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<p>Known during development as Xbox Next, Xenon, Xbox 2, Xbox FS or NextBox,[31] the Xbox 360 was conceived in early👍 2003.[32] In February 2003, planning for the Xenon software platform began, and was headed by Microsoft's Vice President J Allard.[32]👍 That month, Microsoft held an event for 400 developers in Bellevue, Washington to recruit support for the system.[32] Also that👍 month, Peter Moore, former president of Sega of America, joined Microsoft. On August 12, 2003, ATI signed on to produce👍 the graphic processing unit for the new console, a deal that was publicly announced two days later.[33] Before the launch👍 of the Xbox 360, several Alpha development kits were spotted using Apple's Power Mac G5 hardware. This was because the👍 system's PowerPC 970 processor was running the same PowerPC architecture that the Xbox 360 would eventually run under IBM's Xenon👍 processor. The cores of the Xenon processor were developed using a slightly modified version of the PlayStation 3's Cell Processor👍 PPE architecture. According to David Shippy and Mickie Phipps, the IBM employees were "hiding" their work from Sony and Toshiba,👍 IBM's partners in developing the Cell Processor.[34] Jeff Minter created the music visualization program Neon which is included with the👍 Xbox 360.[35]</p>

<p>The Xbox 360 crossed the 1 million units sold in Japan in March 2009,[66] and the 1.5 million units👍 sold in June 2011.[67] Lifetime sales of the Xbox 360 in Japan stand at 1,616,218 million units. While the Xbox👍 360 has sold poorly in Japan, it improved upon the sales of the original Xbox, which had total sales of👍 474,992 units.[44] Furthermore, the Xbox 360 managed to outsell both the PlayStation 3 and Wii the week ending September 14,👍 2008, as well as the week ending February 22, 2009, when the Japanese Xbox 360 exclusives Infinite Undiscovery[68] and Star👍 Ocean: The Last Hope,[69] were released those weeks, respectively. Ultimately, Edge magazine would report that Microsoft had been unable to👍 make serious inroads into the dominance of domestic rivals Sony and Nintendo; adding that lackluster sales in Japan had led👍 to retailers scaling down and in some cases, discontinuing sales of the Xbox 360 completely.[70] The significance of Japan's poor👍 sales might be overstated in the media in comparison to overall international sales.[71]</p>

<p>Microsoft announced the successor to the Xbox 360,👍 the Xbox One, on May 21, 2013.[91] On April 20, 2024, Microsoft announced the end of production of new Xbox👍 360 hardware, though the company will continue to provide hardware and software support for the platform as selected Xbox 360👍