

The Adaptive Controller



The Xbox Adaptive Controller is an innovative controller designed for people with limited mobility. "Changing the Game" demonstrates the power of the Adaptive Controller to level the playing field and make the gaming world a more inclusive place. It didn't just change the way gamers with disabilities played, it changed the entire gaming industry, with major competitors like Google enabling their platforms to be compatible with the Adaptive Controller.



The Packaging

The packaging includes loops, multiple access points, hinges, levers, and ribbons to make it as easy as possible to unbox this new controller.

Press headlines

Adaptive Video Game Controllers Open Worlds for Gamers With Disabilities

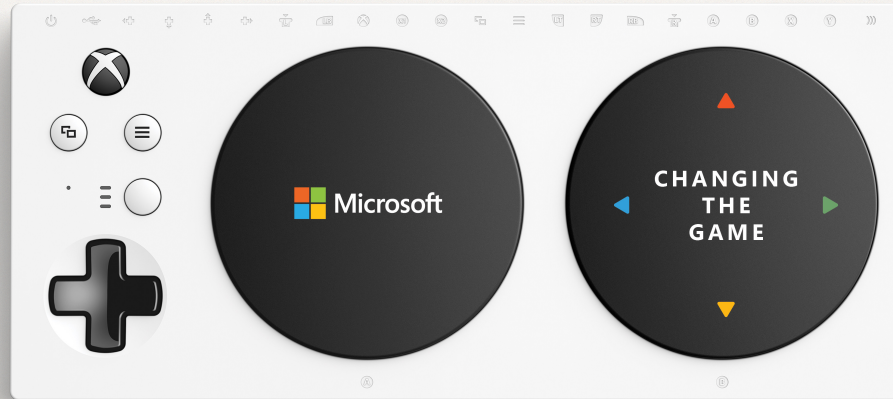
The New York Times

Microsoft's Super Bowl ad will make you cry over a video game controller

FASTCOMPANY

How Xbox's Adaptive Controller Will Unlock New Worlds

GIZMODO



Results

1.1 Billion
Media Impressions

#1 Super Bowl Ad

40+ Million views

\$35m in earned media

160,000+



The Campaign

The Cast



Owen Grover Ian Taylor Shan Jordan

The Films



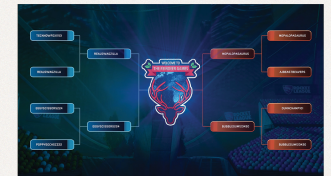
Super Bowl :60

The Content



Adaptive Controller Tutorials with Owen

The Tournament



eSports Tournament for kids with and without disabilities

