



# Meet Surface Laptop

 Microsoft Surface

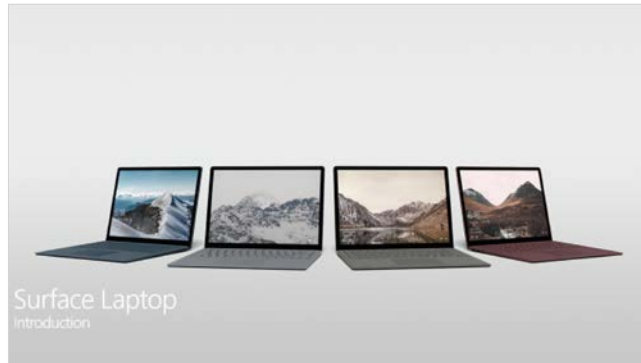
Consumer Product Marketing

# Using Meet Surface Laptop

- This deck is the single source of product truth for those who want to tell the Surface Laptop story in a compelling and consistent way
- It is partner ready and can be used both internally and externally beginning May 3, 2017
- The copy should not be used as consumer facing messaging for marketing or advertising execution
- Please visit Brand Central for approved copy and marketing guidelines
- Edition: Last updated February 2018
  - Updated narrative, sell lines, 4Rs
  - Updated pitch and talking points
  - Updated compete
  - Updated claims

# Quick Access

Right click to go to that section or simply click for fast navigation in slide show view



Introducing Surface Laptop



At a glance: Pitch and Product Story



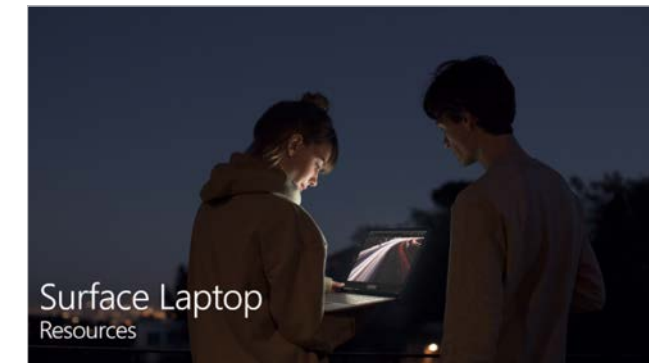
Compete



Completing the Experience: Accessories



Claims and Accolades



Resources and Appendix



# Surface Laptop

## Introduction



We are a generation  
of restless creators.



STUDIO



Choices without  
compromise.







A classic renovated  
with YOU in mind.



Meet Surface  
Laptop.



# Surface Laptop

Style and speed

Innovative design





Most versatile



# High performance





Best of Microsoft





The ultimate laptop

## Surface Laptop

Style and speed

Designed to be your perfect everyday device, Surface Laptop balances beauty and power with a seamless blend of fabric, function and design.

Incredibly thin and lightweight, Surface Laptop immerses you in your flow – from your latest school project to your favorite TV show with an all-day battery life, stunning PixelSense touchscreen Display, incredible OmniSonic speakers and the comfort of best-in-class keyboard and trackpad covered in luxurious Alcantara material.

Surface Laptop comes with Windows 10 S, it's everything great about Windows streamlined to maximize the performance out of Surface Laptop – allowing it to run fast and stay fast longer.





# Surface Laptop

At a glance



# Product Story

Surface Laptop is the perfect balance of style and speed.

## The perfect accessory designed around you.

Surface Laptop is designed for you—your touch, voice, face, gestures and unique sense of style. Surface Laptop immerses you with a vibrant 13.5" PixelSense™ Display touchscreen; a Signature keyboard with luxurious Alcantara material for a comfortable typing experience and Microsoft's first Omnisonic Speakers, discreetly hidden under the keyboard to deliver radiant, omnidirectional sound. It balances power, efficiency, portability, and comfort in a clean and elegant design.

## Stand out in the sea of sameness.

We believe in celebrating the beauty of everyday objects – we know our customers curate their lifestyle, so why not their technology devices too? Surface Laptop and Surface Arc Mouse come in four tone-on-tone colors inspired by nature. Choose from fresh and familiar with Platinum or subtly warm with Graphite Gold. Or go bold with Cobalt Blue - the color of the sea and sky, neutral but like your favorite denim jeans or Burgundy shimmers like soft rose to deep red. These jewel-toned colors have the ability to last throughout seasons. We've taken great care to make the materials not only functional but also provide tactile familiarity to elevate everyday objects.

## Best of Microsoft.

Customers have been asking us for security, performance and simplicity in both hardware and software. Surface Laptop is the perfect everyday laptop for what most people need— create and edit documents, listen to music and watch movies and TV. Surface Laptop comes with Windows 10 S, it's everything great about Windows – built-in apps for mail, calendar, photos and Edge, Cortana, Hello, Windows Ink; streamlined to maximize the performance out of Surface Laptop – allowing it to run fast and stay fast longer. You can find Microsoft-verified apps from the Windows Store to complete the experience.

## Keep going with all-day power and performance.

Incredibly thin and deceptively light but still able to deliver the power to go all day, Surface Laptop comes with the latest 7th-generation Intel® Core processors. With 14.5 hours of battery life to last all day, use Surface Laptop the way you want – draw with Pen and Windows Ink and even connect with Surface Dock to transform Surface Laptop in to a desktop PC.



# Microsoft Surface Laptop | 4 Reasons

Product line: Style and speed

Lead audiences: University Students, Mac-at-Risk

## Most versatile

Faster, easier, more natural navigation with touchscreen.

The most natural writing and drawing experience with Surface Pen\* and Windows Ink.

Supports Surface Dial\* (off-screen interaction).

Transforms into a desktop PC with Surface Dock.\*

Crystal-clear Skype calls with built-in, front-facing 720P HD camera.

Most advanced multi-tasking with Snap, task view, and virtual desktops.

## High performance

Power to do what you want.

Fast, top-of-class performance with 7th-generation Intel® Core™ processors.

14.5 hours of all-day battery life.<sup>1</sup>

Vibrant 13.5" PixelSense™ Display.

Durable Corning® Gorilla® Glass 3.

Immersive Dolby® Audio™ Premium sound that surrounds you.

## Innovative design

Clean, elegant design.

Thin and light laptop that easily fits in your bag.

Choose from four rich, tone-on-tone colors: Platinum, Burgundy, Cobalt Blue and Graphite Gold.<sup>2</sup>

Signature keyboard with luxurious Alcantara® fabric.

A new level of typing comfort, with soft palm rest, responsive keyboard, and large trackpad.

Omnisonic Speakers, discreetly hidden below the keyboard, deliver radiant, omnidirectional sound.

Effortlessly open your laptop with one hand.

More space for your ideas with an edge-to-edge display and ultra-thin bezel.

## Best of Microsoft

Designed for Windows 10 S<sup>3</sup> — streamlined for security and superior performance.

Starts up and runs faster — and is built to stay fast.

Enjoy the Windows experience you know with Start, Taskbar, Cortana<sup>4</sup> and Windows Hello.

Edge lets you browse faster, safer & gives you longer battery life.

Get the convenience of the cloud plus the power of full-featured apps.

Fully integrated with OneDrive, to keep your content safe in the cloud.

Get more done with Microsoft Office\* on Windows, the best duo for doing.

# Surface Laptop: 30 second pitch

## Style and speed



## Pitch

Surface Laptop is style and speed combined.

With an impressive 14.5 hours of battery life, a vibrant 13.5" touchscreen PixelSense Display, an Alcantara-material covered keyboard for an impressive typing experience, and immersive sound from OmniSonic speakers; Surface Laptop comes in four elegant colors to choose from to match your style. Delightfully thin and lightweight, Surface Laptop is the perfect everyday laptop for what most people need – create and edit documents, listen to music and watch movies and TV.

Surface Laptop comes with Windows 10 S, it's everything great about Windows – Edge, Cortana, Hello, Windows Ink, but also streamlined to maximize the performance out of Surface Laptop – allowing it to run fast and stay fast longer. You can download tens of thousands of Microsoft-verified apps from the Windows Store including Spotify, Hulu, Netflix. If you need to run professional-grade apps, it's easy and affordable to switch to Windows 10 Pro.\*

Surface Laptop is crafted with premium materials chosen for their durability, beauty and luxurious texture. To keep your keyboard looking new, regularly wipe clean with a damp lint-free cloth and if needed, use with mild soap and warm water.

Surface Laptop is the perfect balance of performance, weight, touchscreen and battery.



# Who we market to:



High School Students transitioning in to University  
College Students  
(Ages 18-22)

# Why they love Surface Laptop

Keeps your bag light when you're running between classes. Designed to be **the thinnest and lightest laptop in its class** at 14.47mm thin and 2.76 pounds and comes with 14.5 hours of battery so you can leave your charger at home.

A **comfortable typing experience** that lets you truly create. The keyboard gives you full key switch travel at 1.5mm and a glass machine-to-fit precision trackpad with a comfortable palm rest covered in Alcantara® material.

A **stunning touchscreen** designed to binge-watch your favorite show but also produce your best term paper with immersive 3.4M pixels on a 2256 x 1504 PixelSense™ display with 201 PPI. Work the way you want by powering up to two 4K monitors with the Surface Dock.

A laptop that instantly turns on so you don't miss the most important thing your professor just said. Surface Laptop comes with **Instant On**, so you're always ready to work.

With **Surface Pen<sup>1</sup>** and inking built in - recall information more accurately because you wrote it with a Pen.

Designed, built and powered by **Windows 10 S**, Surface Laptop will run just as fast on graduation day as on orientation day and you don't have to go to campus IT.

No more multiple versions of a school project, simplify collaboration with **Office 365** and OneDrive.

A true statement of your personality - Surface Laptop comes in **4 tone-on-tone colors**: Platinum, Burgundy, Cobalt Blue and Graphite Gold.

# Surface Laptop scenarios and apps



Target	Design	Versatility	Performance	Best of Microsoft
High School Students transitioning in to University College Students (Ages 18-22)	<ul style="list-style-type: none"><li>• Clean, elegant design.</li><li>• <b>Ultra-thin and light</b> for carrying around all day.</li><li>• Standout amongst your friends with <b>four rich tone-on-tone colors</b> to suit your style.</li><li>• The Signature keyboard with luxurious Alcantara® fabric gives a <b>new level of typing comfort</b>, with soft palm rest, responsive keyboard and large trackpad. Perfect for those long study days.</li></ul>	<ul style="list-style-type: none"><li>• Impressive <b>14.5-hour battery</b><sup>1</sup> life to get through a whole day in and out of classes.</li><li>• Enjoy your favorite music on <b>Spotify</b> through immersive Dolby® Audio™ Premium sound that comes directly from the keyboard, with no added bulk or visible speakers</li><li>• Work the way you want with Surface Pen, touch and Surface Dial<sup>2</sup></li></ul>	<ul style="list-style-type: none"><li>• The power to handle extreme <b>student multitasking</b> through the latest 7th-generation Intel® Core™ processors.. A laptop that won't slow you down.</li><li>• Vibrant 13.5" PixelSense screen with outstanding resolution for everything a student needs from studying to web browsing to TV/movie streaming through <b>Netflix</b></li></ul>	<ul style="list-style-type: none"><li>• Be the most productive student with <b>Microsoft Office*</b> on Windows, the best duo for doing.</li><li>• Run apps to learn anything whether it's Khan Academy, Complete Anatomy or Mathematica</li><li>• Works great with your iPhone or Android phone</li><li>• Use Microsoft Edge to browse the web faster, safer and even take notes on web pages.</li></ul>





# Surface Laptop availability

Availability – Check POR for SKU assortment per market

## SKUs and pricing

Memory	Processor	Storage SSD	Price (USD)	Color
4GB	7th Generation Intel® Core™ i5	128GB	\$999	Platinum
8GB	7th Generation Intel® Core™ i5	256GB	\$1,299	Platinum, Graphite Gold, Burgundy, Cobalt Blue
8GB	7th Generation Intel® Core™ i7	256GB	\$1,599	Platinum, Graphite Gold, Burgundy, Cobalt Blue
16GB	7th Generation Intel® Core™ i7	512GB	\$2,199	Platinum, Graphite Gold, Burgundy, Cobalt Blue
16GB	7th Generation Intel® Core™ i7	1TB	\$2,699	Platinum

# Surface Laptop tech specs

Dimensions/Weight	12.13" W, 8.79" D, 0.57" thin back – 0.39" thin front 308.02mm W, 223.2mm D, 14.47mm thin back – 9.93mm thin front  Weight: i5: 2.76 lbs. max (1.25 kgs) i7: 2.83 lbs. max (1.25 kgs)	Display	Screen: 13.5" PixelSense™ Display Resolution: 2256 x 1504 (201 PPI) Touch: 10 point multi-touch Aspect Ratio: 3:2 Contrast ratio: 1500:1 Supports Pen (sold separately) 3.4M Pixels Corning® Gorilla® Glass 3
Storage	Solid State Drive (SSD) 128/256/512GB or 1TB SSD	Connections and expansions	USB3.0, mDP, 3.5mm headset jack, Surface Connect™
Memory	4/8/16GB of 1866Mhz LPDDR3	External Display	up to two 4K UHD (@30Hz) or single 4K UHD (@60Hz)
Processor	7 <sup>th</sup> Generation Intel® Core™ i5-7200U 7 <sup>th</sup> Generation Intel® Core™ i5-7300U (Commercial) 7 <sup>th</sup> Generation Intel® Core™ i7-7660U	Cameras, video	Windows Hello* face sign-in camera 720p HD video (front)
Graphics	Intel® HD Graphics 620 (i5) Intel® Iris™ Plus Graphics 640 (i7)	Audio	Stereo Microphones Stereo speakers with Dolby® Audio™ Premium
Software	Windows 10 S 1 year of Office365 Personal for free (valid until 10/15/2017)	Wireless	Wireless Wi-Fi: IEEE 802.11a/b/g/n/ac  Bluetooth: Bluetooth 4.0 LE
Battery Life	14.5 <sup>1</sup> hours of video playback	Buttons/Keyboard	Signature keyboard with Alcantara® material Trackpad: 105mm x 70mm, glass. Multi-touch gesture support. Power and Volume buttons on keyboard Full-size keyboard with "Chiclet" style, 1.5mm travel, 19mm pitch, backlit, 0.2mm dish
Warranty	1-year limited hardware warranty	Security	TPM chip Enterprise-grade protection with Windows Hello* face sign-in
Casing and Colors	Mechanical features: Aluminum body Colors: Platinum, Graphite Gold, Burgundy, Cobalt Blue	Sensors	Ambient light sensor
What's in the box	Device Power Cord Quick Start Guide Safety and warranty documents	Accessories	Compatible with Surface Dial off-screen interaction*, Surface Dock, Surface Pen, Surface Arc Mouse*



# Surface Laptop feature names and descriptions

Feature Name	Feature Description
Platinum Burgundy Cobalt Blue Graphite Gold	Clean and elegant, Surface Laptop complements your personal style with a choice of four rich tone-on-tone color combinations <sup>1</sup> — Platinum, Burgundy, Cobalt Blue, and Graphite Gold.
PixelSense™ Display	PixelSense™: designed to be the most natural and immersive display in the world for viewing, touch, and Surface Pen, providing you with exciting new ways to create.
Omnisonic Speakers	Omnisonic Speakers, discreetly hidden below the keyboard, deliver radiant omnidirectional sound.
Signature keyboard with Alcantara® material	Feel the luxurious touch of our newest Signature Alcantara® covered keyboard and palm rest. The wonderfully soft, incredibly durable material is specially treated to easily wipe clean, and offers a comfortable typing experience like no other.
Dolby® Audio Premium	Enjoy a crisp, clear audio experience for your favorite music, shows, and more thanks to immersive Dolby® Audio™ Premium sound.
Stereo Mics with noise cancellation	Enjoy built-in noise cancellation for crystal-clear Skype calls. Eliminate background noise when making an all-important business call, or just checking in back home while you're on the road.
Windows Hello Face Sign-in Camera	You are the password. Log into Surface Laptop in less than 2 seconds — 3x faster than a password with facial recognition.
Corning® Gorilla® Glass 3 (with Native Damage Resistance™)	Bright and easy to read, the vibrant display comes with durable Corning® Gorilla® Glass 3 to help protect it.
Miscellaneous terms	
Full-size Signature keyboard, with full-stroke, backlit, chicklet keys Glass, machine-to-fit, precision trackpad	Discover a whole new level of typing comfort on the soft palm rest, responsive full-size keyboard with deep keystrokes, backlit keys, and large, precise trackpad.
Effortlessly open with one hand	Surface Laptop is all about beautiful details and ease of use — right down to a design that lets you open your laptop with one hand.
13.5" PixelSense Display 3:2 screen and immersive 2256 x 1504 resolution	Experience faster, easier, more natural navigation — with razor-sharp resolution for photographs, videos, reports, and presentations — on the vibrant 13.5" PixelSense™ Display with touchscreen. Enjoy more space for your ideas with an edge-to-edge display and ultra-thin bezel.

# Surface Laptop Compete





# Surface Laptop competitive landscape



## Advantages vs. MacBook Air

### Thinner

Surface Laptop is 14.47mm vs MacBook Air 17 mm at its thickest

### 50% Faster than MacBook Air

PCMark 8 Adobe Applications benchmark

### Better display

2 million more pixels

### Lighter

7% lighter than a MacBook Air

### Longer battery life

Up to 2.5 more hours of battery life than MacBook Air

### Reacts to your touch

10-point multi-touch

## Advantages vs. MacBook Pro 13"



### Thinner

Thinner than MacBook Pro (14.47mm vs 14.9 mm)

### 9% Faster than MacBook Pro 13"

PCMark 8 Adobe Applications benchmark

### Better typing

Typing is faster on the Surface device than MacBook Pro\*

### Lighter

8.6% lighter than a MacBook Pro 13"

### Longer battery life

Up to 4.5 more hours of battery life than MacBook Pro

### Reacts to your touch

10-point multi-touch

# Surface Laptop side by side comparison



	Surface Laptop
Display	13.5" 2256 x 1504 (201 PPI), PixelSense
Processor	7 <sup>th</sup> Gen Intel® Core™ i5, i7
Memory	4/8/16GB of 1866Mhz LPDDR3
Graphics	Intel® HD 620, i5 Iris™ Plus Graphics 640, i7
Storage	128/256/512GB/1TB SSD
Battery	Up to 14.5h video playback
Pen/Touch	10 point multi-touch, support for pen
Camera	720p front-facing HD camera, Windows Hello camera
Dimensions/ Weight	W: 308.02mm (12.13") D: 223.2mm (8.79") H: 14.47mm (0.57") thin back; 9.93mm (0.39") thin front Weight: 2.76 lbs. (1.25 kgs)
Purchase drivers	<ul style="list-style-type: none"> <li>○ Lightweight &amp; Portable</li> <li>○ Ability to run all desktop SW</li> <li>○ Pen &amp; Digital Inking</li> <li>○ Design Look &amp; Feel</li> <li>○ Productivity</li> </ul>

	MacBook Air 13"
Display	13.3" 1440x900, (128 DPI)
Processor	7 <sup>th</sup> Gen Intel® Core™ i5/i7
Memory	8GB of 1600Mhz LPDDR3
Graphics	Intel® HD 6000
Storage	128/256/512 GB SSD
Battery	Up to 12h video playback
Pen/Touch	N/A
Camera	720p FaceTime camera
Dimensions/ Weight	Width: 325 mm (12.8") Depth: 227 mm (8.94") Height: 3-17 mm (0.11-0.68" ) Weight: 2.96lbs (1.35 kgs)
Purchase drivers	<ul style="list-style-type: none"> <li>○ Portability</li> <li>○ Easy to use</li> <li>○ Well Designed</li> <li>○ Size</li> <li>○ Security</li> </ul>

	MacBook Pro 13"
Display	13.3" 2560x1600, (227 PPI)
Processor	7 <sup>th</sup> Gen Intel® Core™ i5 / i7
Memory	8/16GB of 1866Mhz LPDDR3
Graphics	Intel® Iris Graphics 640
Storage	128/256/512GB/1TB SSD
Battery	Up to 10h video playback
Pen/Touch	N/A
Camera	720p FaceTime camera
Dimensions/ Weight	Width: 304.1 mm (11.97" ) Depth: 212.4 mm (8.36") Height: 14.9 mm (0.59") (tapered profile) Weight: 3.02 lbs.
Purchase drivers	<ul style="list-style-type: none"> <li>○ Performance</li> <li>○ Easy to use</li> <li>○ Well Designed</li> <li>○ Size</li> <li>○ Security</li> </ul>

	MacBook
Display	12" 2304x1440 , (226 DPI), Retina
Processor	7 <sup>th</sup> Gen Intel® Core™ m3/i5/i7
Memory	8GB of 1866Mhz LPDDR3
Graphics	Intel® HD Graphics 615
Storage	256/512 GB SSD
Battery	Up to 12h video playback
Pen/Touch	N/A
Camera	480p FaceTime camera
Dimensions/ Weight	Width: 280.5 mm (11.04") Depth: 196.5 mm (7.74" ) Height: 3.5-13.1 mm (0.14-0.52") Weight: 2.03lbs (0.92 kgs)
Purchase drivers	<ul style="list-style-type: none"> <li>○ Portability</li> <li>○ Easy to use</li> <li>○ Well Designed</li> <li>○ Size</li> <li>○ Security</li> </ul>





# Surface Laptop

## Claims & Accolades

# Surface Laptop approved claims

Sunrise to sunset battery life in an ultra-light design.

- Up to 14.5 hours of battery life<sup>1</sup>
- More battery life than any MacBook device.
- Lightest and longest battery life<sup>2</sup> in its class.

An immersive, personal experience so you can do more.

- Typing on the Surface Laptop is faster and more comfortable with better accuracy than the MacBook Pro.<sup>4</sup>
- Read more. Do more. See more. PixelSense™ Display gives you Pen<sup>3</sup> and touch, sharp resolution, more screen real estate, greater clarity and brightness, and true-to-life color.
- First OmniSonic Speaker in the market – discreetly hidden beneath the keyboard to deliver radiant omnidirectional sound.
- More capabilities than a traditional laptop for a more natural experience--Surface Laptop features an interactive touchscreen, plus Surface Dial<sup>3</sup> off-screen interaction.

Beauty and power combined.

- Surface Laptop is 50% faster than MacBook Air and 9% faster than MacBook Pro<sup>5</sup>
- Lighter and thinner than a MacBook Pro 13" <sup>6</sup>



# Using accolades for Surface Laptop

Accolades are objective third-party evidence that achieve the following:

1. Supports product messaging as a trusted voice, one of the top drivers for consideration and purchase
2. Control the comparative dialogue in the market
3. Guard against concerns and issues raised by other outlets (e.g. Consumer Reports)

In choosing accolades for global usage or from your local market, please prioritize the following:

Beautiful, elegant design	Simple but powerful	Built for students	Better than any MacBook
A stylish new take on a classic form factor designed for the modern user for work, study and play. Material innovation with the perfect blend of fabric, glass and aluminum.	An immersive experience with innovative speakers, comfortable typing and beautiful screen. Built for Windows 10 S for security including Windows Hello, Ink and Cortana.	Perfectly balanced device for students with long battery life, thin and light with a stunning touchscreen for natural navigation. A must-have for back-to-school.	Surface Laptop battery life beats all MacBook devices. Thinner and lighter than most MacBooks.



# Surface Laptop Accolades



REFINERY29

Microsoft Just unveiled The Balenciaga Handbag Of Laptops & It's A Must-Have

**WIRED**

Microsoft built a right here, right now laptop, and a damn good one at that

**THE VERGE**

The best laptop you can buy right now.



The Surface Laptop is sexy, and there's no other way to describe it.

**Mashable**

With the Surface Laptop, Microsoft leads the PC industry back into the light

**LAPTOP**  
part of **tom'sGUIDE**

The Surface Laptop is one of sexiest laptops ever.



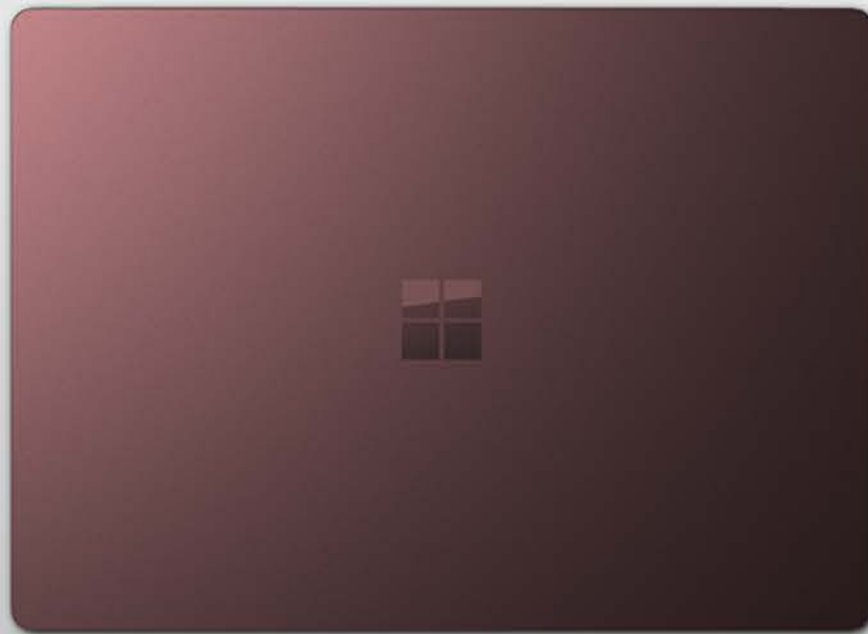


# Surface Laptop approved accolades

Outlet	Reporter	Story Headline (hyperlinked)	Quotes	Expiration	Usage Rights
The Verge	Dan Seifert	<a href="#">The Best Laptop You Can Buy Right Now (2017)</a>	The best laptop you can buy right now	8/8/2018	Global - Paid, Social, MSFT sites - Requires a review/approval of whatever asset utilizes said quote which takes 24-48 hours to approve.
Engadget	Devindra Hardawar	<a href="#">Microsoft's Surface Laptop is built to beat Apple's MacBooks</a>	"Microsoft Surface's Laptop is built to beat Apple's MacBook"  "I loved touching and holding the Surface Laptop. And I can't wait to do it again."	6/5/2018	Use of content in Corporate website posting and social media shites owned by MSFT social channels. North America - English only
Neowin	Rich Woods	<a href="#">A lesson in exquisite design: Hands on with Microsoft's new Surface Laptop</a>	"The Surface Laptop is sexy, and there's no other way to describe it"	None	Global - Paid, Social, MSFT sites in perpetuity
Refinery 29	Madeline Buxton	<a href="#">Microsoft Just Unveiled The Balenciaga Handbag Of Laptops - &amp; It's A Must -Have</a>	"Microsoft Just Unveiled The Balenciaga Handbag Of Laptops — & It's A Must-Have"	6/10/2018	North America -Publisher requires preview and does not permit the mark "Balenciaga" trademark. License expires one year from contract signing.
LAPTOP	Mark Spoonauer	<a href="#">Surface Laptop Hands-On: What We Love, What We Don't</a>	"The Surface Laptop looks like a winner, especially given its starting price, and it should make not just Apple nervous but everyone who makes a Windows laptop. It could be a must-have for back to school..."	5/30/2018	
CNET	Dan Ackerman	<a href="#">Microsoft Surface Laptop review</a>	"It may be traditional, but it's also a very nice-looking laptop -- thin for its screen size, and lighter than a 13-inch MacBook Pro (but heavier than a 12-inch MacBook)."  "In actual hands-on use, the Surface Laptop feels like a well-made, superpremium laptop, with a balanced aluminum body that doesn't tip over backwards when you tap on the screen."	8/31/2018	Global-Need to adhere to CNET brand usage guidelines as well as include the publisher/site and date of the article at the end of any attribution. CNET also request to see any final version of a usage of a quote prior to it going live.
Windows Central	Daniel Rubino	<a href="#">Surface Laptop review: Microsoft's best Surface ever — but you pay a premium for it</a>	"Microsoft has been setting the bar for PCs and unique form factors for many years with its Surface hardware."  "Following in the tradition of other Surface devices, the Surface Laptop is the cream of the crop when it comes to aesthetics and quality."	3/26/2018	
LAPTOP	Mark Spoonauer	<a href="#">Microsoft Surface Laptop Review</a>	"The Surface Laptop is one of sexiest laptops ever, and it backs up those great looks with solid performance, long battery life and a top-notch typing experience."	3/26/2018	6 months License- Global Logo usage with unlimited digital: Surface.com, owned MSFT sites, Surface social channel & 3P advertising sites.

# Surface Laptop approved accolades

Outlet	Reporter	Story Headline (hyperlinked)	Quotes	Expiration	Usage Rights
London Evening Standard Review	Hazel Morgan	<a href="#">Microsoft Surface Laptop is the PC that can truly rival Macbook Pro</a>	[...]“Surface laptop combines looks and power with added creativity and functionality under the hood.” “The imagination of the design sets the Surface apart from other premium Windows laptops.”	None	Check with publisher: inclusive of: paid, Surface.com, owned Microsoft sites, Surface social channels and third-party advertising sites
Wired	David Pierce	<a href="#">Review: Microsoft Surface Laptop</a>	If you asked 1,000 people what they want in a laptop today and put it all in a \$1,000 package, you’d get something like the Surface Laptop.  "Microsoft built a right here, right now laptop, and a damn good one at that."	3/26/2018	North America -6 month for digital use on Microsoft website Surface.com, owned Microsoft sites, Surface social channels and third-party advertising sites with the Wired Logo
Mashable	Raymond Wong	<a href="#">Microsoft's Surface Laptop comes with one big suck, but it's easily fixable</a>	"The Surface Laptop is a very handsome machine. The 2.76 pound laptop is lighter than the 13-inch MacBook Air and MacBook Pro, and thinner, too."  "The screen, keyboard and trackpad are sublime."  "The keyboard and trackpad are some of the best I've ever used on a laptop...The Surface Laptop's keys with 1.5mm travel are satisfying and the opposite of the flat-as-hell keys on Apple's MacBooks."  "For a first laptop, Microsoft got a lot right. It's not perfect (no laptop is), but it's damn close and it's still one of the better Windows 10 laptops that I actually wanted to keep using because the hardware is so nice."	9/11/2018	Global -- Mashable requires a review/approval of whatever asset utilizes said quote which takes 24-48 hours to approve. 1 Year Global rights-digital, social, and industrial: POS, instore, covers events like Ready, Ignite and Conference. Print ads - get special permission.
The Verge	Dieter Bohn	<a href="#">Microsoft Surface Laptop review: worth the wait</a>	"It's a laptop that's powerful enough to run all your apps, but thin enough to carry around — something with a high-resolution screen, a good keyboard, and a reasonable price."  "I also have no qualms about battery life. Under very heavy use, I still got up over seven hours, and more regular use got me beyond eight."  "I expected Microsoft to do a good job on this hardware, and it did."	6/13/2018	



Surface Laptop  
Completing the Experience



# Surface Arc Mouse

The perfect travel companion

Simple, light and ready to travel, the Surface Arc Mouse is designed to conform to your hand and snaps flat to fit easily in your bag.

The next generation of our best-selling Arc Touch Mouse features numerous refinements, including the ability to scroll both vertically and horizontally.

It connects via Bluetooth and is available in a choice of rich colors to complement your Surface device.



# Surface Arc Touch Mouse: 4 Reasons

## Snap into shape

Microsoft Surface Arc Mouse features an audible, satisfying snap when changing shape. Simply snap into its curved position to power up. Snap again to flatten and power down. Our most innovative design is optimized for comfortable, natural interaction.

## Slim, light and ready to travel

One of the thinnest battery-powered mice on the market, Microsoft Surface Arc Mouse goes anywhere without the weight or bulk of a traditional mouse. When you're on the move, it snaps flat and slips easily into your pocket or bag.

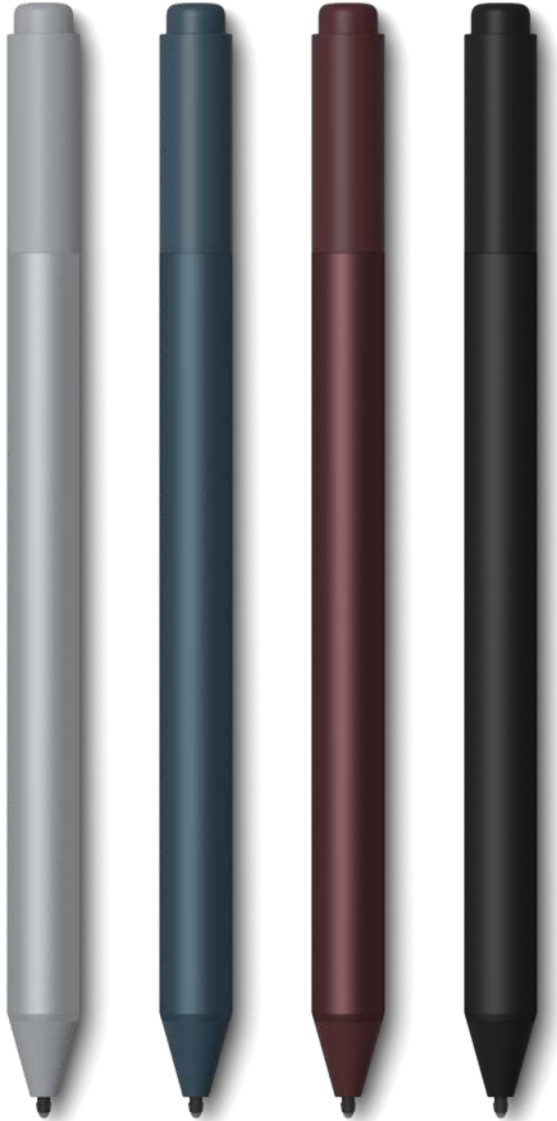
## Intuitive interactions

New scroll plane lets you scroll both vertically and horizontally for easier, more intuitive navigation. Plus, enjoy precise tracking, with optimized left and right click. Microsoft Surface Arc Mouse connects wirelessly to your Surface device via Bluetooth.

## Beautifully crafted and complementary

Microsoft Surface Arc Mouse features a slim, smooth, design that's easy on the eyes and fits beautifully in your workspace. Soft to the touch and meticulously crafted to sit comfortably in your hand. Choose from 3 rich colors to complement your Surface device and personal style.

# Surface Pen



## Create your masterpiece

Bring out your inner artist with the new Surface Pen. Sketch, shade, take notes, write on the web, and so much more. Now with tilt for shading, better accuracy, faster and more precise ink, 4096 pressure points, and the best app experiences including Office, the new Surface Pen lets you work in the way that's most natural to you. Ink flows quickly, smoothly, and naturally out of Surface Pen with just the lightest touch to the Surface screen.

**Colors:** Platinum, Black, Burgundy, Cobalt Blue

**Markets:** All Surface markets, color availability varies

**Works with:** All Surface devices, tilt currently available exclusively on Surface Pro\*

\* The new Surface Pen works with these generations of Surface Devices: Surface 3, Surface Pro 3, Surface Pro 4, Surface Book, Surface Studio and Surface Laptop. The new Surface Pro is the first Surface to enable 4096 levels of pressure Sensitivity and Pen Tilt. All devices benefit from the 9g-low activation force.



# Surface Pen: Reasons to Believe

Create your masterpiece

## Innovative Hardware

The new Surface Pen brings the latest features of digital inking and pen technology straight to your fingertips—literally. We were the first to meld the flexibility of creating with a pencil and eraser to your Surface screen by making the tail end of the Surface Pen an eraser.

Now with tilt, the new Surface Pen allows you to sketch and shade much like you would with a graphite pencil—streamlining the workflow for those who want to stay in the rhythm of their creation.

We believe our customers should have the option to write and draw the way that's most natural to them. With optional Pen tips available to customize your ink, there's something for everyone.

## Feels Intuitive and Natural

Writing on your Surface should feel as natural as pen on paper. Improvements to both the new Surface Pen and the new Surface Pro have made the combination the best yet.

Faster Ink reduces the amount of “lag” between the screen and pen tip, so the ink flows naturally out of the pen tip no matter how quickly you write or sketch.

Built for an artist's touch. The new Surface Pen now requires even less pressure to ink and now has 4096 levels of pressure, so you have finer control and accuracy over the smallest of details.

Erase your mistakes without breaking your concentration, the tail eraser is rubberized so it feels like a real rubber eraser when you use it.

## Magical App Experiences

Compose a symphony, create your own short animation movie, take notes in class, create 3D-CAD drawings, and so much more with Surface Pen and Pen apps.

Choose from a host of apps like Adobe Suite, Sketchable, Bluebeam Revu, Drawboard, Staffpad, Evernote, and many more. Whether you're a career creative or a modern professional, you can use pen to create your own masterpieces.

Pair with a Surface Dial for the full creative experience. The new Surface Pen and Surface Dial are the perfect complements to each other. They are designed so you can lean in to the screen, sketch with one hand, and turn the Surface Dial with another.

## Personalize your Surface

The new Surface Pen is now out of the box of Surface Pro to allow customers to choose the color and experience they want from their Surface Pen. Some people buy it because they believe in doing their part to save paper. Some people want to have a blend of colors.

Available in 4 colors that match your type cover and mouse, Surface Pen allows you to mix and match your Surface with accessories that suit you.

# Surface Pen: What's New

Feature	Customer Benefit
Improved Accuracy	2x more accurate than the previous Surface Pen, it writes and draws more precisely at the angle most natural to you
Artistic Tilt	Lets you use the new Surface Pen for shading, just like your favorite graphite pencil
Faster Ink	Our fastest Pen ever, it responds instantly and naturally, with ink that flows more quickly into your creation and is twice as responsive as Apple Pencil
Wider range of pressure points	Capable of picking up the subtle nuances and strokes of an artist's touch
Responds to the lightest touch	Sketch or shade with the lightest of pressure, giving you finer control- even more noticeable when Pen is tilted
Improved OOBE & cross-device experience	Writes out-of-box, fast pairing (Bluetooth), and faster updates for future new features
Easier battery replacement	New mechanism for battery removal uses Pull motion instead of Twist



# Surface Laptop Resources





# Surface Laptop assets

Bring Surface Laptop to life. You will find the associated assets in the following locations.

## **Brand Central:**

- Brand guidelines
- Approved copy messaging
- Photography, device renders

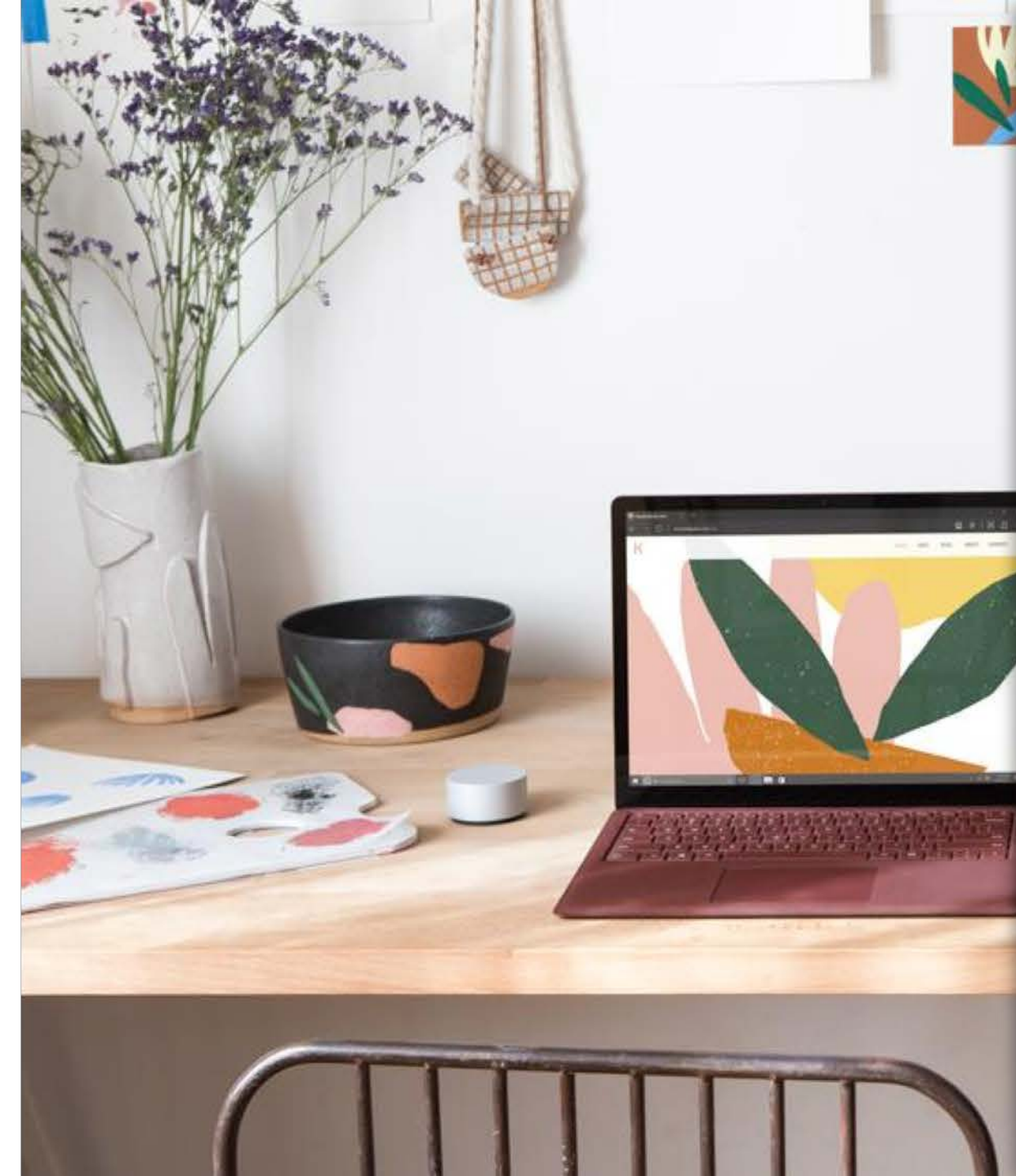
## **Shares:**

- Campaign guidelines
- Videos
- Banner ads

## **Opal:** Social assets

## **CloudDAM:** Microsoft Stores assets

## **RAD:** 3rd party retail assets



## Awareness



### Iconic hero imagery

Images designed to capture attention and to convey a more emotive feeling. Used to draw a person in to take a closer look at our devices in places such as billboards, digital brand ads and print.

## Familiarity & consideration



### Contextual imagery

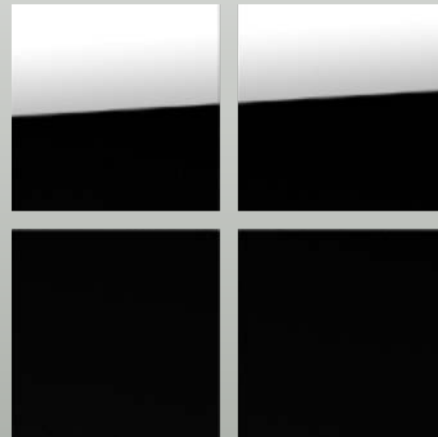
Situational shots that show real usage of Surface. These are used at the research stage of the purchase journey and drive familiarity with Surface in places such as advertorials, lifestyle digital executions and CRM.

## Purchase



### Feature imagery

More rational product images for use when speaking about product features. These images are used close to point of purchase in the consumer purchase journey.





# Surface Laptop Care

## Customer talking points for Surface Laptop

- Surface **Laptop** is **crafted with premium materials** chosen for their durability, beauty and luxurious texture. It's used in many high end fashion and automotive products.
- The Alcantara® covered keyboard is treated with a **high-performance polyurethane coating to resist spills**.
- **To keep your keyboard looking new**, regularly wipe clean with a damp lint-free cloth and if needed, use with mild soap and warm water. Wipe dry using a clean cloth. Screen wipes can also be used.
- **If you spill something on the material**, try to clean it within 30mins, using swirling motions, gently clean with a white lint free cloth dampened with soap and water. Wipe dry using a clean light colored cloth.
- Important to remind customers they shouldn't apply liquids directly to the keyboard, use the damp cloth.

## At Retail cleaning guidance:

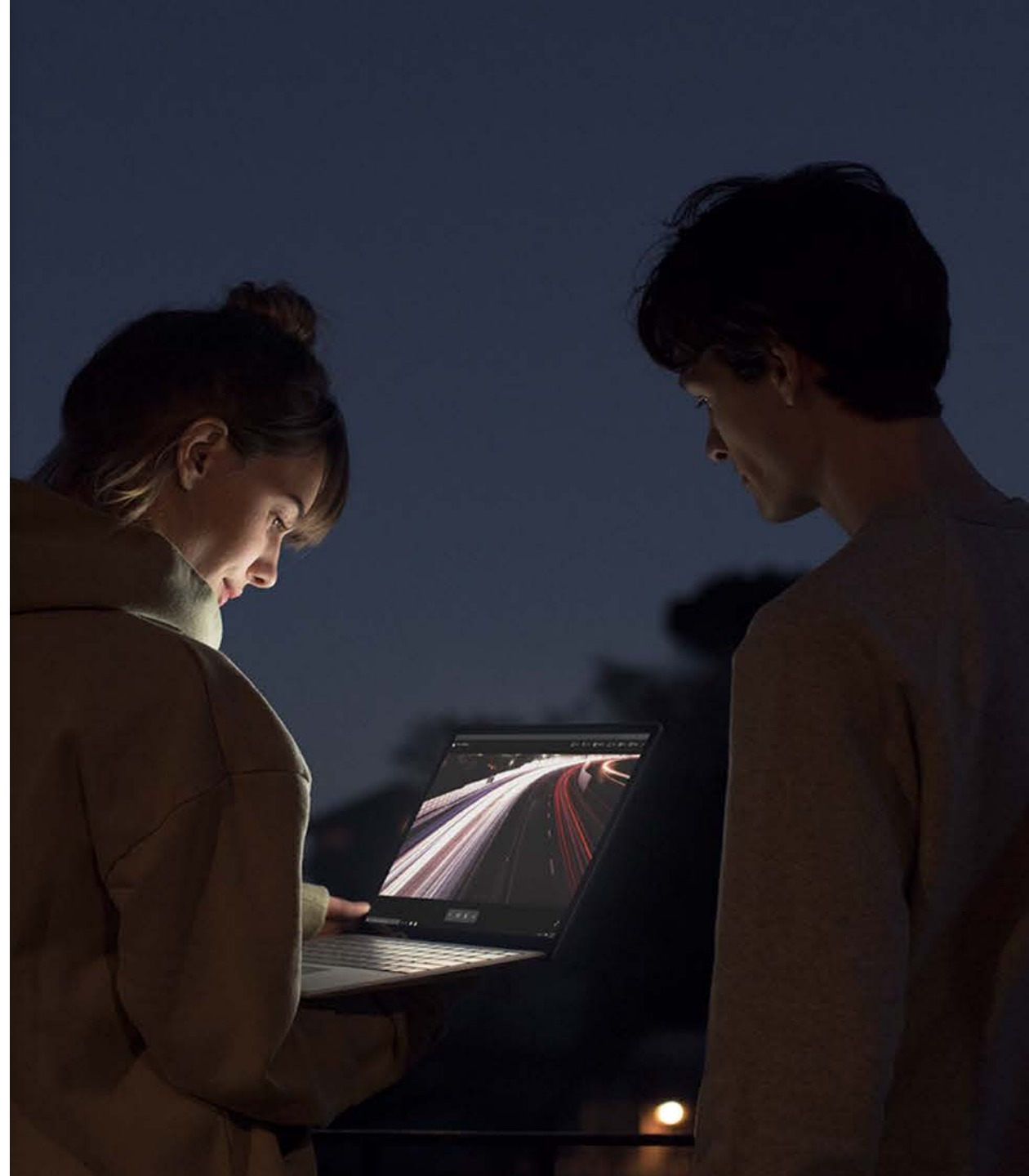
- To keep your Surface looking and working great, use a soft lint- free cloth (microfiber cloths work great) dampened with a little bit of mild soap and water, or screen wipes : Note don't apply liquids directly to the Surface
- Before retail trading hours, ensure the Surface Laptop f and screen is clean and clear of any spots/marks.
- Use a screen wipe to clean the material/screen
- Whenever needed throughout the day ensure the device is clean and presentable, using a screen wipe/ dampened cloth
- Should you experience more persistent spots/marks. use a soft lint- free cloth (microfiber cloths work great) dampened with a little bit of mild soap and water: Note don't apply liquids directly to your surface.
- If a customer is curious or has specific care questions, this could be good to demonstrate using a dampened cloth or screen wipe.



# Windows 10 S & Apps

## RSP Talk Track

- Surface Laptop comes with a configuration of Windows 10 called Windows 10 S
  - It's everything great about Windows
  - The new S configuration is streamlined for security and superior performance.
  - By exclusively using apps from the Windows Store, Windows 10 S keeps you running fast and secure, day in and day out.
  - The Windows Store has many of the apps you need, including Microsoft Office, Facebook Messenger, Netflix, Instagram, Hulu, Pinterest, Photoshop Express, Dropbox and more. We're excited that Spotify is coming to the Store this June.
  - Windows 10 S is designed to give you confidence that your Surface Laptop just works.
- If you want to do more, like run non-Store apps or use advanced features such as remote desktop and BitLocker, you can easily switch at any time.
- Simply go to the "Settings Menu" on your Surface Laptop, or visit the Windows Store to get started



# Surface Laptop: Competitive Claims

Claim	Disclaimer/Notes:
Lightest and longest battery life in its class.	Disclaimer: Research by Principled Technologies of 13" devices running Intel U processor with DPI greater than 200, April 2017.
The thinnest LCD touch screen built for a laptop.	Note: Thinnest cover glass at 0.4mm optically bonded with the thinnest LCD and backlight combo (1.8mm) to create the thinnest LCD touch module at a total of 2.68 mm.
<b>Against MacBook Pro 13"</b> Battery life that beats MacBook Pro 13" by 4.5 hours.  <b>Against MacBook Air</b> Battery life that beats MacBook Air by 2.5 hours.  <b>General competitive</b> Surface Laptop battery life beats all MacBook devices.	Surface: 14.5 hours video playback MacBook Pro 13": Up to 10 hours iTunes movie playback MacBook Air: Up to 12 hours iTunes movie playback MacBook: Up to 10 hours iTunes movie playback Source: apple.com/mac/compare  Disclaimer: Up to 14.5 hours of video playback. Testing conducted by Microsoft in April 2017 using preproduction Intel Core i5, 256GB, 8 GB RAM devices. Testing consisted of full battery discharge during video playback. All settings were default except: Wi-Fi was associated with a network and Auto-Brightness disabled. Battery life varies significantly with settings, usage, and other factors.
<b>Against MacBook Pro 13"</b> Thinner than MacBook Pro 13", with a full laptop keyboard experience -- including superior key travel, 13.5" PixelSense™ Display, and Intel® Core™ performance. Thinner than MacBook Pro 13". At the front edge, Laptop is 66% thinner than a MacBook Pro 13". Lighter than a MacBook Pro 13".  <b>Against MacBook Air</b> We're 7% lighter* than a MacBook Air. Lighter than Air. Surface Laptop is thinner than MacBook Air.	Notes: Surface Laptop vs MacBook Pro 13" Surface Laptop is 8.6% lighter than a MacBook Pro 13" (2.76 lbs vs 3.02lbs) Surface Laptop is 2% thinner than a MacBook Pro 13" (14.47 mm/9.97mm vs 14.9 mm )  Surface Laptop vs MacBook Air Surface Laptop is 7% lighter than a MacBook Air (2.76 lbs vs 2.96 lbs) At its thickest, Laptop is thinner than MacBook Air (14.47mm vs 17 mm at thickest)
Surface Laptop is 50% faster than MacBook Air and 9% faster than MacBook Pro  We deliver more performance, 2 million more pixels and up to 2 more hours of battery life than MacBook Air	Disclaimer: Microsoft comparison of Surface Laptop i5 vs MacBook Air 13" i5 and Surface Laptop i5 & i7 vs MacBook Pro 13" (non-touch bar) i5 & i7, PCMark 8 Adobe Applications benchmark, April 2017
Typing is faster on the Surface device than MacBook Pro	Disclaimer: US Study conducted by Microsoft, 106 participants, January 2017, actual percent at +/- 4% at 95% confidence level
Typing is more comfortable on Surface device than MacBook Pro	Disclaimer: US Study conducted by Microsoft, 106 participants, January 2017, actual percent at +/- 4% at 95% confidence level.
More users prefer typing on the Surface device than MacBook Pro	level.
More users prefer typing on the Surface device than MacBook Pro	level.



# Surface Laptop: General Claims

Claim	Disclaimer/Notes:
Up to 14.5 hours of video playback1	Disclaimer: Testing conducted by Microsoft in April 2017 using preproduction Intel Core i5, 256GB, 8 GB RAM devices. Testing consisted of full battery discharge during video playback. All settings were default except: Wi-Fi was associated with a network and Auto-Brightness disabled. Battery life varies significantly with settings, usage, and other factors.
With the most battery life in its class, Surface Laptop redefines the perfect balance of pixels, performance and ultra-light design.	Disclaimer: Up to 14.5 hours of video playback. Testing conducted by Microsoft in April 2017 using preproduction Intel Core i5, 256GB, 8 GB RAM devices. Testing consisted of full battery discharge during video playback. All settings were default except: Wi-Fi was associated with a network and Auto-Brightness disabled. Battery life varies significantly with settings, usage, and other factors.
First OmniSonic Speaker in the market	"OmniSonic" is Microsoft term
More capabilities than a traditional laptop for a more natural experience--Surface Laptop features an interactive touchscreen, plus Surface Dial* off-screen interaction. *Sold separately.	No disclaimers required.
Read more. Do more. See more. PixelSense™ Display gives you Pen* and touch, sharp resolution, more screen real estate, greater clarity and brightness, and true-to-life color. *Sold separately.	No disclaimers required.