

from kiosk: to new store

Microsoft Store to open in Woodland Hills Mall

■ Grand opening will include \$1.3 million in donations

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Posted: Thursday, November 20, 2014 12:00 am | Updated: 1:09 am, Thu Nov 20, 2014.

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Craig Milliken, product advisor for Microsoft, sets up merchandise for the store opening, in Woodland Hills mall, on Wednesday, Nov. 19, 2014. The store is set to open on Nov. 20, 2014. CORY YOUNG/Tulsa World



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By ROBERT EVATT World Business Writer | 8 comments

After two years of operating a relatively small kiosk in Woodland Hills Mall, Microsoft will open its first permanent store in Tulsa on Thursday.

The store, which encompasses 2,733 square feet on the first floor of Woodland Hills Mall near J.C. Penney, will employ 33 and feature the entire array of the computing giant's products, including smartphones, tablets, computers, the Xbox gaming consoles and more.

To mark the occasion, the Microsoft Store will hold a grand opening ceremony starting 10:30 a.m. Thursday, which will feature \$1.3 million given to various Tulsa-based charities. The grants will include \$600,000 to the Tulsa Library Trust, \$500,000 to CAP Tulsa, \$100,000 to Starbase Oklahoma, \$75,000 to the Girl Scouts of Eastern Oklahoma and \$25,000 to Folds of Honor.

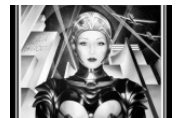
Jared Harris, manager of Microsoft at Woodland Hills Mall, said he and the company believe it's important to be involved in the community.



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When: 10:30 a.m. Thursday for grand opening

"I want to do as much as we can to give back, and my entire team feels the same way," he said.



The store officially opens at 11 a.m., and the first 500 customers will receive a gift card with a surprise amount ranging from \$10 to \$1,000.

Additionally, the Toshiba Encore 2 8-inch tablet will be on sale for \$99, and the 4GB Xbox 360 will be on sale for \$99, both that day only.

In addition to offering Microsoft products, Harris said the store will be able to offer technical assistance and repairs through its

Answer Desk, which includes a tech shop in the back of the store. The store will offer services such as virus and malware removal, PC tune-ups and diagnostics for free, as well as \$49 services including hardware, operating system, software and app installation and data migration.

These services are offered to all computing products, not just those made by Microsoft or sold at the Microsoft Store, Harris said.

"We might not always have the perfect solution, but we're willing to take a look at it," he said.

The Microsoft Store will also offer training courses on a variety of Microsoft products and services, including Windows 8.1, Word 2013, Excel 2013, PowerPoint, Windows Phone, One Drive and others.

The store features large video walls on either end, and divides up its products by category, with numerous products available for testing and demonstration. Many of these displays play up the interoperability between its products, such as the "living room experience," which features an Xbox One running on a 75-inch TV that can be controlled via the Smartglass app on a nearby smartphone and tablet.

Though the Woodland Hills Microsoft Store is within sight of the Apple Store on the mall's first level, Harris said he believes the two stores are friendly competitors with the same goal of helping people.

"We want to be partners in the tech community," he said.

Microsoft originally opened up a temporary "Specialty Store" in the Christmas season of 2012, but kept it running. That kiosk, which will be closed when the full Microsoft Store opens, was the inspiration for bringing a permanent Microsoft presence to Tulsa, Harris said.

"Based on the experiences of our customers and the feedback we received, Tulsa earned the store," he said.

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George Jones posted at 9:24 am on Thu, Nov 20, 2014.



Posts: 5339

As if anyone will ever go in a Microsoft store!

Warning icon | Link | Reply

Gordon Mills posted at 5:49 pm on Wed, Nov 19, 2014.



Posts: 5279

The Microsoft store is across the aisle from Apple and is somewhat larger. In your face, Steve Jobs.

Warning icon | Link | Reply

Marilyn Torrance posted at 9:34 pm on Wed, Nov 19, 2014.



Posts: 127

I'm a die hard Apple fan 1997 to present, best computers around. I've been using them since 1997 with nary a problem. First PC we purchased in 1995 - Compaq brand, it bit the dust after 2 years.

Warning icon | Link | Reply

Ivan Vaz posted at 9:21 am on Thu, Nov 20, 2014.



Posts: 283

NEWS FLASH! All PCs have become more reliable since 1995.

Warning icon | Link | Reply

Gordon Mills posted at 11:29 am on Thu, Nov 20, 2014.



Posts: 5279

Marilyn, I have used both and see no particular advantage to Apple/Mac's. It boils down to preference and propaganda. My preference is PC due to cost, broad availability of equipment, larger variety of software, and ease of use. Apple equipment is too proprietary for my tastes. My old grandmother and young grandson can become proficient on a PC in short order.

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More Display Ads

George Jones posted at 9:25 am on Thu, Nov 20, 2014.



Posts: 5339

He's dead Gordo, I doubt he cares any more

Besides, do you really thing the relative size of two stores has any significance whatsoever?

Stupid is....



Link

Reply

Gordon Mills posted at 11:24 am on Thu, Nov 20, 2014.



Posts: 5279

But he is spinning in his grave. Size matters.



Link

Reply

George Jones posted at 1:40 pm on Thu, Nov 20, 2014.



Posts: 5339

Size does matter for some things but not the size of your retail store. Its what's in it that store that matters.

Who is buying windows pho.....

Oh, you didn't, did you?



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