



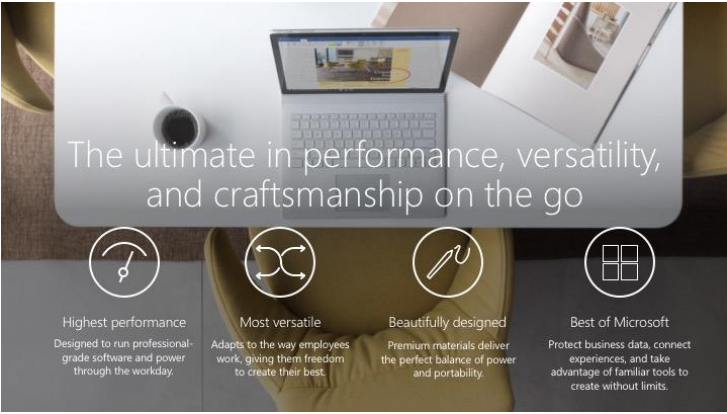
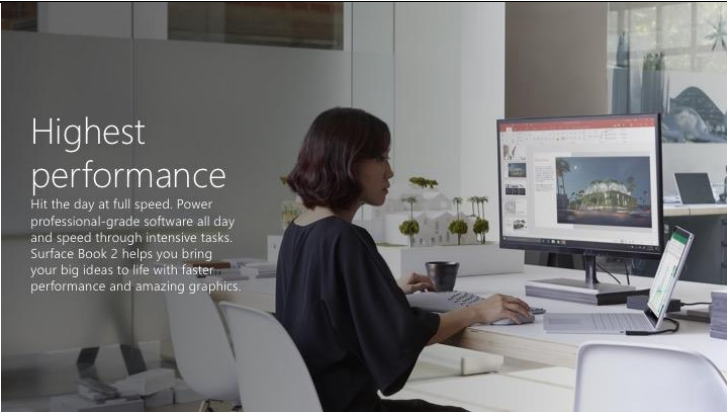


# Surface Book 2 13" External Pitch Deck Script

#	Slide	Talk Track
1	 <p>How to use this presentation</p> <p>This presentation is a tool to explore the features, benefits, and the motivations behind the many new attributes of the new Surface Book 2.</p> <p>Along with the information highlighted in the main slides, you'll also find a great deal of information in the Notes panel.</p> <p>This presentation is divided into three sections:</p> <p><b>Section 1: Surface Book 2: Our most powerful Surface Book ever</b> Here you can introduce Surface Book and speak to what's new and its most relevant features.</p> <p><b>Section 2: Ultimate performance, versatility, and craftsmanship on the go</b> This deck is organized by our four messaging pillars. We'll show what each pillar means for the decision maker, how Surface Book 2's features align to that pillar, and how Surface Book 2 might be used in a business scenario, what we're calling "A Day in the Life."</p> <ul style="list-style-type: none"> <li>• <a href="#">Highest performance</a></li> <li>• <a href="#">Most versatile</a></li> <li>• <a href="#">Beautifully designed</a></li> <li>• <a href="#">Best of Microsoft</a></li> </ul> <p><b>Section 3: Appendix</b> If your prospect wants to focus on the details, we've got you covered:</p> <ul style="list-style-type: none"> <li>• <a href="#">Featured accessories</a></li> <li>• <a href="#">Tech specs</a></li> </ul>	<p>[no notes]</p> <p>A note on the talk tracks:</p> <p>Each reason to believe follows a three-step rhythm: first, introduce the pillar; then discuss the Surface Book 2 features; and finally, explore the "Day in the Life" scenario, which features some marketing research—ideally, you will customize the talk track on this slide for your audience.</p>
2	 <p>Meet the new Surface Book 2</p> <p>Our most powerful Surface Book available</p> 	<p>Today we're here to talk about Surface Book 2—the most powerful Surface Book to date.</p>
3	<p>Ready to meet the demands of your toughest workdays</p> <p>2 times more power than the original Surface Book<sup>1</sup></p> <p>Up to 17 hours of battery life<sup>2</sup></p> <p>Up to 1TB of lightning-fast storage and 16GB RAM</p> <p>More than 3 times the graphics performance of the original Surface Book<sup>3</sup></p> <p>Powers Windows Mixed Reality Ultra experiences</p> <p>All the ports you love, now with USB-C</p> <p>Latest Surface Pen and on-screen Surface Dial inputs</p> <p>Four versatile modes of use: Laptop, Tablet, Studio, and View</p> 	<p>Feature call-outs</p> <p>Surface Book 2 was designed to expand and improve upon the revolutionary Surface Book. Now Microsoft's most performant laptop comes with two times the power, better performance, better graphics, a vibrant PixelSense™ display, and longer battery life.</p> <p>[Talk through features]</p> <p>What I want to drive home today is that Surface Book 2 is more than just a versatile device—it's a business powerhouse that adapts to the way your teams work.</p>

4		<p>Pillars</p> <p>We leveraged customer feedback to design the new and improved Surface Book 2—our most powerful, most versatile laptop ever. This device was created and refined with four things in mind.</p> <p>Surface Book 2 is built to:</p> <ul style="list-style-type: none"> <li>Outfit your teams with best-in-class performance</li> <li>Adapt to the way your team works</li> <li>Showcase your team’s creativity with its beautiful design</li> <li>Unlock the best of Microsoft</li> </ul> <p>What does that mean? Let’s walk through how Surface Book 2 can help your teams hit the next level.</p>
5		<p>Performance – intro</p> <p>[no notes]</p>

6



**Quad-core Intel® processors and high-speed storage<sup>1</sup>**  
Run the most demanding software with the latest generation quad-core Intel® Core™ i7 processors and up to 16GB of RAM.

**Up to 17 hours of unplugged power<sup>2</sup>**  
Surface Book 2 gives you a full day of productivity on the go, with 70% longer battery life than the latest MacBook Pro.<sup>3</sup>



**The latest NVIDIA® GeForce® GPUs<sup>4</sup>**  
Render and interact with complex models quickly with the most powerful graphics performance in the Surface laptop family.

### Performance – detail

High-speed dual- or quad-core Intel® Core™ i5 and i7 processors

The Surface Book 2 is available with i5 and i7 processors and is twice as powerful as the previous Surface Book.

The latest NVIDIA GeForce Dedicated GPUs

Powerful graphics processors combined with the vibrant PixelSense™ display makes video playback, creative work, and video editing stand out.

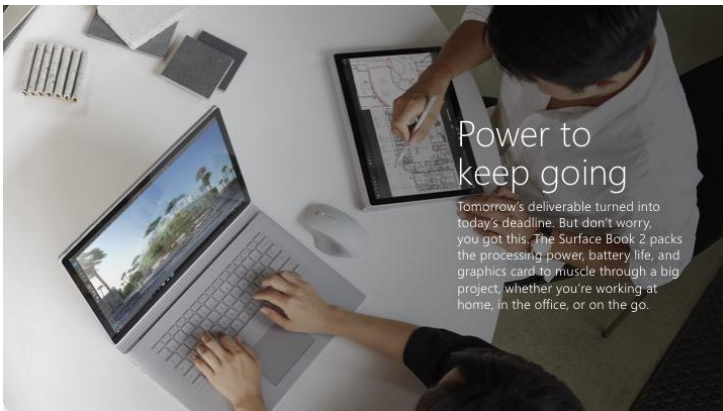
Up to 17 hours of battery life—the most ever on a Surface

With a battery life that’s 70% longer than the latest MacBook Pro, Surface Book 2 lets your teams do more—no matter where they’re working.

More storage for more ideas

Surface Book 2 comes with up to 1TB of lightning-fast storage and 16GB of R.

7



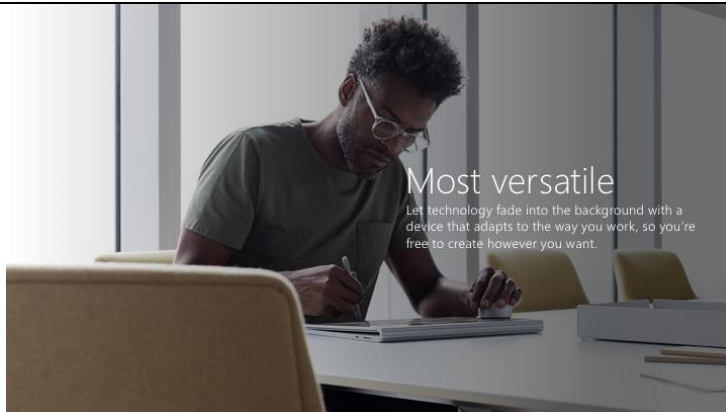
### Performance – scenario

*Note: Below are some examples of market research, but feel free to customize to your audience*

45% of enterprises list “increasing workforce productivity” among the goals of their business mobility programs. (VMware State of Business Mobility Report; “Are You Ready for the Modern Workforce” checklist)

83% of professionals depend on technology to collaborate, but less than 30% of today’s employees have access to a premium device. (Alfresco survey, PSB survey; “Are You Ready for the Modern Workforce” checklist)

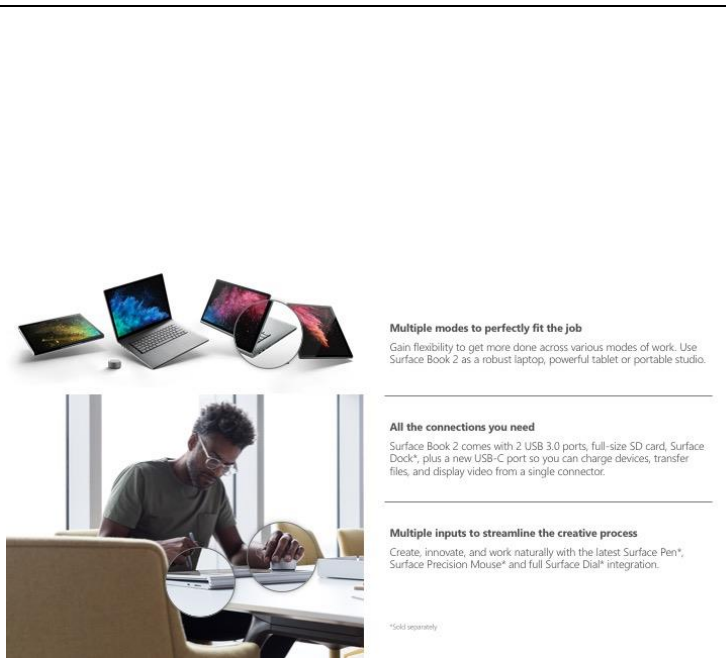
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### Adaptability – intro

[No notes]

9



### Adaptability – detail

Surface Book 2 was built to be everything your team needs, whenever they need it: a laptop, a tablet, a studio, and a presentation device. With its four working modes, versatility, and smart accessories, your teams can now use their devices in whatever way works best for them.

#### Four modes of working

**Laptop mode:** use Surface Book as a conventional laptop and enjoy the improved keyboard and touchpad

**Tablet mode:** detach the tablet from the keyboard and sketch, draw, mark up, and work on the go

**Studio mode:** fold the tablet over and work in a natural creative posture

**View mode:** raise the screen and give presentations or video chat

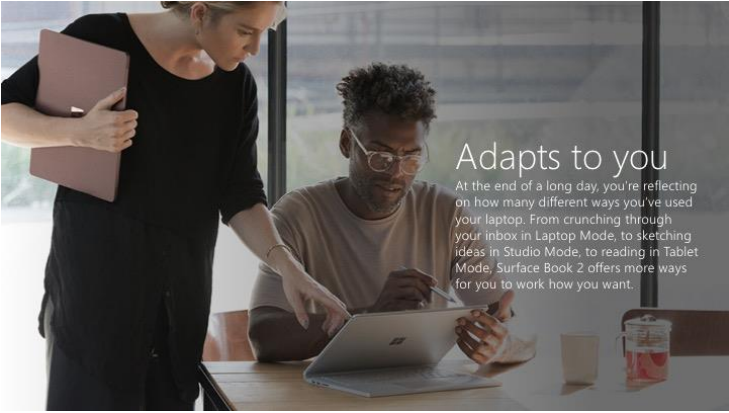
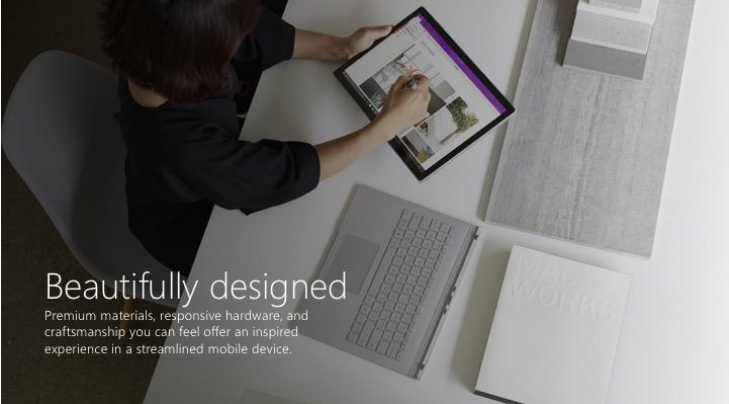
#### Connect with more ports

Now equipped with both USB 3.0 ports and USB-C ports to connect faster to more devices, transfer files, charge devices, and display video

#### Smart accessories

Work intuitively with Surface Pen and Dial

#### Hinge

		<p>The Surface Book 2's dynamic fulcrum hinge gives you just the right amount of resistance, without feeling too stiff or too loose</p> <p>The tablet attaches to the hinge magnetically, and snaps easily on and off when you want to switch between modes</p>
10		<p>Adaptability – scenario</p> <p><i>Note: Below are some examples of market research, but feel free to customize to your audience</i></p> <p>Since 2015, the number of pen/ink capable devices has increased by 93.6% (page 8 of Surface Pro deck, JD Power and Associates)</p> <p>77% of employees believe creativity will be a critical job skill in the future (Steelcase case study; Play to your Employees' Strengths e-book, 8.21.17 version)</p>
11		<p>Beautiful Design – intro</p> <p>[No notes]</p>





#### Innovation in every detail

Made with premium materials and inventive features like the dynamic fulcrum hinge, the Surface Book 2 complements your style without sacrificing performance or mobility.

#### Stunning PixelSense™ Display

Enjoy the vibrant, 13.5" PixelSense™ display designed for pen and touch, with 6 million pixels of breathtaking clarity—higher resolution than MacBook Pro 13".<sup>1</sup>

#### New Surface Precision Mouse\*

Experience an exceptional level of control with the comfortable Surface Precision Mouse\*, which features three customizable buttons and connectivity with up to three computers.

\*Sold separately.

## Beautiful Design – detail

Made with premium materials

Surface Book 2 is designed to balance mobility and unprecedented performance in a laptop this size

### Screen

Experience the vibrant PixelSense™ display, designed to be viewed, touched, and written on. Give presentations, watch video, and work with Pen and Dial in real-life color.

### Mouse

Smooth scrolling for a more intuitive and responsive experience

Three customizable thumb buttons to match how your team members want to work  
Use with up to three computers simultaneously, in case your team members need to switch quickly between devices

Ergonomic side grips and thumb rest for more comfortable work

Supports both Bluetooth and USB connections

### Dial




An intuitive and completely new way of interacting with technology

Press and hold Dial to transition seamlessly through tasks—change programs, color schemes, zoom levels, and more

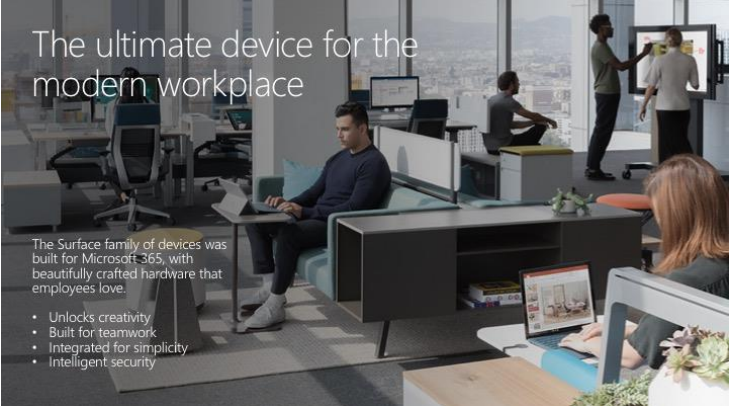
You can use Surface Dial on screen or off


### Finely-tuned keyboard

Work on a stable backlit keyboard that improves typing accuracy and working comfort.

<p>13</p>	 <p><b>Inspiring ideas</b> Stay focused during crunch time. Surface Book 2 is the mobile powerhouse that turns out great ideas—and turns heads. Because great design is a statement unto itself, and Surface Book 2 tells your clients, coworkers, and competitors that your team has arrived.</p>	<p>Beautiful Design – scenario</p> <p><i>Note: Customize to your audience</i></p>
<p>14</p>	 <p><b>Best of Microsoft</b> With seamless integration between world-class tools and technology, your teams are free to deliver their best work every day—without compromise.</p>	<p>Best of Microsoft – intro</p> <p>[No notes]</p>
<p>15</p>	 <p><b>Your favorite Microsoft Office* apps</b> Work seamlessly with Microsoft Office apps and use 3D content to increase the visual and creative impact of your PowerPoint, Word, and Excel docs.*</p> <hr/> <p><b>Enterprise-grade manageability and security tools</b> Simplify deployment and manageability practices, and protect your company data with the latest security features from Windows 10.</p> <hr/> <p><b>Ready for what's next</b> Surface Book 2 is the first Surface laptop that powers Windows Mixed Reality Ultra experiences. Pair a headset and motion controllers.*</p> <p><small>*Sold separately.</small></p>	<p>Best of Microsoft – detail</p> <p><b>Enterprise-grade security</b> Get the latest security features from Windows 10 Pro. And, with Microsoft 365, you'll get automatic updates, so your work will always be secured by the latest protocols. Go password-free with Windows Hello and wipe sensitive data remotely in case the device is ever misplaced. Deploy securely with Windows AutoPilot.</p> <p><b>Seamless integration with Windows and Office</b></p> <p>Microsoft 365-ready</p>

		<p>Microsoft 365 combines Windows 10, Office 365, and Enterprise Mobility and Security. Access the most powerful productivity tools on the planet, without worrying about updates. Surface Book 2 is Microsoft 365–ready right out of the box.</p> <p>Windows Mixed Reality The Surface Book 2 is powerful enough to run emerging mixed reality tech and 3D modeling.</p>
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16	 <p>The ultimate device for the modern workplace</p> <p>The Surface family of devices was built for Microsoft 365, with beautifully crafted hardware that employees love.</p> <ul style="list-style-type: none"><li>• Unlocks creativity</li><li>• Built for teamwork</li><li>• Integrated for simplicity</li><li>• Intelligent security</li></ul>	<p>Best of Microsoft – scenario</p> <p><i>Note: Customize to your audience</i></p>
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17		<p>{Microsoft Logo / Interstitial slide}</p>
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18

## Appendix



Appendix section divider

19

## More accurate, more connected

Work smarter with our redesigned mouse and USB-C adapters



### NEW Surface Precision Mouse\*

Stay in your flow with flawless scrolling, three customizable thumb buttons, and the ability to use with up to three computers at the same time.

- Flawless detent or smooth scrolling
- Three customizable thumb buttons
- Simultaneous usage with up to three computers
- Ergonomic side grips and thumb rest
- Support for both Bluetooth and USB connections

**NEW: Surface USB-C to HDMI Adapter\* & Surface USB-C to VGA Adapter\***  
VGA and HDMI adapters to connect to compatible displays, monitors, and other peripherals.



\*Sold separately

Mouse and USB-C adapters; no notes

20

## Powerful accessories

Complete your experience with accessories that work perfectly with Surface Book 2



### Surface Dial\*

Store, customize, access, navigate, and reimagine physical tools in the digital world—from concept to creation.



### Surface Dock\*

Instantly transform Surface Book 2 into a desktop PC.

### Surface Pen\*

Create without limits. The new Surface Pen is better than ever, with 4096 levels of shading, greater sensitivity, and virtually no lag.



\*Sold separately

Accessories; no notes

21	<h3>Technical specifications</h3> <table border="1"> <tr> <td>Display</td> <td>13.5" PixelSense™ Display, 3000 x 2000, (267 PPI) 10-point multi-touch GS, Aspect ratio: 3:2, Contrast ratio: 1600:1</td> </tr> <tr> <td>Processor/RAM/Storage</td> <td><b>8th gen intel® Quad-Core™ processor:</b> 8th Gen Intel® Core™ i7-8650U quad-core processor, 4.2GHz Max Turbo; 8GB RAM 1866MHz LPDDR3, 256GB solid state drive (SSD) 8th Gen Intel® Core™ i7-8650U quad-core processor, 4.2GHz Max Turbo; 16GB RAM 1866MHz LPDDR3, 512GB solid state drive (SSD) 8th Gen Intel® Core™ i7-8650U quad-core processor, 4.2GHz Max Turbo; 16GB RAM 1866MHz LPDDR3, 1TB solid state drive (SSD)</td> </tr> <tr> <td>Graphics</td> <td><b>7th gen intel® Dual Core™ processor:</b> 7th Gen Intel® Core™ i5-7300U dual-core processor, 3.5GHz Max Turbo; 8GB RAM 1866MHz LPDDR3, 256GB solid state drive (SSD)</td> </tr> <tr> <td>OS</td> <td>Intel® HD Graphics 620 integrated GPU (on Intel® i5-7300U model) NVIDIA® GeForce® GTX 1050 discrete GPU w/2GB GDDR5 graphics memory (on Intel® i7-8650U models)</td> </tr> <tr> <td>Dimensions</td> <td>Ships with 64-bit Windows 10 Pro (Windows Creators Update)</td> </tr> <tr> <td>Weight</td> <td>Intel® i5-7300U model: 12.3" x 9.14" x 0.51"-0.90" (312 mm x 232 mm x 13 mm-23 mm) Intel® i7-8650U models: 12.3" x 9.14" x 0.59"-0.90" (312 mm x 232 mm x 15 mm-23 mm)</td> </tr> <tr> <td></td> <td>Intel® Core™ i5: Starting at 3.38 lbs (1,534 g) including keyboard Intel® Core™ quad-core i7: Starting at 3.62 lbs (1,642 g) including keyboard</td> </tr> </table>	Display	13.5" PixelSense™ Display, 3000 x 2000, (267 PPI) 10-point multi-touch GS, Aspect ratio: 3:2, Contrast ratio: 1600:1	Processor/RAM/Storage	<b>8th gen intel® Quad-Core™ processor:</b> 8th Gen Intel® Core™ i7-8650U quad-core processor, 4.2GHz Max Turbo; 8GB RAM 1866MHz LPDDR3, 256GB solid state drive (SSD) 8th Gen Intel® Core™ i7-8650U quad-core processor, 4.2GHz Max Turbo; 16GB RAM 1866MHz LPDDR3, 512GB solid state drive (SSD) 8th Gen Intel® Core™ i7-8650U quad-core processor, 4.2GHz Max Turbo; 16GB RAM 1866MHz LPDDR3, 1TB solid state drive (SSD)	Graphics	<b>7th gen intel® Dual Core™ processor:</b> 7th Gen Intel® Core™ i5-7300U dual-core processor, 3.5GHz Max Turbo; 8GB RAM 1866MHz LPDDR3, 256GB solid state drive (SSD)	OS	Intel® HD Graphics 620 integrated GPU (on Intel® i5-7300U model) NVIDIA® GeForce® GTX 1050 discrete GPU w/2GB GDDR5 graphics memory (on Intel® i7-8650U models)	Dimensions	Ships with 64-bit Windows 10 Pro (Windows Creators Update)	Weight	Intel® i5-7300U model: 12.3" x 9.14" x 0.51"-0.90" (312 mm x 232 mm x 13 mm-23 mm) Intel® i7-8650U models: 12.3" x 9.14" x 0.59"-0.90" (312 mm x 232 mm x 15 mm-23 mm)		Intel® Core™ i5: Starting at 3.38 lbs (1,534 g) including keyboard Intel® Core™ quad-core i7: Starting at 3.62 lbs (1,642 g) including keyboard	Technical specs; no notes
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<sup>1</sup>Skills vary widely