hardware was released with the *Zune HD*, which was a stunning ultra-premium device with a multi-touch OLED screen and HD radio support. *Zune HD* was available in many colours including via *Zune Originals*, along with new accessories that included an updated dock enabling 720p HD video output.

Although there was no new hardware, the *Zune* services expanded beyond the web and devices when *Zune* became the digital entertainment brand for *Xbox* bringing features such as Music and Video to many countries. It also featured on *Windows Phone* for Music and Video services, although did not bring *Zune Social*, so it was left to third parties to fill the gap with apps to support some features such as *ZuneCardr*.

Welcome to this unofficial photographic journey of the history of the *Zune* devices, hardware, services and the community that keeps it alive to this day.



# zune™





30GB



Keel



80|120GB



Draco





4|8|16 GB

 zune<sup>™</sup>HD



Scorpius



Pavo







## CONTENT

Store up to 7,500 songs, 25,000 pictures or 100 hours of video using the 30GB built in drive.

Create playlists on the go and watch a slideshow while listening to music. Watch video in landscape and get the most of out of the vivid display.

## WIRELESS

Spontaneously share selected full-length tracks, homemade recordings, playlists or pictures wirelessly from Zune to Zune.

## DISPLAY

Bright 3in / 7cm 320x240 LCD display that works in portrait or landscape mode so music, video and pictures never looked better.



## MEDIA

Zune Marketplace with a huge selection of music from that could be synced to the player.

Import existing music, pictures and videos.

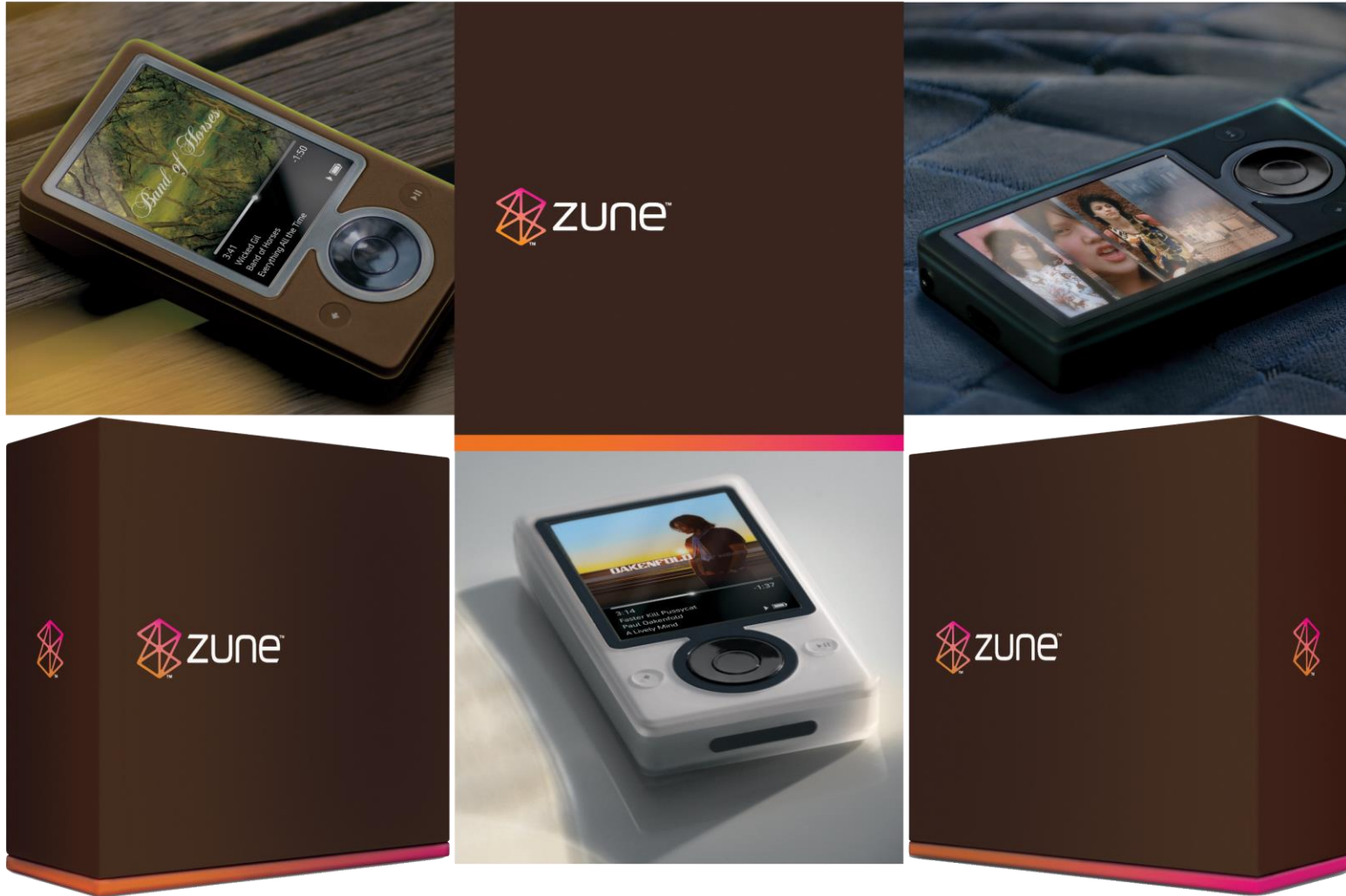
## PERSONALISE

Base colours were Black, White and Brown – each combined with a distinctive double-shot finish created by the overlay of one colour over another. Pink and Red limited editions were available and could customise the player with own background image.













#### MEDIA

Store up to 20,000 songs, 25,000 pictures or 250 hours of video with the 80GB built in drive or even more with the 120GB option.

#### WIRELESS

Sync any podcasts, music and more via WiFi or wirelessly share selected full-length tracks, homemade recordings, playlists and pictures from Zune to Zune.

#### DISPLAY

Bright and durable 3.2in / 8.1cm 320x240 LCD display that delivers uncompromised portable video viewing works in portrait or landscape mode.



#### SOCIAL

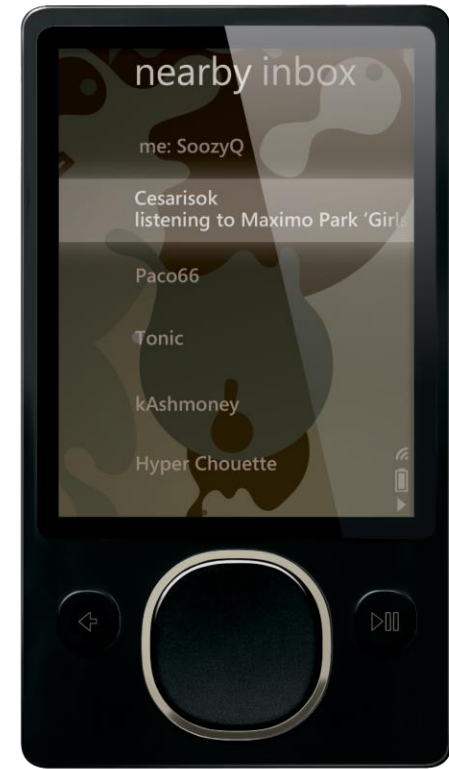
Discover more with Zune Cards to share recommendations, new music and connect to others with similar tastes. Get songs, albums, music videos, podcasts and more on Zune Marketplace.

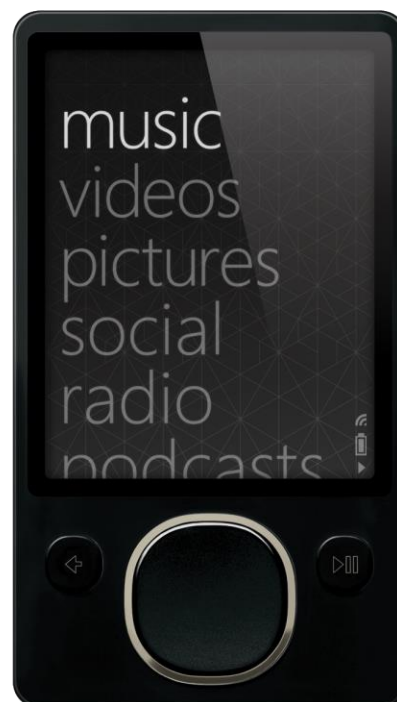
#### PLAYER

Navigate with innovative touch controls including the Zune Pad. Supported content recorded on Windows Media Center, FM tuner to listen to radio stations along with support for games and available in Black or Glossy Black along with Red and Blue versions available later.













#### MEDIA

Store up to 1,000 songs, 25 pictures or 12 hours of video with 4GB of storage, along with 8GB and 16GB options available.

#### WIRELESS

Sync podcasts, music and more wirelessly plus share selected full-length tracks, homemade recordings, playlists or pictures between devices.

#### DISPLAY

Bright and durable 1.9in / 4.6cm 320x240 LCD display that works in portrait or landscape mode.



#### SOCIAL

Discover and share music with Zune Cards for recommendations, new music and connect to others with similar tastes. Get songs, albums, music videos, podcasts and more on Zune Marketplace.

#### PLAYER

Navigate with innovative touch controls including the Zune Pad. Super-slim and ultra portable and available in Red, Green, Pink and Black along with Blue later.



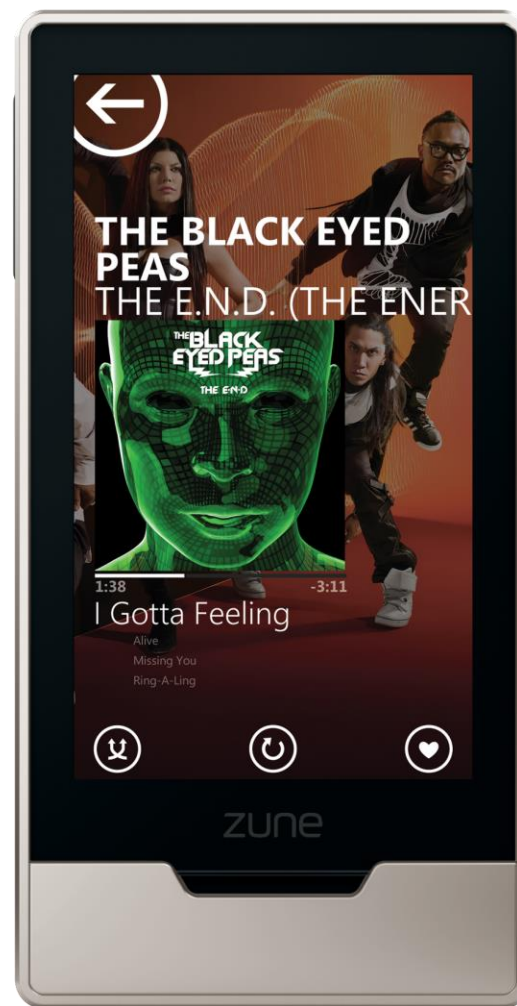
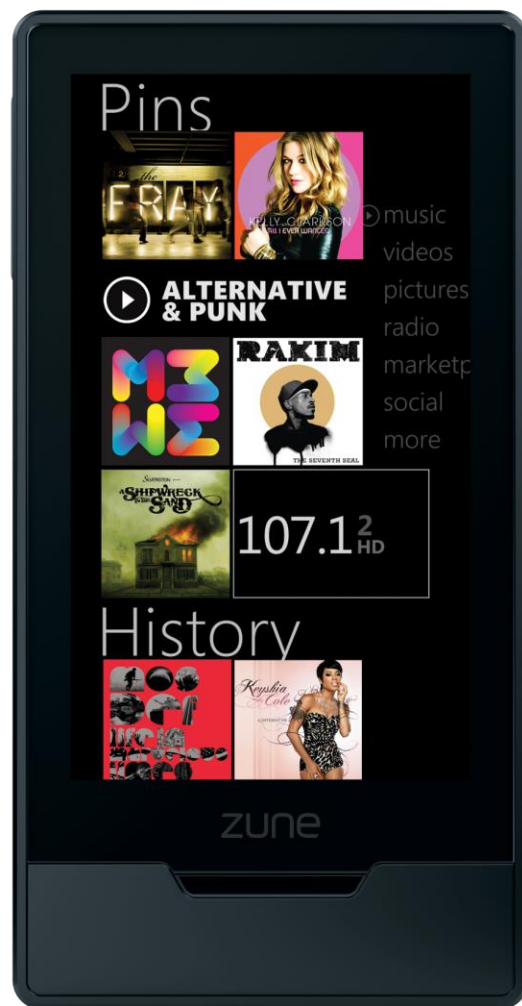
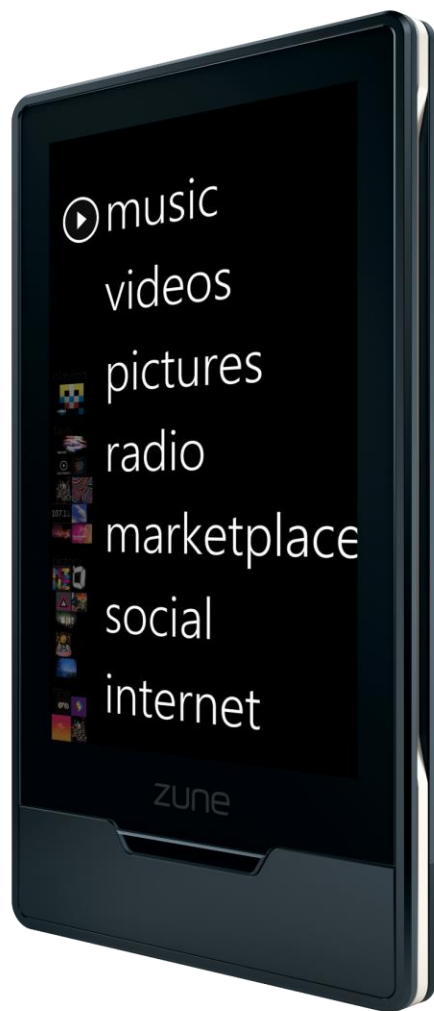




Scorpius









#### MEDIA

Store 4,000 songs, 25,000 pictures, 5 hours of HD video from Zune Marketplace, 48 hours of video. optimised for device and more with 32GB and 64GB versions available.

#### WIRELESS

Connect, update and get content wireless via WiFi and stream songs directly. Browse the web with full-featured web-browser.

#### DISPLAY

Multi-touch navigation with 3.3in / 8.3cm 480x272 16:9 OLED screen. Output 720p HD video via optional AV Dock with HDMI.



#### MEDIA

Tune into FM Radio or HD Radio with the integrated tuner and tag songs for later purchase from the Zune Marketplace. Lossless audio and HD video also supported.

#### PLAYER

Premium entertainment at your fingertips with multi touch input capability available in Onyx Black and Platinum along with later Red, Blue, Green, Purple and Magenta colours.











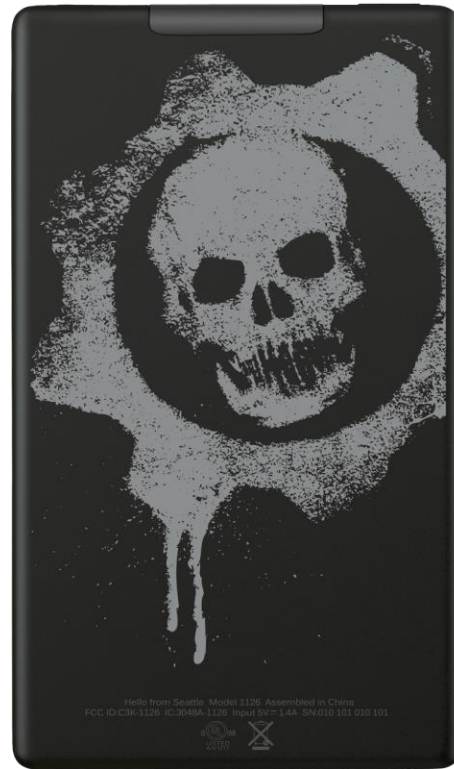
# HALO 3



Special Editions



# GEARS OF WAR 2



Special Editions



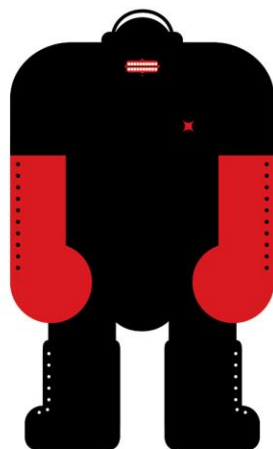




# ARTISTS SERIES



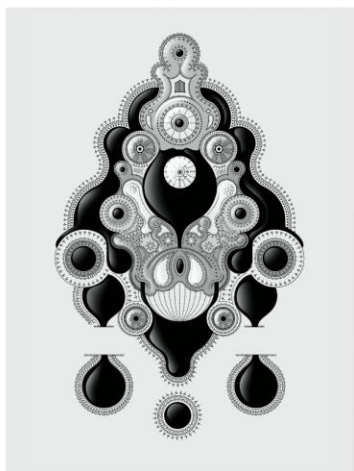
**DALEK**



**MOTOMICHI**



**EMIL KOZAK**



**ALEX TROCHUT**



**SIGGI EGGERTSSON**

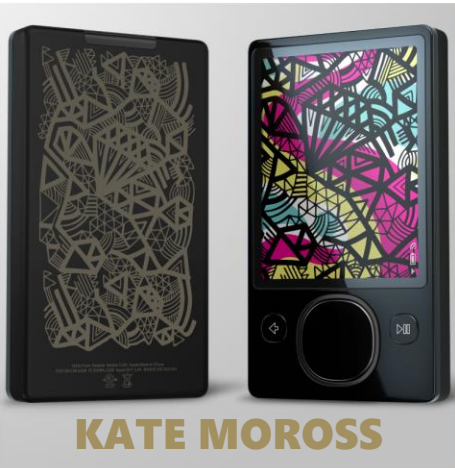


**ALVARO ARTEAGA**





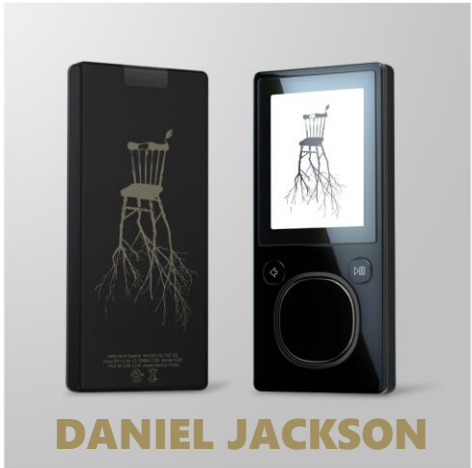
# ARTISTS SERIES



KATE MOROSS



MAYA HAYUK



DANIEL JACKSON



ALVARO ARTEAGA



ROBIN NISHIO



IPPEI GYOUBU







# CATALINA ESTRADA





# IOSEFATU SUA



Originals







Classic AV Cable



Classic Sync Cable



Classic Car Charger



Classic Car Pack



Classic Dock



Classic Wireless Remote



Classic Gear Bag



Classic Travel Pack





Classic Home A/V Pack



Classic Premium Headphones



Sync Cable



Premium Headphones



Dock



Home A/V Pack

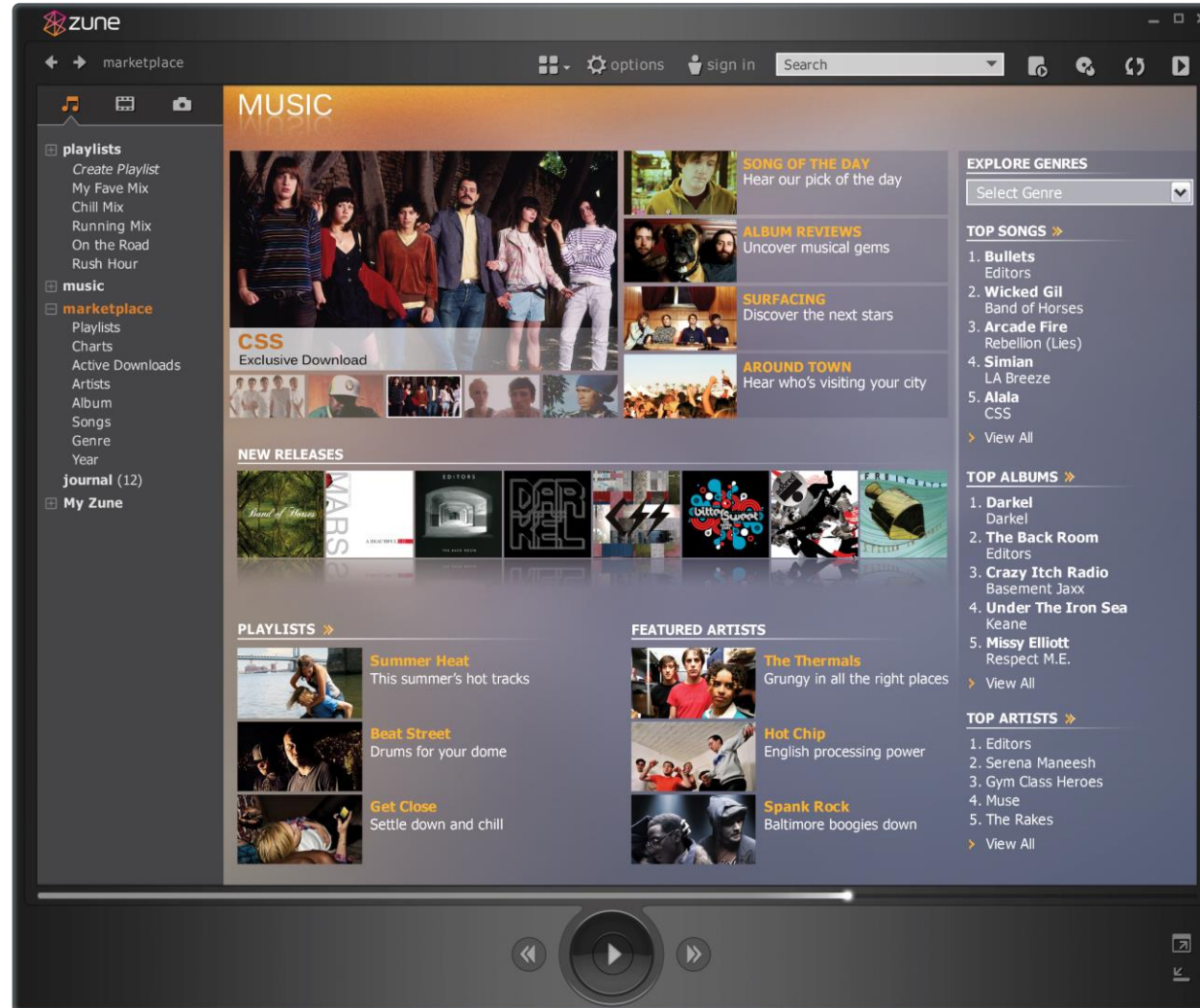


Car Pack



Cable Pack

## Accessories









collection marketplace social device  
picks music videos podcasts channels

Search

Settings | Help

MossyRoc  
5,433 plays

### PICKS FOR MOSSYROC

listeners like you

- Giddy292dod  
18,902 plays

channels for you

TOP ZUNE SONGS

songs for you

1. Scream Aim Fire  
Bullet for My Valentine
2. Burnin' Up  
Jonas Brothers
3. Sleep Through The St  
Jack Johnson
4. 7 Things  
Miley Cyrus
5. I Kissed A Girl  
Katy Perry

Constructive Summer  
01:45 2:54

VOLUME 50

MossyRoc ( 5,433 plays )

This is how we roll

Last played track: **Constructive Summer** by **THE HOLD STEADY**

home

collection marketplace social device  
friends me inbox

Search

Settings | Help

MossyRoc  
5,433 plays

### MOSSYROC

Brian Seattle, WA

THIS IS HOW WE ROLL

edit profile  
account  
zune.net profile

Recently Favorites Top Artists Badges About me

Song	Artist	Album
In Love With A Girl	Gavin DeGraw	Gavin Degraw
I Kissed A Girl	Katy Perry	One Of The Boys
Bleeding Love	Leona Lewis	Spirit
Ain't No Other Man	Christina Aguilera	Back To Basics
Pocketful Of Sunshine	Natasha Bedingfield	Pocketful Of Sunshine
Hot N Cold	Katy Perry	One Of The Boys
I Will Always Love You	Whitney Houston	The Greatest Hits
Ur So Gay	Katy Perry	One Of The Boys
One Of The Boys	Katy Perry	One Of The Boys

mossyroc's friends

Recent activity

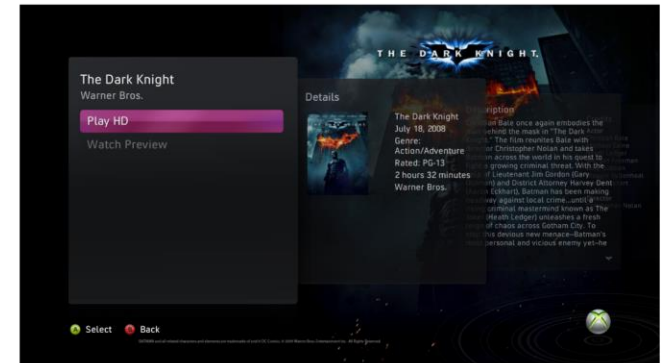
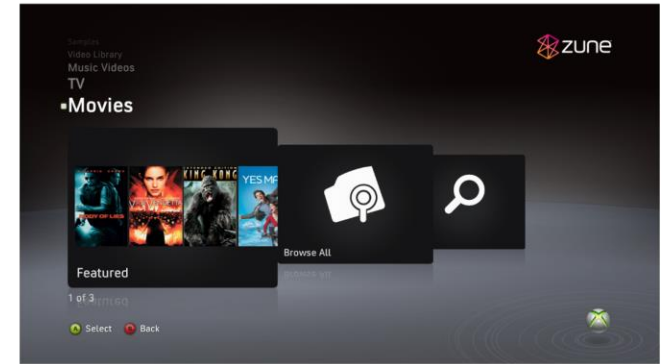
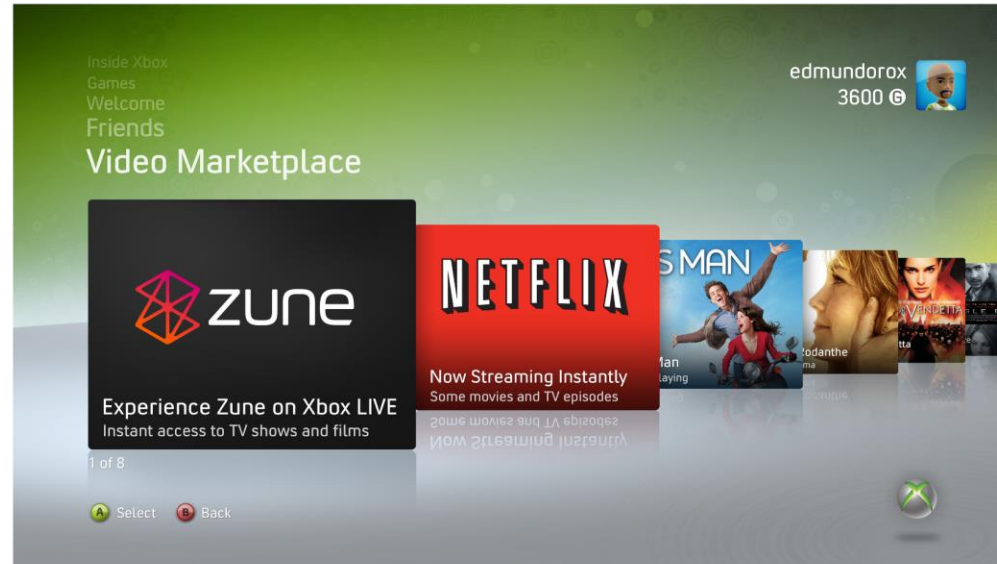
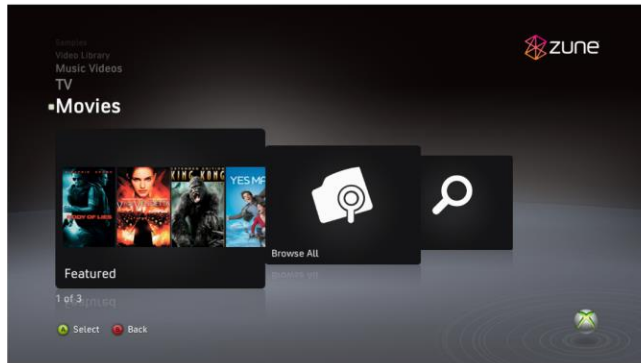
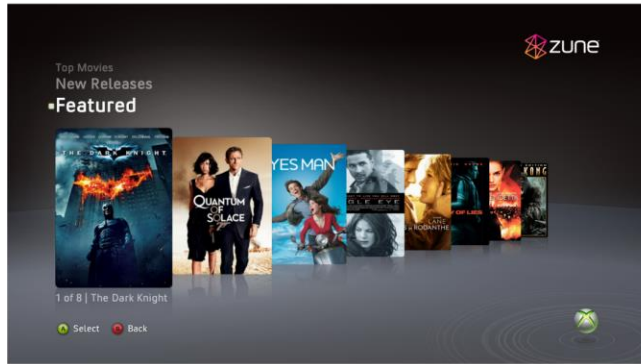
Constructive Summer  
01:45 2:54

VOLUME 50

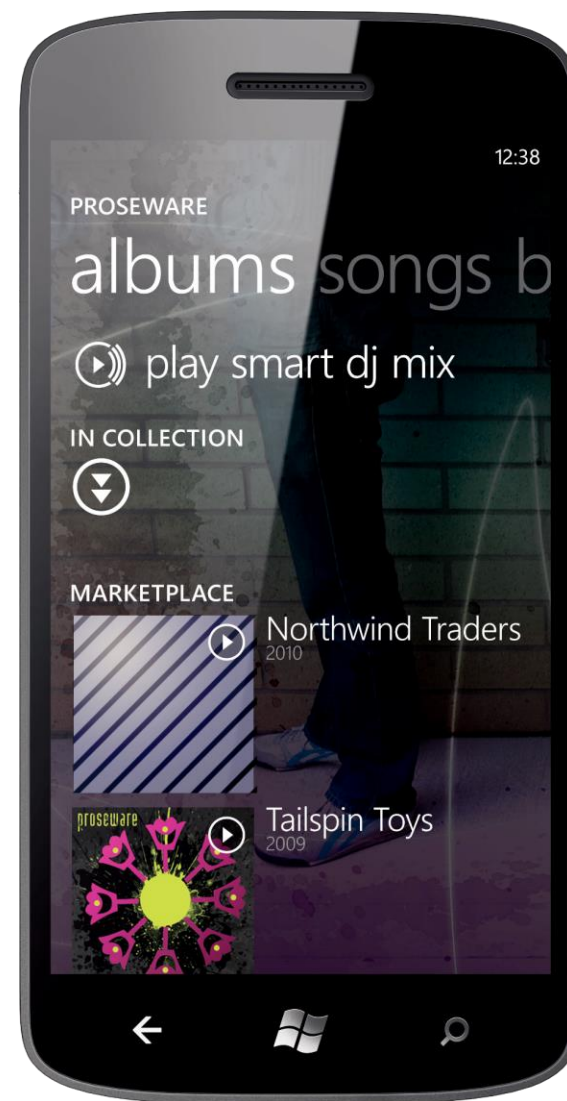








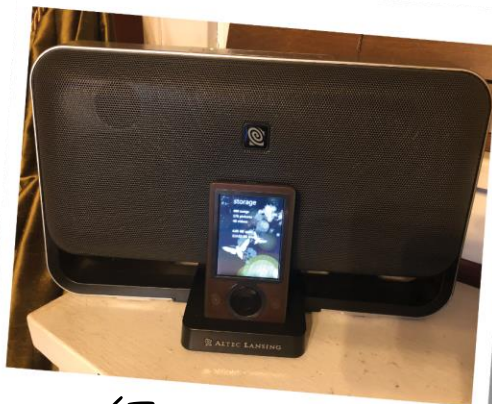








*u/BobPancake13*



*u/EdgeConnector*



*u/JustDJ12*



*u/Codix\_*



*u/Evinread*



*@DanCodePhoenix*







*u/snappyapple632*



*u/PlatinShadow*



*u/alonsoe1008*



*@RoguePlanetoid*



*u/dewcrewboosman*



*@RyanEatsLyons*







# Eric "Emendo12" Mendoza



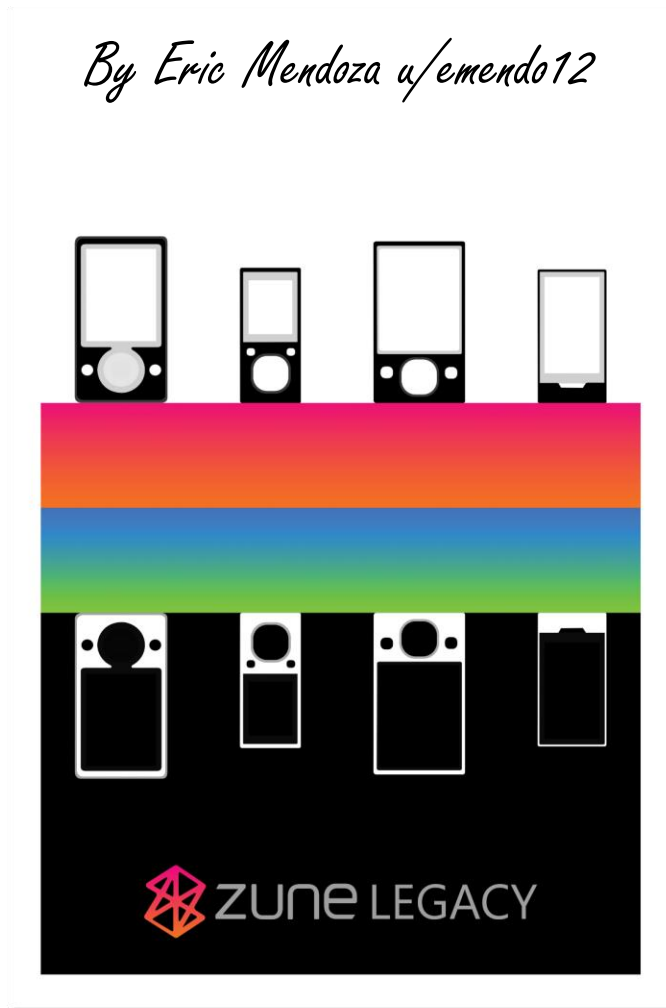
*Zune Boxes*



*Zune Devices*



*Zune Originals Prints*



*Zune Cases*



*Zune Books*



*Zune Accessories*



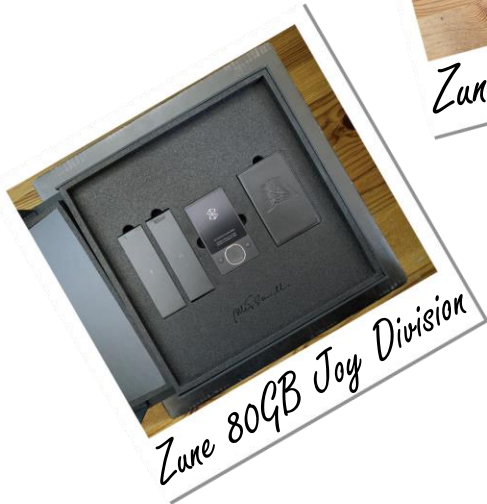
# Gordon Bernelle



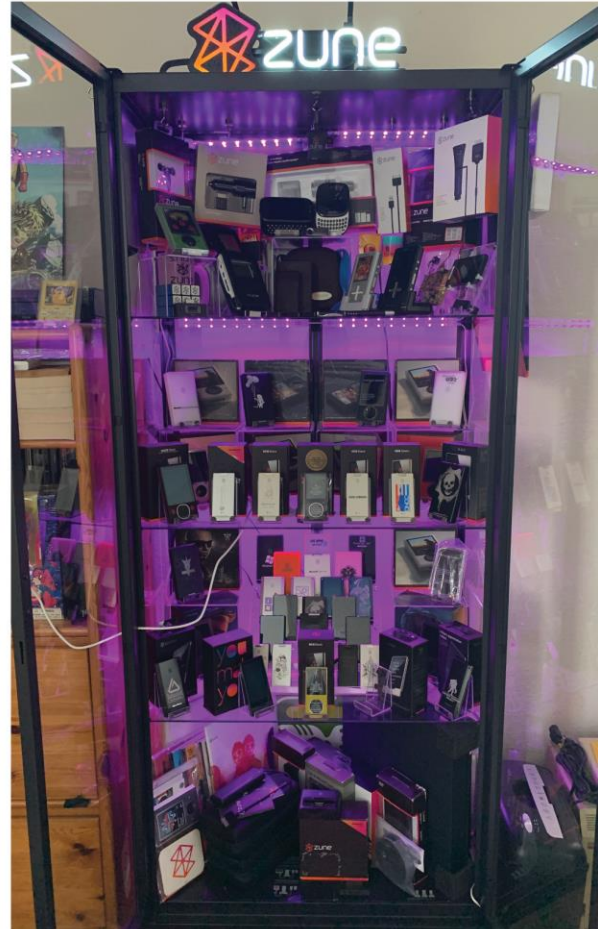
*Zune 30GB Orange*



*Zune 30GB Magenta*



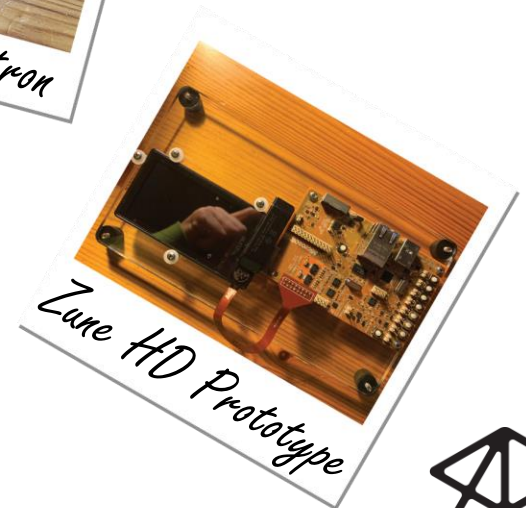
*Zune 80GB Joy Division*



*Zune 16GB Citron*



*Zune HD*



*Zune HD Prototype*



# EPILOGUE

*Zune* was not to last, with strong competition and the rise of smart phones the *Zune* hardware was discontinued in 2011. *Zune* services continued for a while on *Xbox* and *Windows Phone* but this too changed in 2012, when they were relaunched as *Xbox Music* and *Xbox Video*. In 2015 these were rebranded again as *Groove Music* and *Microsoft Movies/Films & TV* with the latter remaining available to this day on *Xbox* and *Windows*. However, *Groove Music* was discontinued a few years after that in 2018 which brought an end to around a decade of digital music services from *Microsoft*.

*Zune* had its moments, in the film *Another Cinderella Story* featuring *Selena Gomez* released in 2008 had a *Zune* left behind at the ball rather than the traditional glass slipper. Even after the demise of *Zune* it made probably the most famous appearance in the 2017 film *Guardians of the Galaxy Vol. 2* when the character *Peter "Star-Lord" Quill* played by *Chris Pratt* was handed one at the end of the film, and probably may even be where many know the device from today. However, *Zune* was more often than not the target of jokes when making any appearances in films or TV.

Today, there's little trace of *Zune*, although some of the legacy lives on in the *Segoe* font and aspects of the design language of software and services that still remain in *Windows* to this day. However, there does remain a keen community of *Zune* owners, many of which own unique and rare devices, including some hard to get - even at the time, along with many accessories, merchandise, posters and other paraphernalia about *Zune*. They share their passion on *Reddit* at *r/zune*, chat about it on *Discord* or post about it on *Twitter*. Many in the community have also been kind enough to have supplied photos of their *Zune* devices and collections to be featured in this book.

This unofficial photographic journey of the history of the *Zune* devices, hardware, services and the community that keeps it alive to this day, hopefully brings *Zune* to new eyes and although it was never meant to be, it does mean a lot to own a *Zune*!



zune<sup>TM</sup>



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ABOUT

Peter Bull is a software developer from the UK and to those who know or meet them is a keen fan of anything *Microsoft*! They’ve made sure to get every *Xbox* console including the hard-to-get *Xbox Series X*. When they heard about *Zune* in 2006, they wanted one, even though it wasn’t available in the UK, they finally were able to get a Zune 80GB and a few years later they also managed to get a Red *Zune HD*, thanks to a kind person from California buying one for them from *Zune Originals*.

When *Windows Phone* was announced in 2010 it featured the *Zune* services, but not *Zune Cards*, which were a key part of the *Zune Social* where you could share what you listened to, so they developed an app for this, *ZuneCardr*, which gained over 330,000 downloads! They also ran a website covering many topics including *Zune*, many of the assets obtained during that time are used in this book. During an event around that time they asked Steve Ballmer, who was CEO of *Microsoft* at the time, if *Zune* was coming to the UK and he replied “No” then added “It’s all about the Phone now”, which was the first time *Microsoft* had confirmed that. This also signalled the beginning of the end of *Zune* as the hardware ended a few years later, the services lived on for a while as the entertainment brand for *Xbox* and *Windows Phone*.

There’s still a community of *Zune* owners, who share their passion, many of which have rare and limited-edition devices and other related paraphernalia. This book aims to share a collection of assets in a hopefully new and interesting way, along with photos and collections from the *Zune* community, and bring delight to those who count themselves part of the *Zune* community or to discover *Zune* for the first time!









Unofficial photographic journey of the history of the Zune devices, hardware, services  
and the community that keeps it alive to this day