

Windows 8 UI: Don't Call it "Metro"!

Written by Marco Attard
09 August 2012

Microsoft has been calling its distinctive tile-based user interface "Metro" since its first appearances on Windows Phone. But not any more-- since no other than Metro AG owns the "Metro" name.



According to anonymous sources speaking to *Ars Technica*, the German retailer is threatening Microsoft with legal action, causing the Microsoft Legal and Corporate Affairs team to send out a memo (also leaked to *The Verge*) banning use of the "Metro" name.

As we all know, Metro is huge, and a quick check through [the German DPMA register](#) reveals the retailer registered the "Metro" name for use in computer software, hardware and even storage devices.

In other words, Metro has a case against Microsoft should legal push comes to shove.

What shall we call the Microsoft tile-based, then? Very simply-- "Windows 8-style UI" when referring to Windows 8 applications and "New User Interface" when talking about all Microsoft products using the UI.

Ars Technica quotes a Microsoft spokesman saying "We have used 'Metro style' as a code name during the product development cycle across many of our product lines. As we get closer to launch and transition from industry dialog to a broad consumer dialog we will use our commercial names."

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Interestingly, the press release announcing Office 2013 around 2 weeks ago does not refer to Metro-- it instead mentions "Windows 8-style applications for Office."

Go [Microsoft: "Metro" Out, "Windows-Style UI" In \(Ars Technica\)](#)

Go [Microsoft's Metro Branding to be Replaced According to Internal Memo \(The Verge\)](#)