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Microsoft Loves Painting Apple (or "GAFA") as the Problem

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Summary

: The latest twist in Microsoft's PR strategy is, divert attention and blame to other companies [1,2], even if their alleged abuses are in fact a copy of Microsoft's own

- [Microsoft Backs Epic's Apple Battle on Game Technology Access](#) [2]

The graphics technology, known as Unreal Engine, is a suite of software used by millions of developers to build 3-D games and other products. Cutting off Epic from Apple's iOS and Mac developer tools would mean the gaming company can no longer distribute Unreal Engine to other developers, Epic said in its legal filing. Microsoft, which makes the Xbox, uses the technology for games developed for consoles, PCs and mobile devices.

- [Microsoft Supports Epic Games, Says Apple Blocking Access to Unreal Engine Would Harm Game Creators](#)^[3]

In a declaration in support of Epic Games [PDF], Microsoft gaming executive Kevin Gammill wrote that "Apple's discontinuation of Epic's ability to develop and support Unreal Engine for iOS or macOS will harm game creators and gamers." Specifically, Gammill said that games utilizing Unreal Engine will be put at a "substantial disadvantage," citing Microsoft's own racing game Forza Street for iPhone and iPad as an example.

[Just talk](#)

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Links:

[1] <http://www.tuxmachines.org/taxonomy/term/68>

[2] <https://www.bloomberg.com/news/articles/2020-08-23/microsoft-backs-epic-s-apple-battle-on-game-technology-access>

[3] <https://www.macrumors.com/2020/08/23/microsoft-supports-epic-games-vs-apple/>