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Microsoft is set to reveal more details about its upcoming new OS, Windows 8, to developers at the BUILD conference, and the news has excited industry insiders and tech enthusiasts.

The Redmond-based tech giant aims to attract developers to the BUILD conference today, to show them how the new operating system can be used on different platforms.

Windows 8 was first unveiled at the D9 conference back in June, and the most groundbreaking thing about Microsoft's new OS is that it is going to run just as well on your tablet as on PC. Walid Abu-Hadba, corporate vice president of the company's Developer and Platform Evangelism Group, said, "BUILD is where the full spectrum of hardware and software developers, from start-ups and entrepreneurs to those who work for the world's biggest brands, come together to get a deeper understanding of Microsoft's product road map."

More options for developers with Windows 8:- Windows 8 will allow developers to build a variety of applications targeting smartphones and tablets. It is the first operating system from Microsoft which will also run on ARM-based devices.

Industry experts are of the opinion that Windows 8 is going to be a landmark operating system which can make or break the company.

The BUILD conference, which is set to run from Tuesday to Friday, has been described by Microsoft as a big-tent approach.

With the conference, Microsoft aims to give every developers, with varying skill sets and coding skills, an opportunity to use their strengths to build a number of new applications for smartphones and tablets, with no additional coding or testing necessary. Developers will have an easy way to sell what they create, and can come up with a diversity of apps for mobile devices.

Jamin Spitzer, senior director of platform strategy in Microsoft's Developer and Platform Evangelism Group, said that developers are always seeking ways to connect the customers with a brand more tightly and closely, and create new ways for them to interact with devices.

He added that it was going to be a promising opportunity for developers. Microsoft aims to give every developers, with varying skill sets and coding skills, an opportunity to use their strengths to build a number of new applications for smartphones and tablets, with no additional coding or testing necessary.

Windows 8 an important release for Microsoft:- Industry experts are of the opinion that Windows 8 is going to be a landmark operating system which can make or break the company.

Microsoft was quick to come out with Windows 7 to combat the failure Vista faced. Even though Vista came with a host of new improvements over Windows XP, its impractical system requirements and unpolished feel had many reviewers grumbling and complaining. The Redmond-based tech giant aims to attract developers to the BUILD conference today, to show them how the new operating system can be used on different platforms.

No wonder industry watchers are still a little skeptical of Windows 8, given the failure of Vista.

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