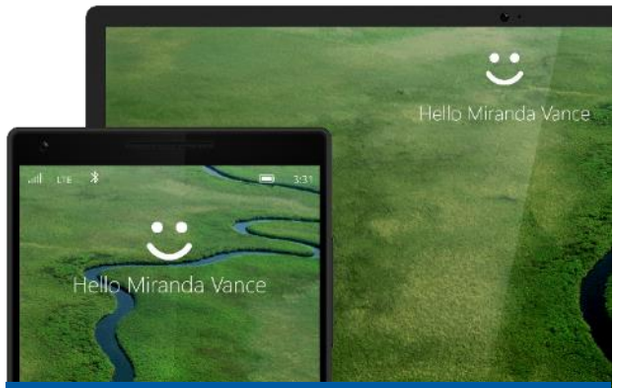
Launching Windows 10

One platform
One store
One experience

The right devices for making things happen.

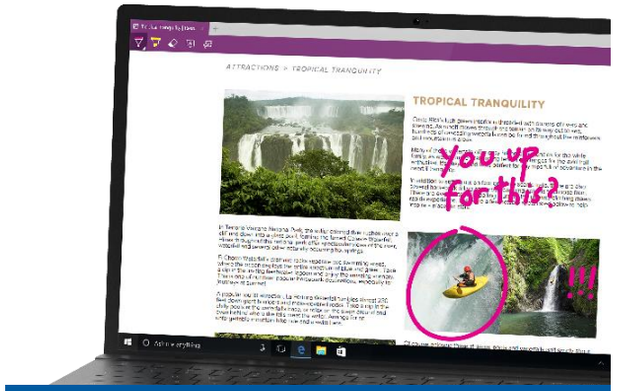
Windows 10 empowers People of Action to do great things

Feels familiar and better than ever



The most personal and natural experience

Work across all of your devices



Be more productive

Familiar UX

Compatibility

Cortana

Windows Hello

Continuum

Gaming & Xbox

Microsoft Edge

Office

Performance

Security

Start & Live Tiles

Voice, pen and gesture

First-party apps

OneDrive

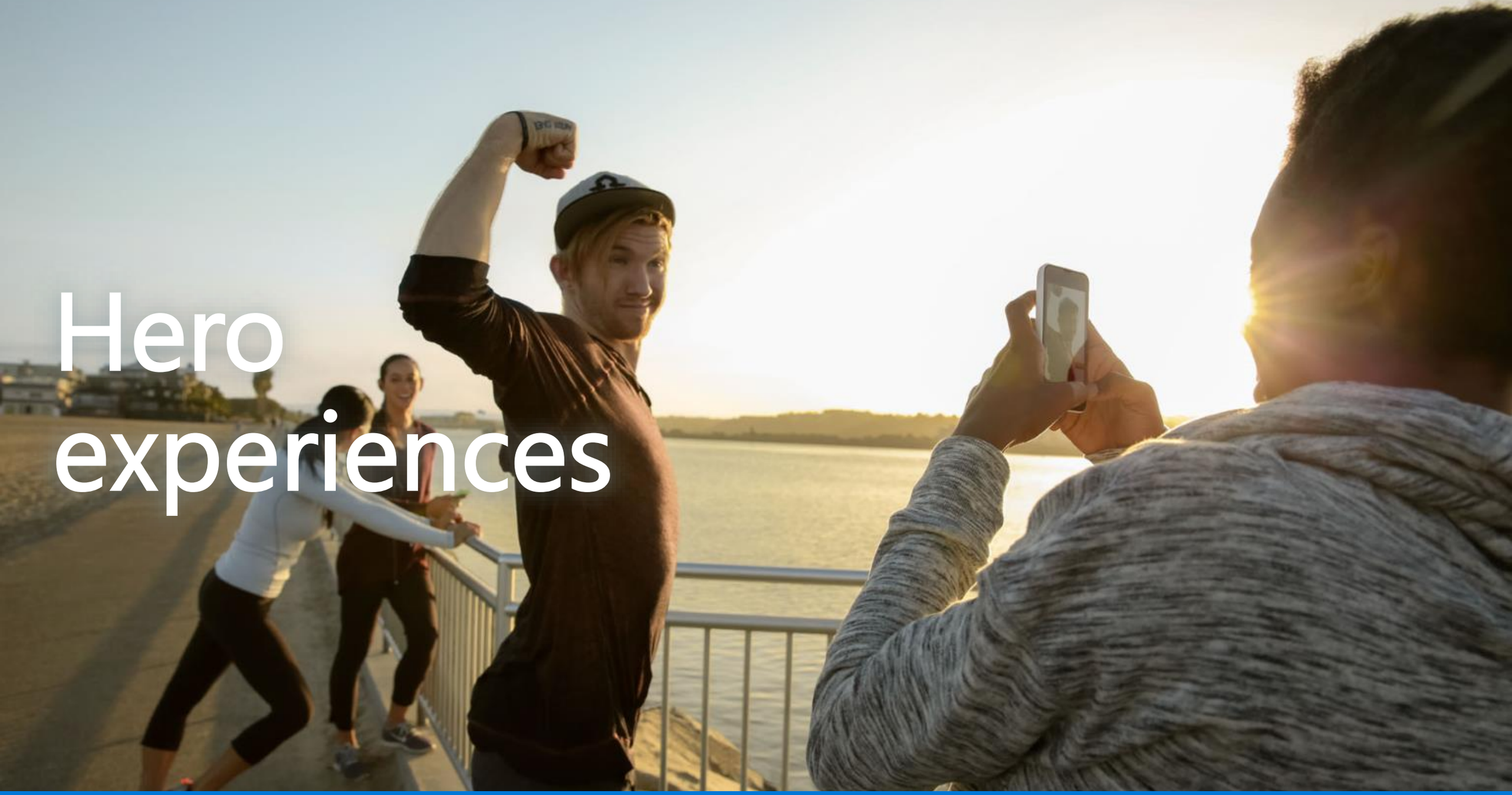
Multi-doing & virtual desktop

Store & apps

Windows 10 product story

Hero features	Delighters
Product differentiators ATL focus features Purchase drivers	Driving customer satisfaction

Hero experiences



Familiar, and better than ever

Fast, smooth, more secure, and friendly.

Why Windows is familiar and better than ever

Fast, smooth, more secure, and friendly

1. Instantly familiar.
2. Fast and responsive.
3. Designed for a better battery life.
4. More protection. Helping you stay current.

- [x] Feels familiar.
- [x] Fast boot.
- [x] Great battery life.
- [x] Improved security.
- [ ] Free puppies.

We didn't reinvent the wheel, we just made it better. Windows 10 just works and it will feel instantly familiar from the start. It's really that simple. Do great things.

Screens simulated, subject to change.

Windows 10

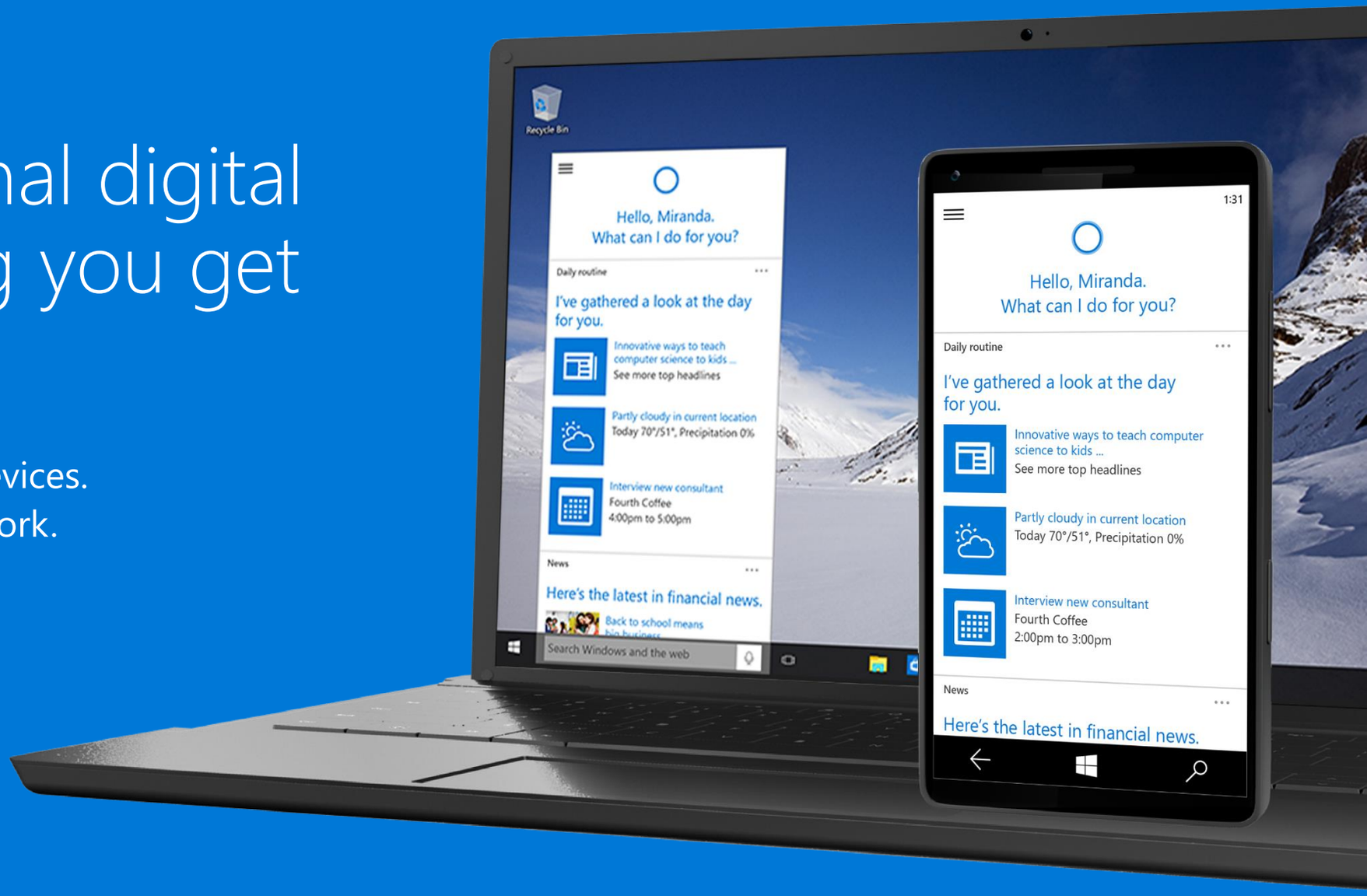
Cortana

Your truly personal digital assistant helping you get things done.

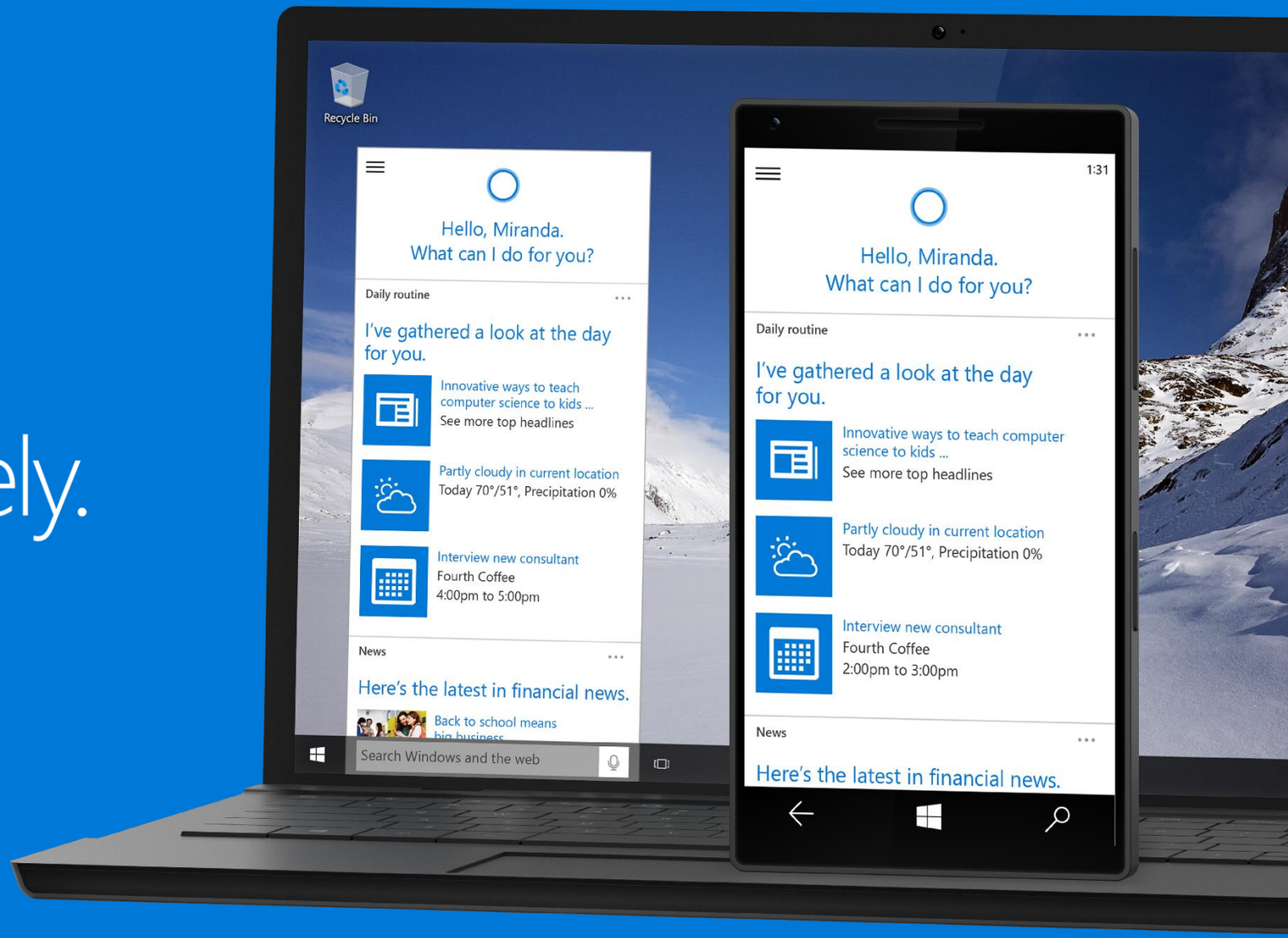
Cortana

Your truly personal digital assistant, helping you get things done

1. More useful every day.
2. Here on all your Windows 10 devices.
3. Get things done at home and work.
4. Best at reminders.



Cape sold separately.



Every hero needs a sidekick, Cortana should be yours. Reminders, personal suggestions and the most convenient way to search are just a few of the things your personal assistant can do for you.* Do great things.

Windows 10

*Cortana is available in select markets at launch, experiences may vary by region and device. Screens simulated, subject to change.

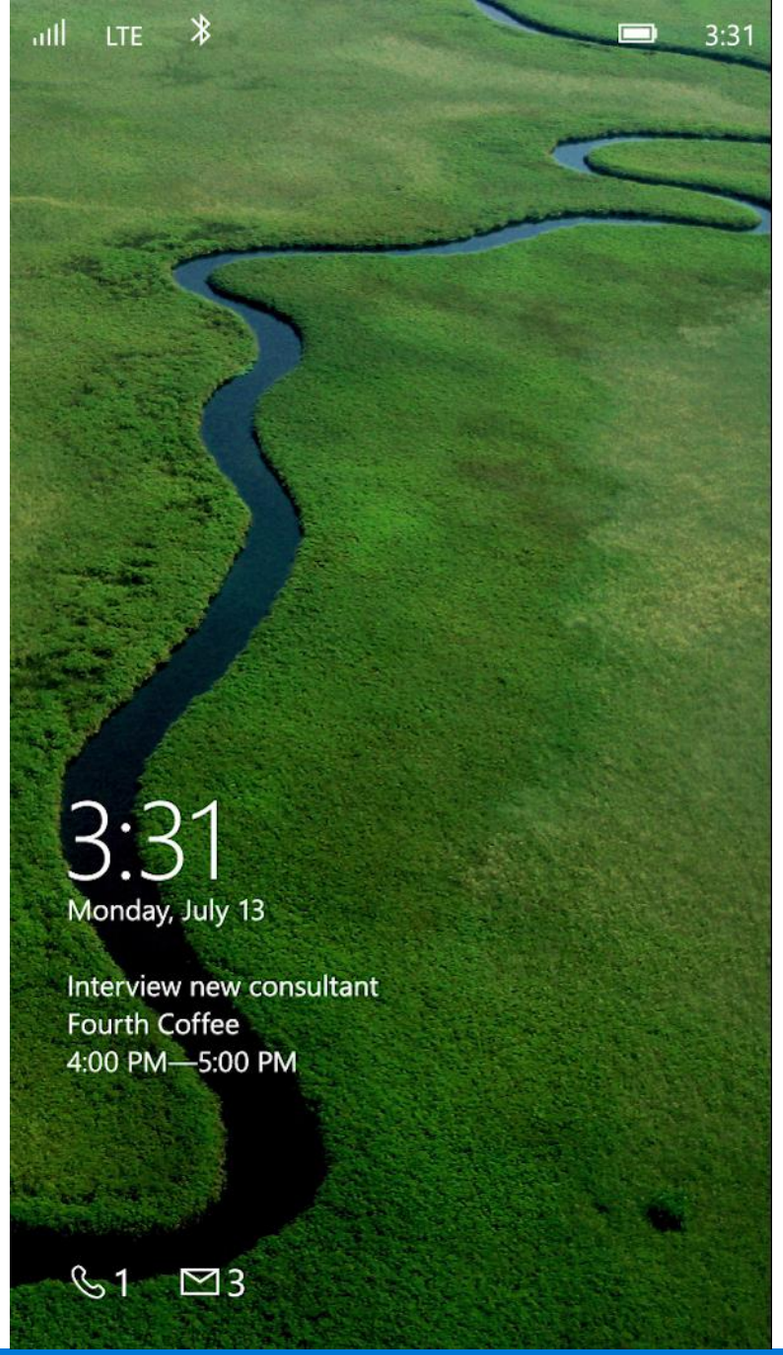
Uniquely yours

Yes, the world really does revolve around you.

Uniquely yours

Yes, the world really does revolve around you

1. Authentically you.
2. Your personal welcome.
3. Stay closer to your favorite people.
4. Faster access to what's most important.


LTE
3:31
3:31
Monday, July 13
Interview new consultant
Fourth Coffee
4:00 PM—5:00 PM
1
3

3:31
Monday, July 13
Interview new consultant
Fourth Coffee
4:00 PM—5:00 PM
4
13
4

Great relationships start with a ☺

Introducing Windows Hello, where you literally are the password.* A device that recognizes you is just the beginning of a more personal experience. Do great things.

*Windows Hello requires specialized hardware, including fingerprint reader, illuminated IR sensor or other biometric sensors. Sceens simulated, subject to change.

Windows 10

Multi-doing

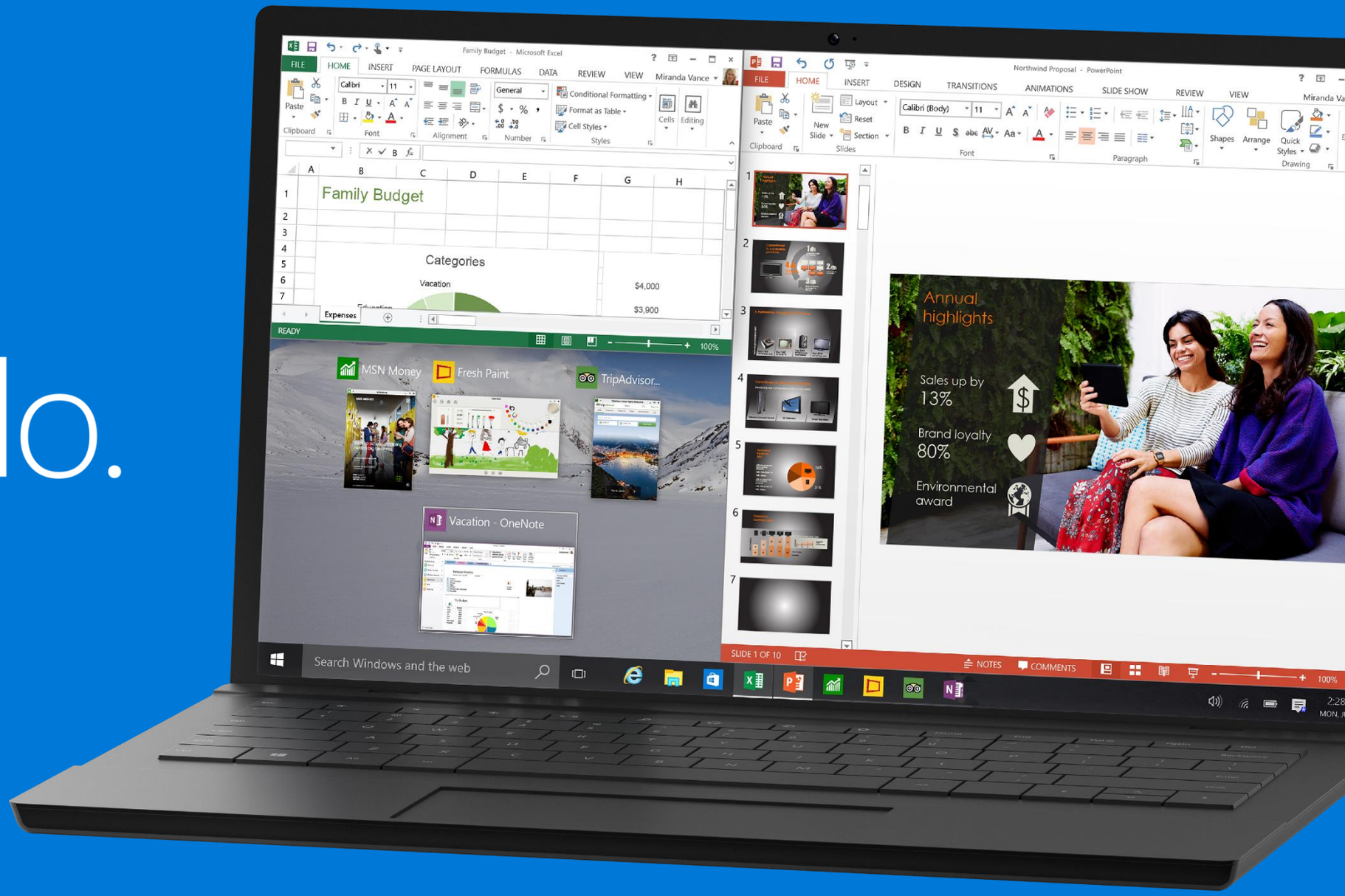
Start fast, stay focused, and finish first.

Why buy Windows for multi-doing?

Start fast, stay focused, and finish first.

1. Getting to “done” is a snap.
2. Control your desktop.
3. One place for taking action.
4. One place for your stuff.

Multi-do.



Windows 10 comes fully-loaded with tools like snap, task view and Virtual Desktops to help turn your mult-tasking into multi-doing. Do great things.

Screens simulated, subject to change.

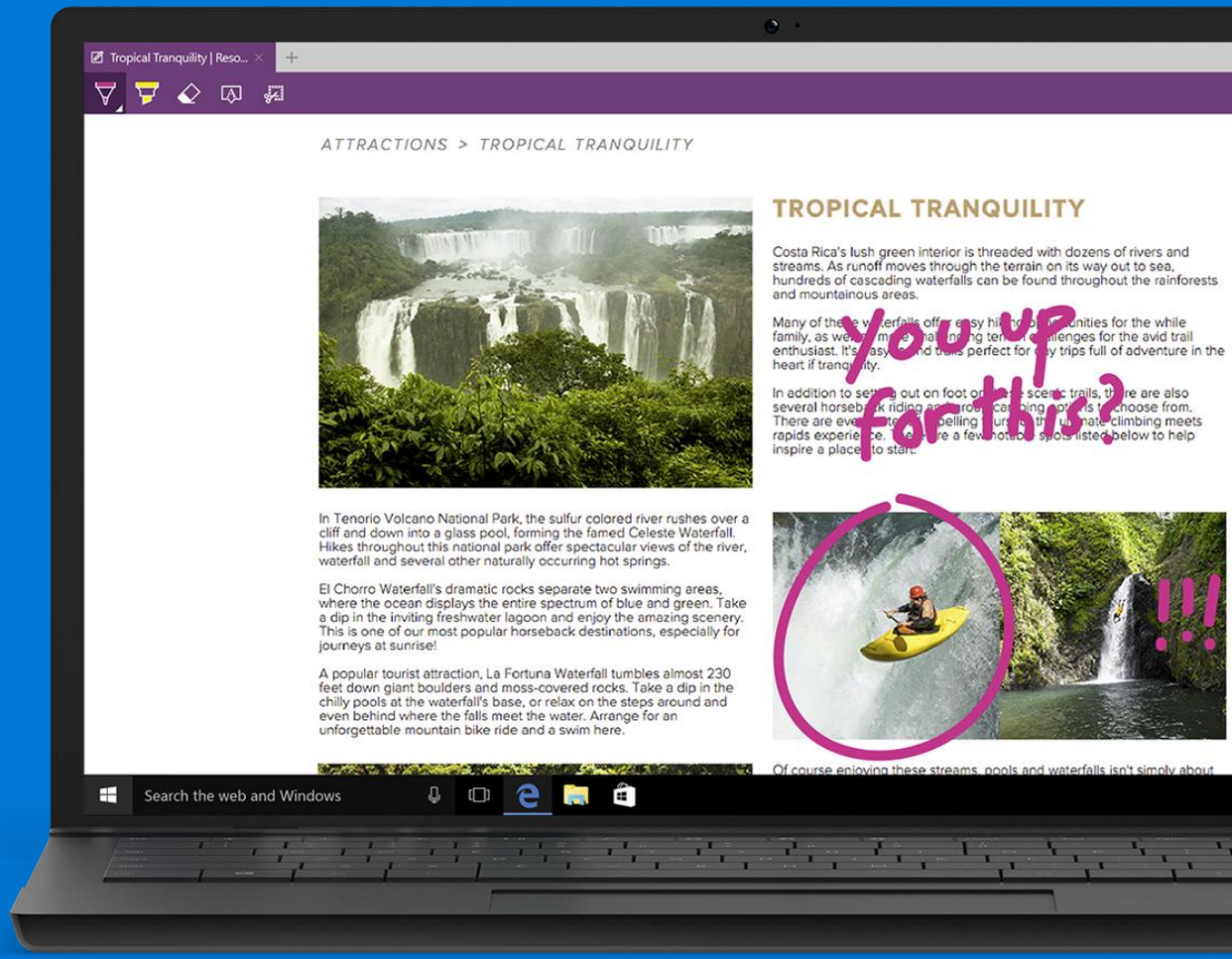
Windows 10

Microsoft Edge

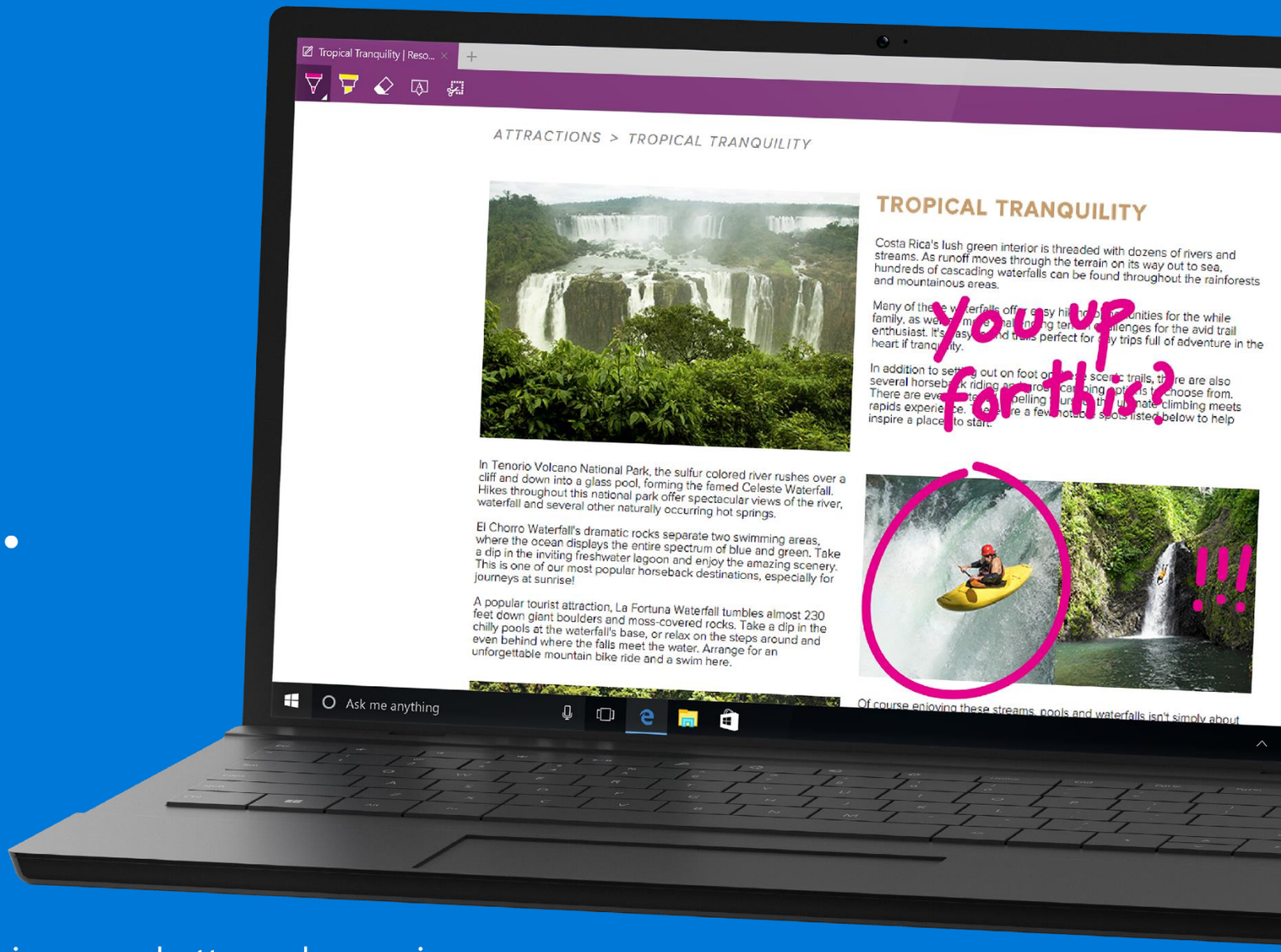
Make the web work the way you do.

Microsoft Edge

1. The all-new browser built to give you a better web experience on Windows 10.
2. Easily mark up and share web pages.
3. Best reading. No distractions.
4. Find it faster.
5. Quickly move into action.



Doodle, do.



Microsoft Edge is the all-new browser built to give you a better web experience on Windows 10—with built-in tools to help you write or type directly on webpages, easily share, discover, and get things done online.

Screens simulated, subject to change.

Windows 10

Continuum

The best screen is always the one you’re on.

Continuum

The best screen is always the one you're on.

1. Touch or type—it's all good.
2. Smooth scaling.
3. Adapts to you.

Once you start, you can't be stopped.

Continuum helps ensure your apps and content display beautifully in different modes and screen sizes so you can do great things.*

*App experiences may vary. Screens simulated, subject to change.

Windows 10

Windows 10 Continuum for phones

Turn almost any screen into a PC-like experience

1. PC-like power.
2. Plug. Project. Perfect.
3. Two screens at once.
4. Easier wireless projection.

Looks like a phone, does like a PC.

Introducing the first smartphone with PC-like power. Equipped with a dongle or dock, use the power of Continuum to display on a big screen and work like a PC, without tying up your phone.* Whatever it is you do, take it to the next level. Do great things.

Windows 10

*Limited to select premium phones at launch. External monitor must support HDMI input. Accessories sold separately. Screens simulated, subject to change. *App availability and experience varies by device and market. Office 365 subscription required for some features.

Gaming

Play more.

Gaming on Windows 10

Play more.

1. Best. Gaming. Ever.
2. XBOX on Windows.
3. Amazing graphics and great moments.
4. Cross-device gameplay.

Dominate them all.

The biggest Xbox franchises, the best of Xbox Live, and DirectX 12 are coming to Windows 10 to make PC gaming better than ever.*

*Broadband internet required for some features (ISP fees apply). Xbox Live only in supported games and countries, see xbox.com/live/countries. DirectX 12 only with supported games and graphics chips. For compatibility and other important installation information, see your device manufacturer's website and www.windows.com/windows10specs. Xbox One, PC/Tablet and Phone versions of games all sold separately. Screens simulated, subject to change.

Windows 10

Delighters

To deliver a delightful daily user experience

Photos

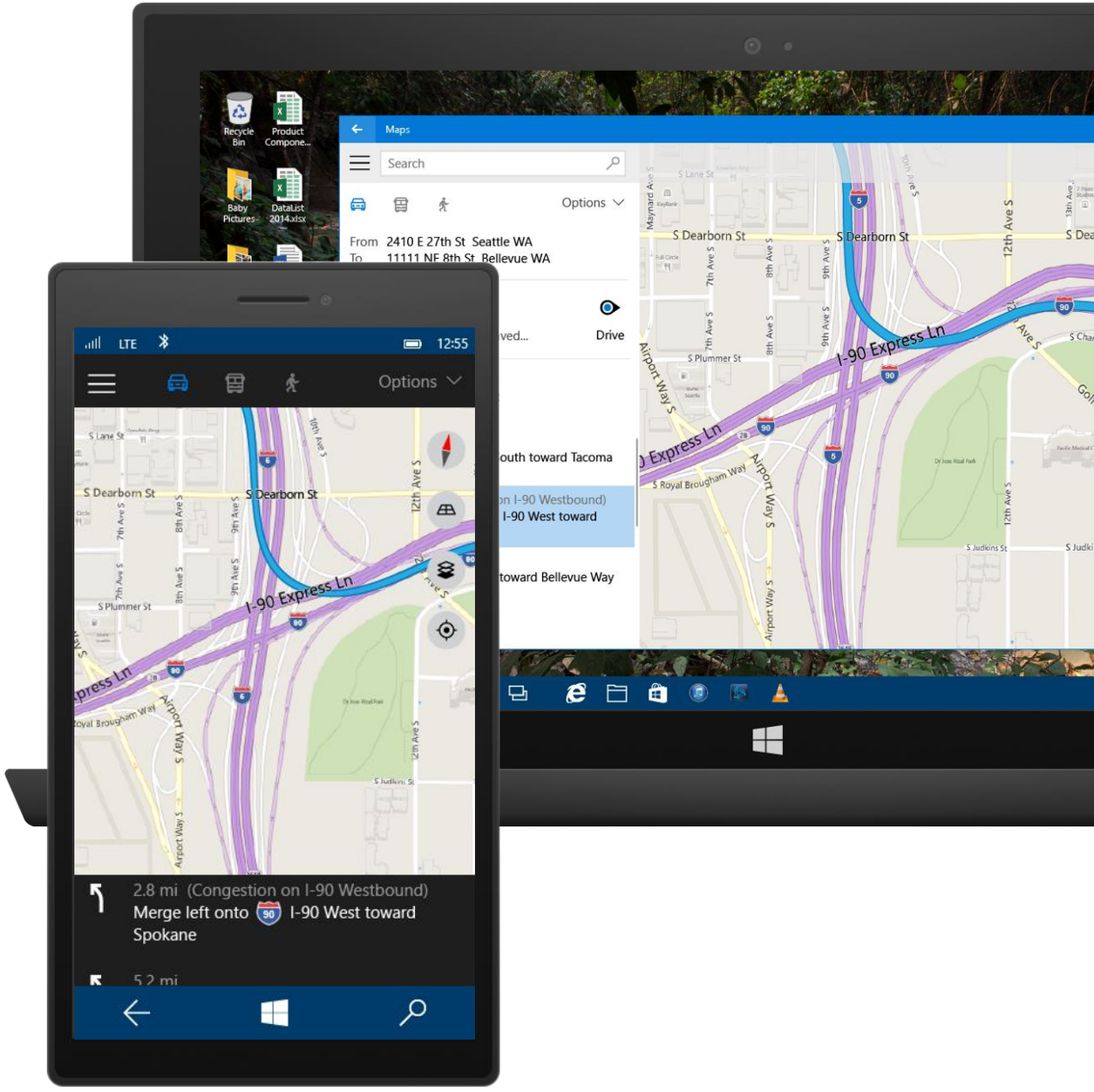
Let your photos tell the story

1. Automatically create albums.
2. Album title suggestions.
3. Auto-enhance touch-ups of your photos.

Maps

Navigate the world with ease

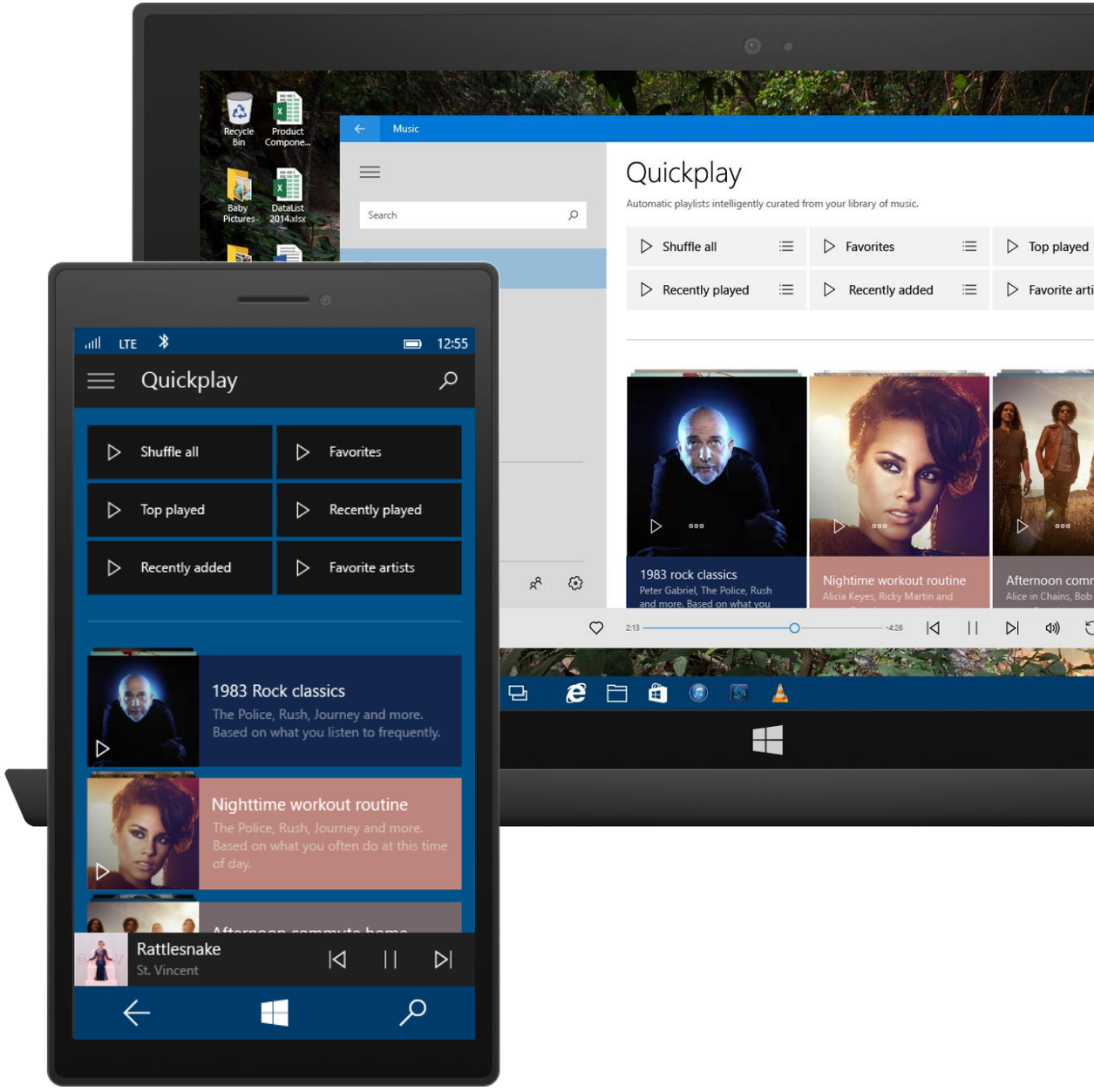
1. Favorite locations available across all your devices.
2. Rich local search results.
3. Turn-by –turn navigation on your phone, even when you're offline.



Music, Movies & TV

Generic playlists are for generic people

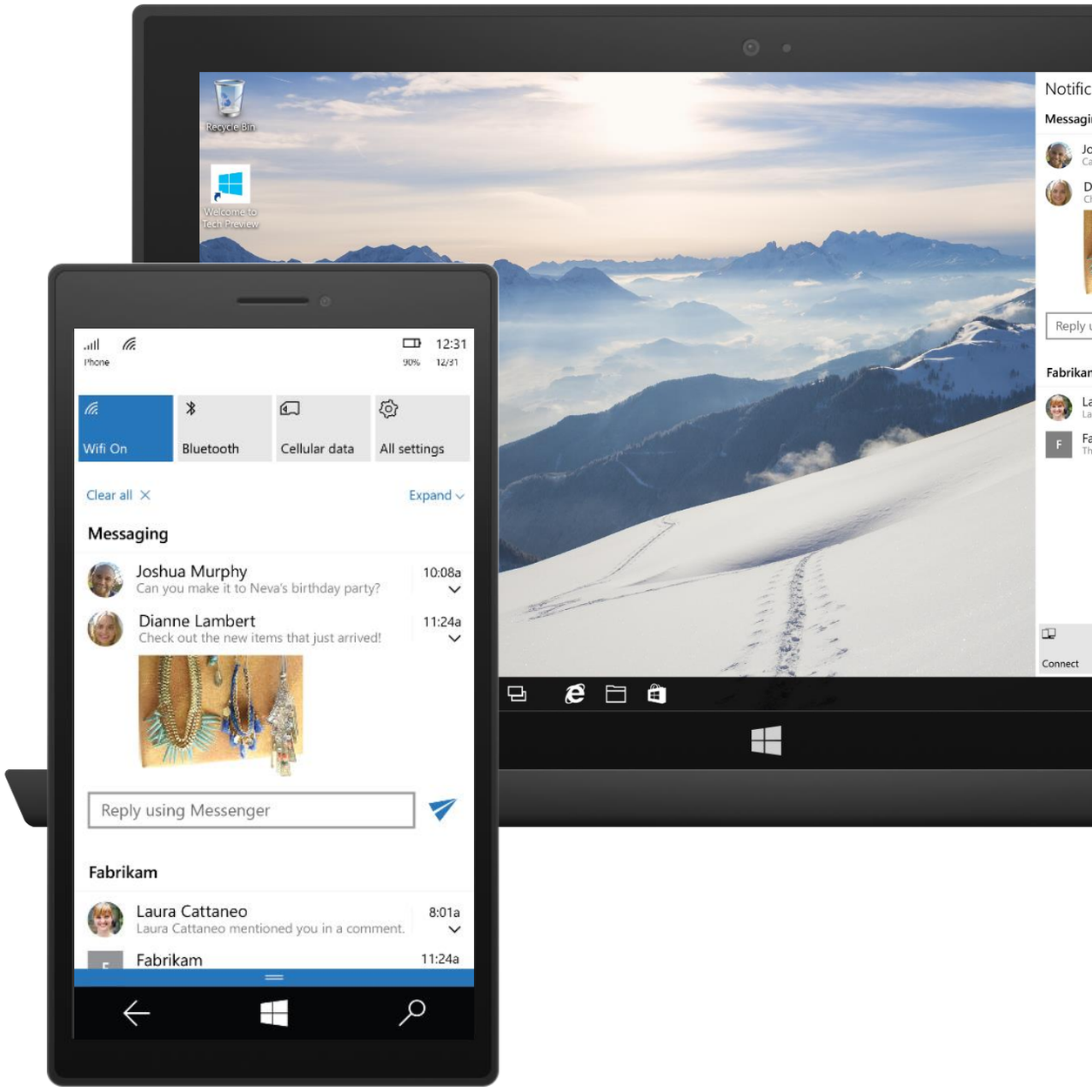
1. Playlists available across devices.
2. Buy content once and play it anywhere.
3. Giant music catalogue and HD content.



Action center

One place for taking action

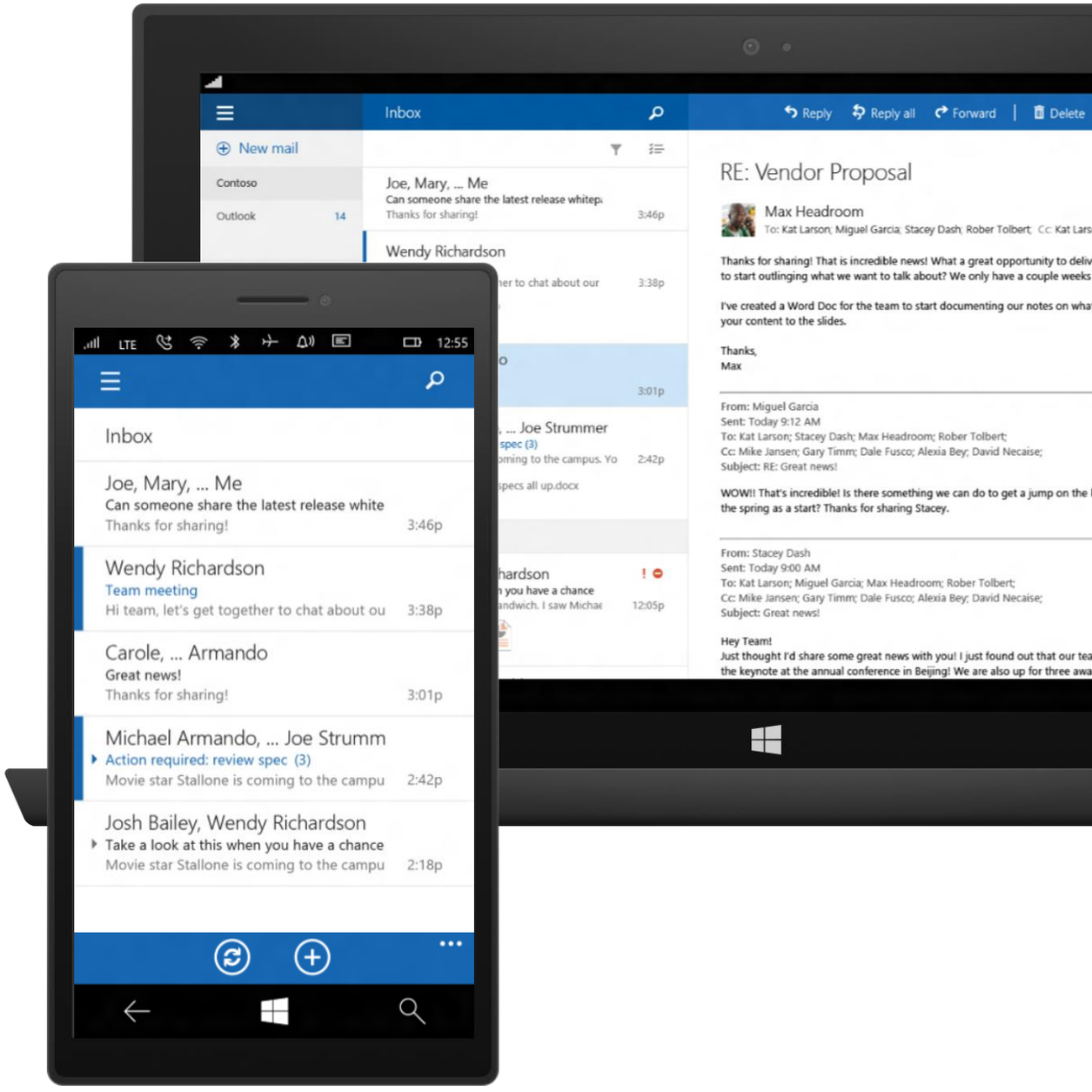
1. New on desktop.
2. Expanded quick button view.
3. Notifications in sync across devices.
4. Quick reply feature.



Mail and Calendar

Your emails with you everywhere

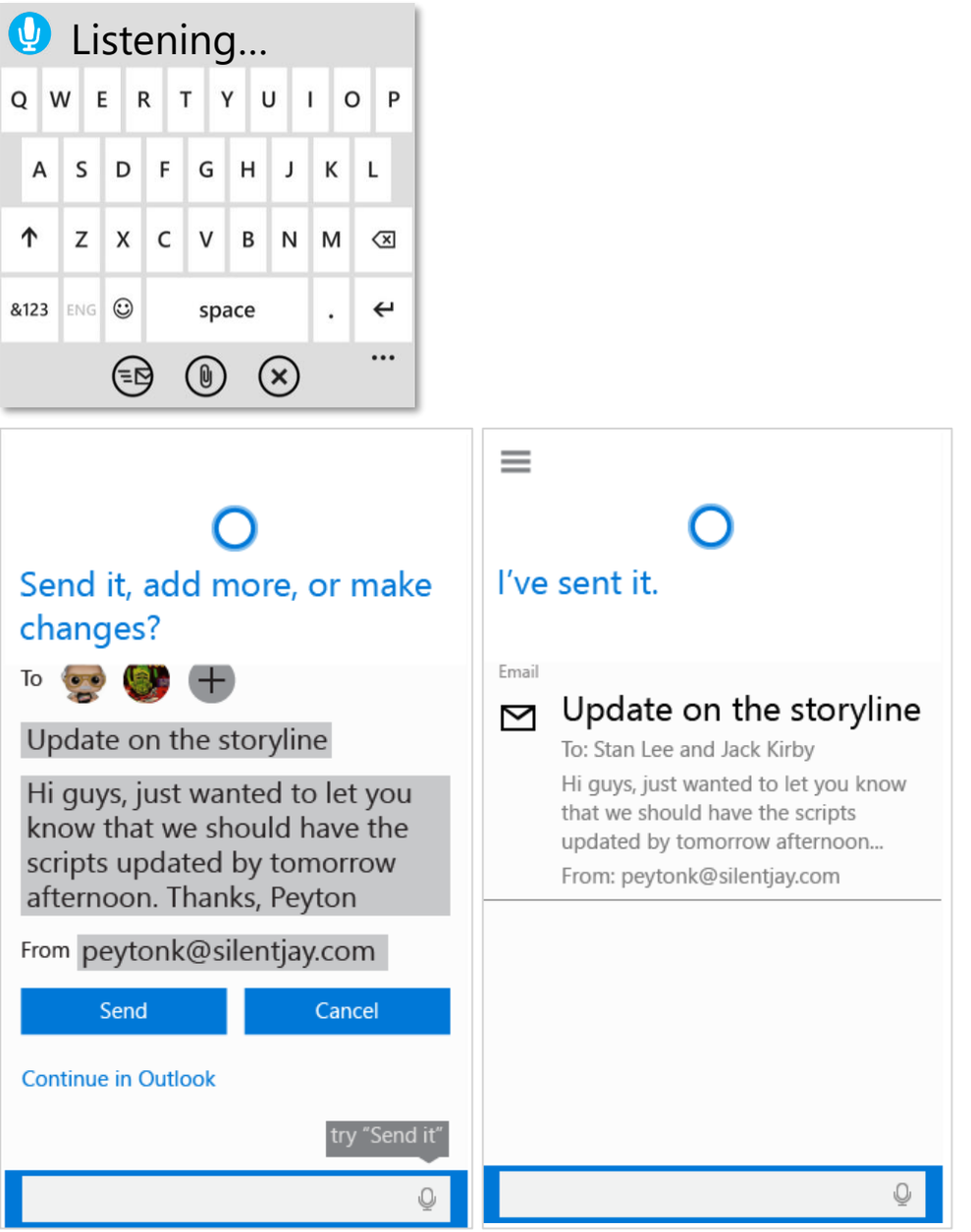
1. Fast email management.
2. Rich Word integration.
3. Familiar and rich calendar.
4. Your content available across devices via OneDrive.



Voice dictation

Talking to enter text just got better

1. Dictate in any edit field for writing
2. Understands pauses in your speech.
3. Adds punctuation.
4. Knows your favorite shorthand.
5. Easy corrections.



Support

Microsoft Answer Desk: real help, real people, real fast

Free up and running support from real people.*

Direct, instant support from anywhere in Windows – no ‘Contact us’ required.

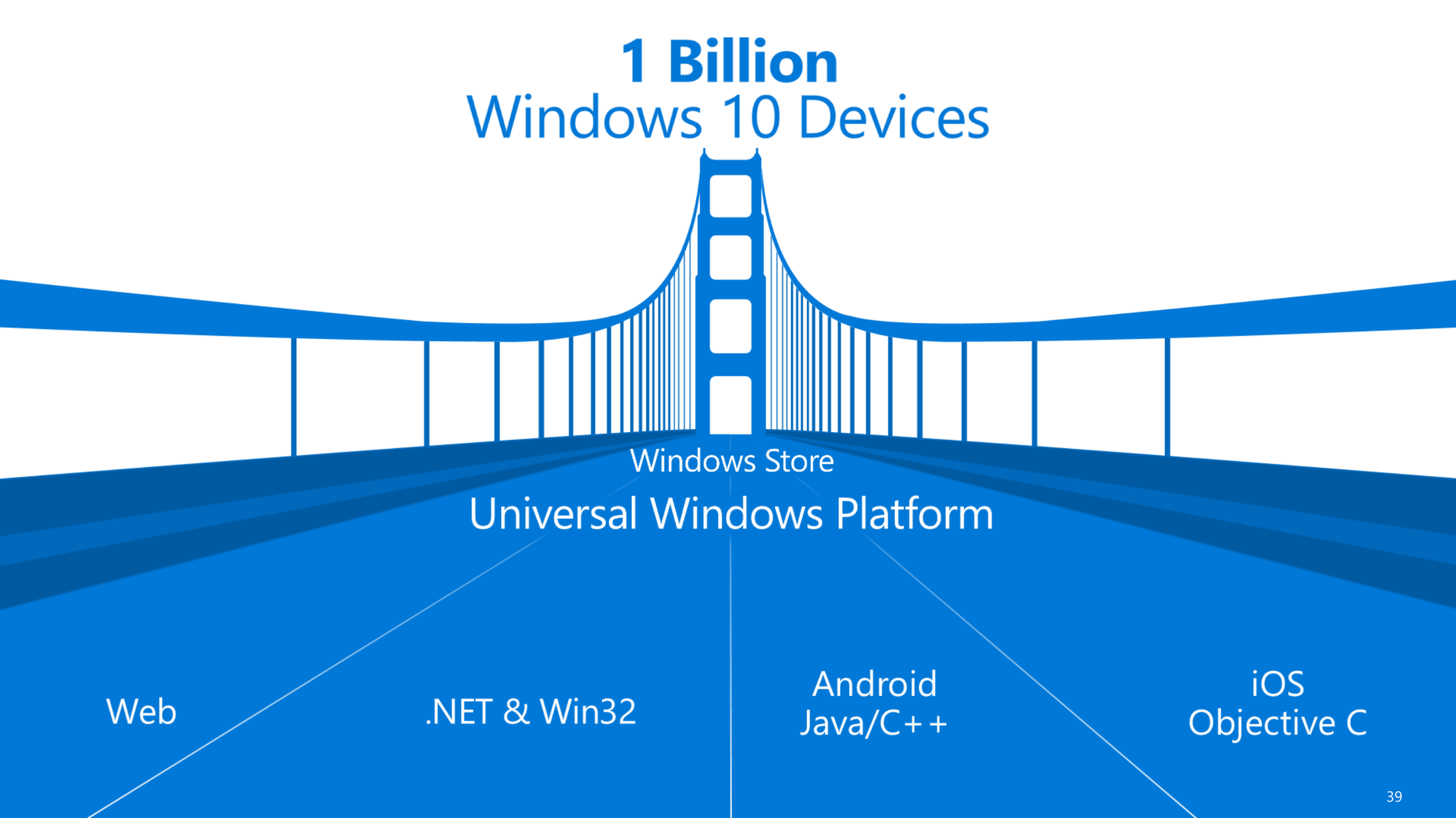
Quick answers from Cortana** who figures out best help.

Even remote control fixes, with your permission of course.

*Free up and running phone and chat support (extended business hours) available in most languages. Chat available in select markets.

**Cortana is available in select global markets at launch.

Addressing the app gap


1 Billion
Windows 10 Devices
Windows Store
Universal Windows Platform
Web
.NET & Win32
Android
Java/C++
iOS
Objective C

Windows 7 and 8.1

Get a free upgrade to Windows 10!

Fast. Secure. Compatible.

Familiar and easy to use.

Amazing new features.

Tons of apps, games, movies, and music in the Windows Store.

We got your back.

“Get Current” Upgrade Plan

Segment	Current OS	Upgrade To	RTW	RTW + 1 year
Consumer	Windows 8/8.1	Windows 10 Home	Free*	Paid FPP / VL Upgrades
	Windows 7 Home Basic, Home Premium			
Commercial	Windows 8/8.1 Pro	Windows 10 Pro		
	Windows 7 Professional, Ultimate			

Free update is delivered through Windows Update.

Windows 10 Desktop Editions

Edition	Audience	Benefits	Availability
Windows 10 Home	Consumers and BYOD	• Familiar and personal experience • All-new browser great for doing things online • New ways to get organized and be productive • Up-to-date with latest security and features	OEM Retail/ESD Free upgrade[1]
Windows 10 Pro	Small, lower mid-size businesses	• Management of devices and apps • Support for remote and mobile scenarios • Cloud technologies for organizations • Update quality confidence with broad market validation	OEM Retail/ESD **VL** Free upgrade[1]
Windows 10 Enterprise	Mid-size and large enterprises	• Advanced security • Extensive device and app management • Full flexibility of OS deployment & update control[2] • Microsoft Desktop Optimization Pack (MDOP) [2]	**VL**
Windows 10 Education	Educational institutions, students, teachers, and administrators	• All the features of Windows 10 Enterprise • Simplified upgrade and deployment from Windows 10 Home	**VL**

1. For Windows 7/8.1 devices for one year after the Windows 10 launch, delivered through Windows Update
2. Requires Software Assurance

Windows 10 Mobile Editions

Edition	Audience	Benefits	Availability
Windows 10 Mobile	Consumers, Small, Mid Size, Large Enterprises, Academic Institutions	• Cortana • Office for Windows Mobile • Protection against modern security threats	• OEM
Windows 10 Mobile Enterprise	Mid Size, Large Enterprise with IoT scenarios	• Update control • Integrated peripherals • Multi role support and lockdown	• OEM (IoT), **VL**

1st-party services

Windows & Office

Built-in on any Windows 10 device.

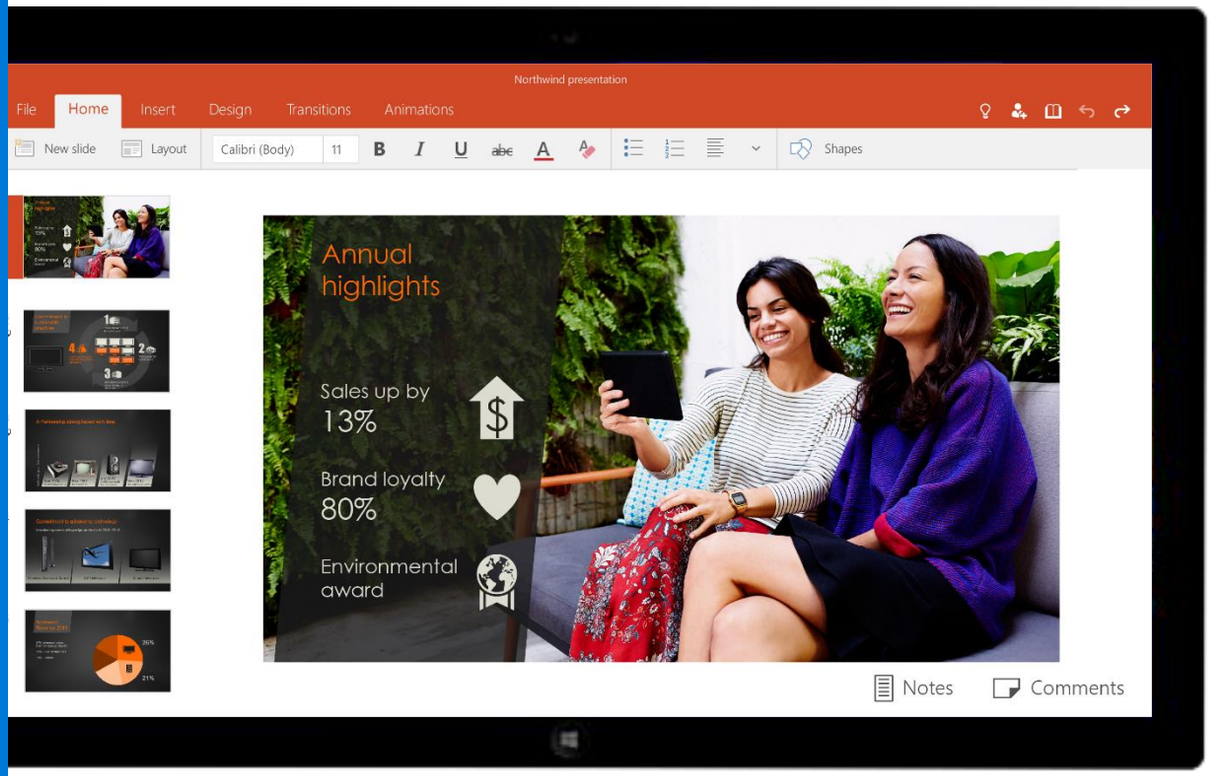
Functions beautifully on a phone, and fluidly adapts for tablet use.

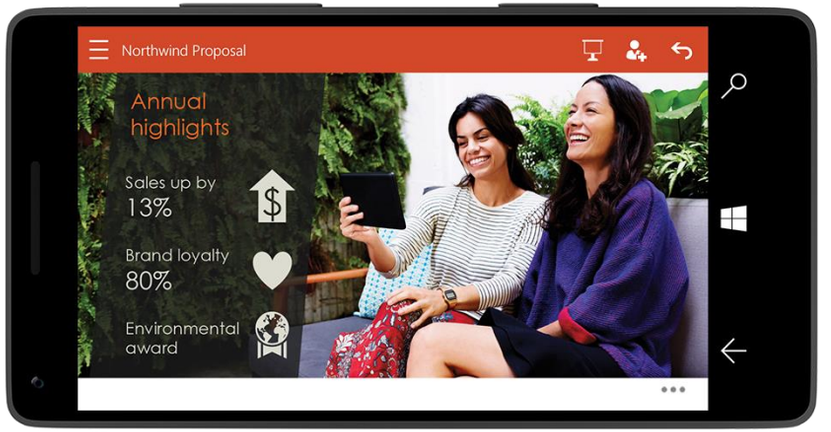
Touch optimized Word, Excel, and PowerPoint capabilities.

OneDrive integration for accessing and sharing your files and photos across your devices.

Cross-platform capability.

Read/review/markup capabilities.



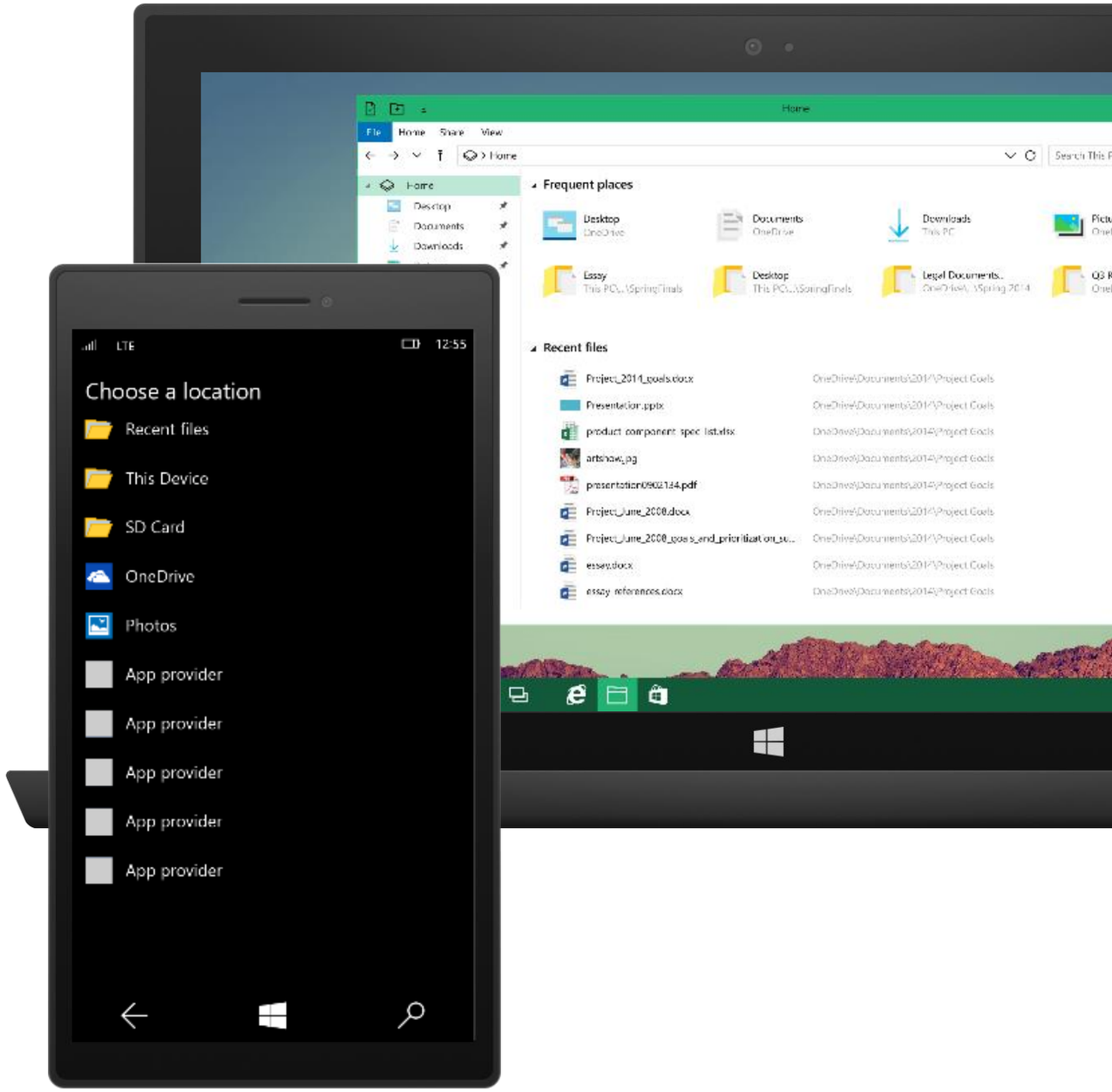


Windows & OneDrive

Integrated into Windows 10 and also available as an app.

OneDrive offers 15 GB of free online storage

Simple to access and share your files and photos across your devices, including Windows, iOS and Android devices.



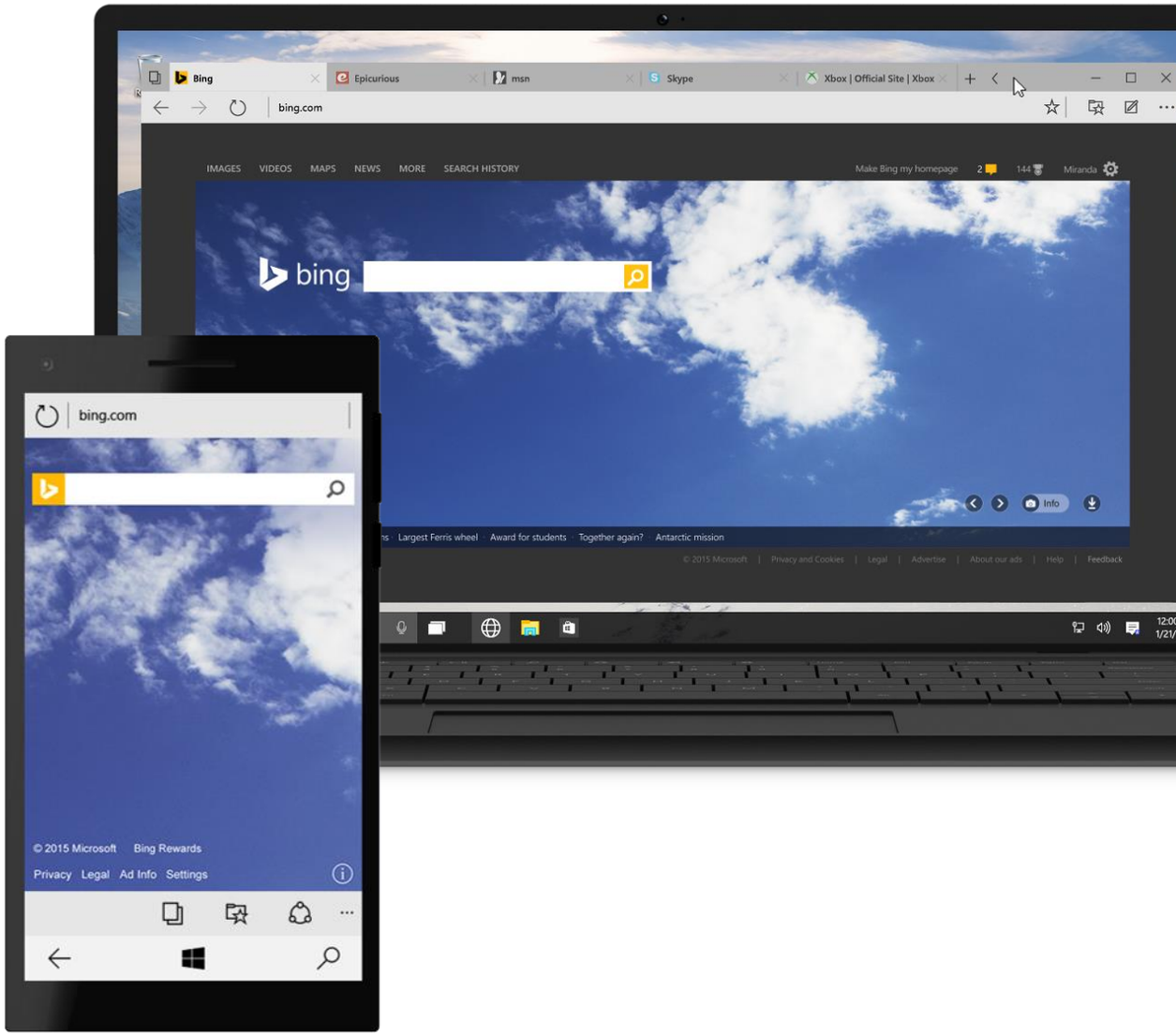
Windows and Bing

The engine behind Cortana.

Easy find on task bar.

Deep integration with Cortana learning.

Cross-platform capability via bing.com.



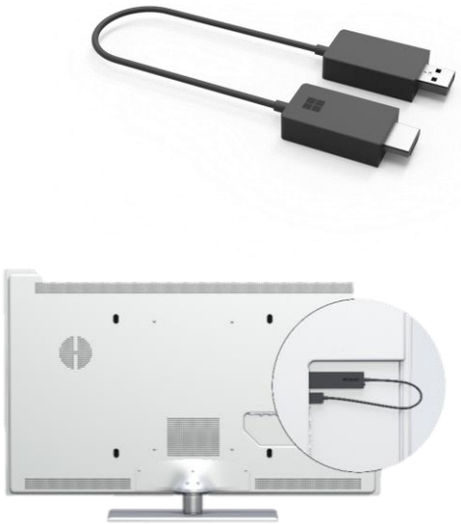
For more information, visit www.microsoft.com/hardware or contact PCAcat@microsoft.com

Microsoft PC Accessories details

Mice and Keyboards
Works great and feels right.

Universal Keyboards
Get more done while on the go.

Adapters and communications
Go big. Go Loud.



PC Gaming
Elevate your game..

Built by Microsoft to bring out the best of Windows 10.

Microsoft

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