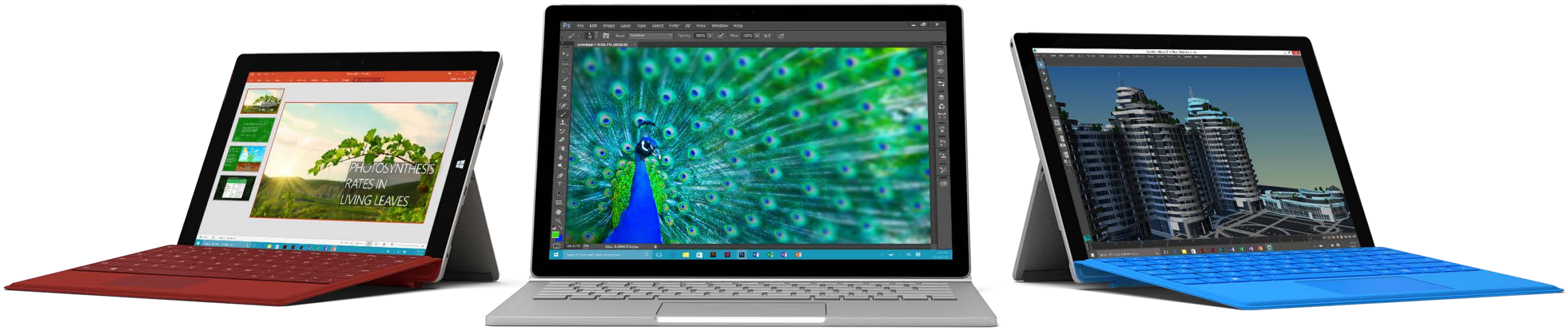
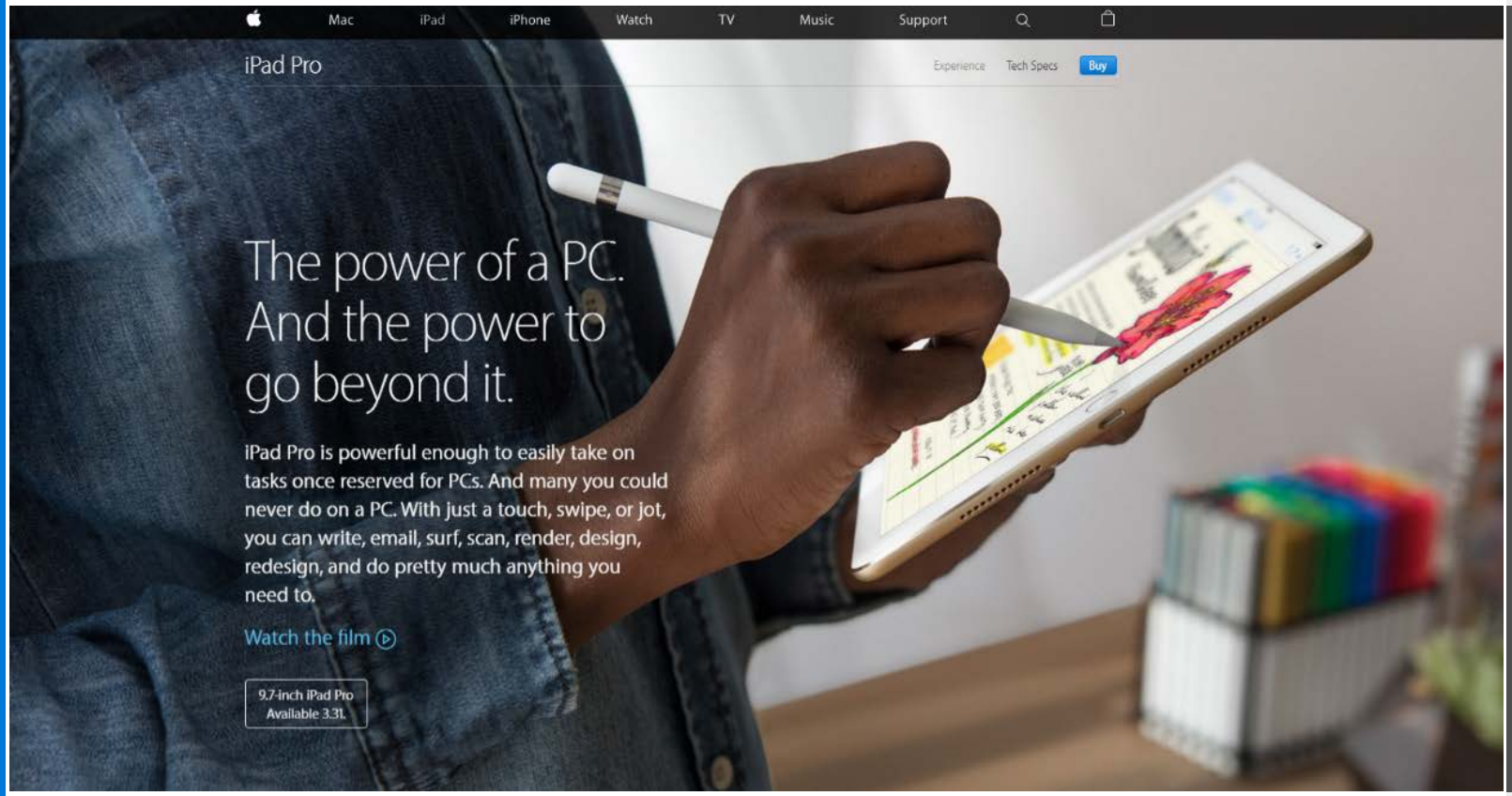
Microsoft Surface



Apple positions the iPad Pro as their PC replacement



"[The iPad Pro] is the ultimate PC replacement for all those old PCs in the world"

– Phil Schiller, SVP Marketing @ Apple, March 21, 2016

The press consistently compares the iPad Pro to Surface Pro 4…

Head-to-head, however, the iPad Pro:

- Has a slower processor than Intel processors
- Cannot run desktop apps
- Has no mouse or trackpad functionality
- Lacks full Office capabilities
- Has no TPM chip, less secure
- Has limited storage capacity
- Has restricted multitasking
- Has no USB or MicroSD for connectivity

"Even with a bigger screen and new accessories, the iPad Pro still feels like a 'sometimes computer'."

ars technica

…and report a difference

The New York Times

March 4, 2016

"…three months after the big tablet's debut, we decided to test that hypothesis with a panel of creative professionals who have integrated the tablet into their work lives. We found that all were still clinging to their personal computers."

"While Adobe offers a suite of mobile apps for Photoshop and Illustrator that can be used on a tablet, the apps do not replicate a full-size computer's ability to multitask easily on projects, and they aren't compatible with colleagues' desktop apps."

Jennifer Daniel,
New York Times graphics editor

"The iPad Pro primarily helps Citi designers conceive ideas, not create final products." When it comes to production, he moves his initial ideas to a computer to use desktop apps such as Adobe Photoshop to refine and polish the designs…"desktop apps can do more complex image manipulations, animations and other functions."

Stephen Gates,
Citigroup Design Lead

ONE DEVICE THAT DOES MORE

"The Surface Pro 4 comes far better equipped for a seamless transition from your desk to home or while you're on the road."

CIO

"…for the foreseeable future, whenever I want to work with docs or Office apps, I'm going to be reaching for the Surface Pro 4, not the iPad Pro."

VentureBeat

SECURITY AND MANAGEABILITY

Can the iPad Pro take on the Surface Pro at work?

"From an IT perspective, there's a natural tendency and some good reasons to stay in Microsoft's ecosystem."

COMPUTERWORLD

Compare the iPad Pro to Surface Pro 4 for business use

"One advantage of the Surface Pro 4 [over iPad Pro] is that since it runs full Windows; admins can manage it like a laptop."

TechTarget

IDC recognizes our lead

"Everyone in the industry recognizes that traditional personal computers like desktops and notebooks will potentially be replaced by detachables in the coming years."

Media were quick to highlight IDC's prediction of Microsoft's dominance in the detachable category.

- According to Pat Moorhead, Forbes: "Apple traditionally never responds to anything as they're traditionally the market creator and leader, but it was quite clear that Microsoft's Surface Pro line helped motivate Apple to announce the iPad Pro and many of the design decisions in it."
- Business Insider's Matt Weinberger: "Microsoft is beating Apple in a key battle for the future of computing.
- IDC's latest tablet forecast predicts that iPad will go from 28.5% market share in detachable tablets today to 7.3% share in 2020.

Today, there is a Surface for everyone

A family of devices that helps businesses do more

Lightest Surface

Larger screen, more power

Laptop design with ultimate power

Surface 3

Perfect for those who prioritize thin, light and ultra-portable at a great price.

Beats iPad because: it runs desktop software, has many ports, plus type, mouse, and pen functionality.

Surface Pro 4

Perfect for those who want a larger 12.3" screen and extra processing power.

Beats notebooks because: it's thinner, lighter, and more versatile, with instant on and touch and pen functionality.

Surface Book

Perfect for those who want the ultimate laptop with discrete graphics.

Beats laptops because: it works in clipboard mode, works with touch and pen, and integrates Windows Hello and Cortana.

Do more with Surface Book and Surface Pro 4

Runs Windows and the software you rely on

Power and performance

One device that does more

Advanced technology from Microsoft

Security and manageability

Do more with Surface 3

Runs Windows and the software you rely on

One device that does more

Advanced technology from Microsoft

Security and manageability

Runs Windows and the software you rely on

Surface runs Windows 10, the best combination of the familiar Windows Start menu and task bar, plus innovative new features.

- Runs both the desktop software and touch first apps your business relies on
- Runs full Microsoft Office[1] (Word, Excel, and PowerPoint; Outlook and OneNote); create, edit, present and share in a familiar way
- Write directly on web pages with Surface Pen in the Microsoft Edge browser and easily share with colleagues

Office

Outlook

Excel

Word

PowerPoint

Publisher

OneNote

Access

1. Sold separately

Power and performance

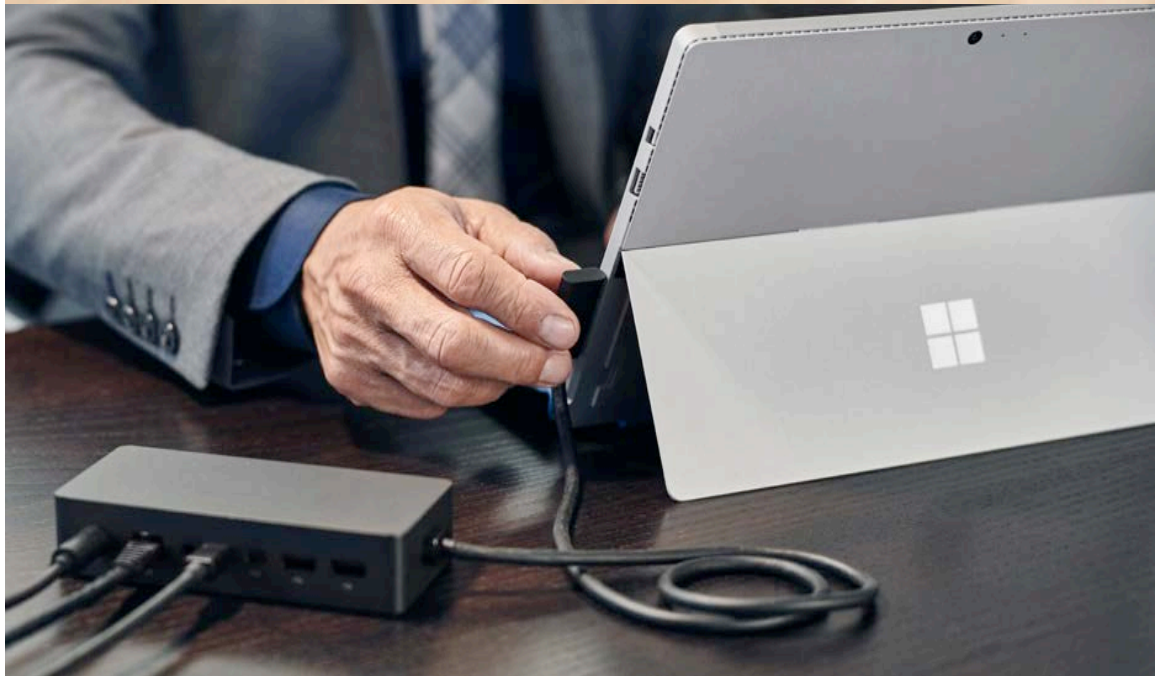
- All the power and performance you need with the latest Intel® Core™ [1] processors
- Choose from a wide range of RAM and storage options based on your needs. Get additional storage with SD card and USB ports. Get up to 16GB [1] of memory and optional NVIDIA GeForce [2] graphics
- Connects easily to the devices you own today; wirelessly, with full-size USB ports, or Surface Dock[3]

1. Surface Pro 4 and Surface Book only; 2. Available for Surface Book only; 3. Sold separately

One device that does more

With **Surface 3** and **Surface Pro 4**, your business saves when you buy only one device for multiple use cases.

- Powered by Windows 10, turns from a tablet into a full-powered laptop while running all of your desktop software
- Meticulously crafted and ultra thin; get ultimate mobility with the multi-position Kickstand and Type Cover[1] that transform the device into a fully functioning laptop
- Has industry standard ports to support USB and wireless peripherals: cameras, printers, scanners, mice, keyboards and more
- Connect to Surface Dock[2] for a desktop experience with multiple monitors



1. Sold separately on Surface Pro 4 and Surface 3; 2. Sold separately on all Surface devices

One device that does more

Surface Book helps your business save when you buy only one device for multiple use cases.

- Powered by Windows 10, turns from a tablet into a full-powered laptop while running all of your desktop software
- Meticulously crafted; the one-of-a-kind hinge folds, rotates and detaches, smoothly transforming from laptop to clipboard mode, then into a creative canvas
- Has industry standard ports to support USB and wireless peripherals: cameras, printers, scanners, mice, keyboards and more
- Connect to Surface Dock[2] for a desktop experience with multiple monitors

2. Sold separately

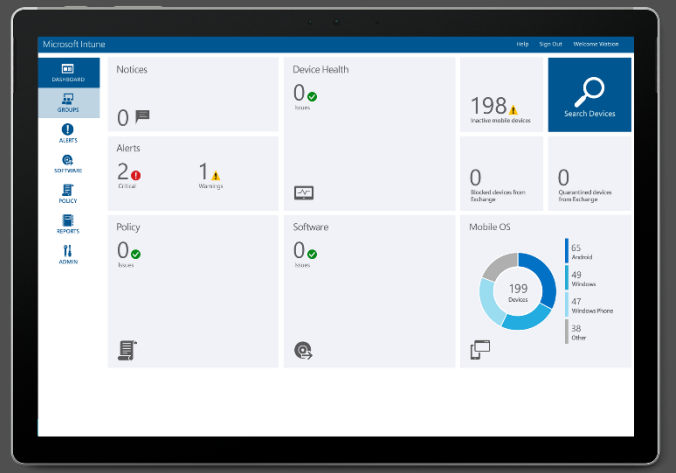
Advanced technology from Microsoft

- Windows Hello[1] lets you sign in easily and more securely with facial recognition. Use the fingerprint reader[2] on the Type Cover to log-in with a simple touch
- Surface Pen[3] feels as natural as a pen on paper and attaches to your device for safekeeping. Use it to mark up PDF documents or web pages
- With one click of the Pen, access a blank sheet in OneNote and take great handwritten notes or sketch out an idea
- Cortana, your digital personal assistant, can help you find things on your PC, manage your calendar, track packages, and even chat with you

1. Available on Surface Pro 4 and Surface Book; 2. Available with Surface Pro 4 Type Cover; 3. Ships with Surface Pro 4 and Surface Book; sold separately with Surface 3

Security and manageability

- The infrared face-detection camera[1] for secured log-in with Windows Hello gives enterprise-grade security without having to type in a password
- Windows 10 helps protect against modern security threats with BitLocker, the new Enterprise Data Protection, Trusted Boot, Windows Defender, malware protection, and data privacy
- Use management tools Windows InTune, SCCM, WSUS, and AirWatch
- Surface smoothly integrates into your existing IT infrastructure. Join a domain and connect to your corporate network or enable Azure AD Join to further decrease risks



1. Available on Surface Pro 4 and Surface Book

Appendix

Technical specifications

	Surface 3	Surface Pro 4	Surface Book
Display	10.8" screen, 920 x 1280 resolution 10 point multi-touch Ntri G5	12.3" screen, 2736 x 1824, (267 ppi) 10 point multi-touch Ntri G5	13.5" display, 3000 x 2000 (267 PPI) 10 point multi-touch Ntri G5
OS	Ships with 64-bit Windows 8.1 Pro Upgradable to Windows 10	Ships with 64-bit Windows 10 Pro	Ships with Windows 10 Pro
Thickness	8.7mm (.34")	8.45 mm (0.33")	Length 232.1 mm x Width 312.3 mm x Height 13.0-22.8 mm (Length 9.14" x Width 12.30" x Height .5-.9")
Weight	622g (1.37 lbs)	786g (1.73 lbs)	1576g (3.48 lbs)
Processor/RAM/ Storage	• Quad Core Intel® ATOM™ x7 processor with 4GB RAM and 64GB storage • Quad Core Intel ATOM x7 processor with 4GB RAM and 128GB storage	All include a 6th gen Intel® Core™ processor • Intel® Core™ M: 4GB RAM and 128GB storage • Intel® Core™ i5: 4GB RAM and 128GB storage • Intel® Core™ i5: 8GB RAM and 256GB storage • Intel® Core™ i7: 8GB RAM and 256GB storage • Intel® Core™ i7: 16GB RAM and 512GB storage	All include a 6th gen Intel® Core™ processor Configurations with GPU: • Intel® Core™ i5: 8GB RAM and 128GB or 256GB storage • Intel® Core™ i57 16GB RAM and 256GB or 512GB storage Configurations without GPU: • Intel® Core™ i5: 8GB RAM and 128GB or 256GB storage
Battery life	Up to 10 hours of video playback[1]	Up to 9 hours of video playback[3]	Up to 12 hours of video playback[4]
Surface Pen	Sold separately	New and improved (Included)	New and improved (Included)
4G/LTE option	Available in limited markets	No	No
Cameras	8MP AutoFocus Rear, 5 MP FF front	8MP AutoFocus Rear, 5 MP FF front	8MP AutoFocus Rear, 5 MP FF front
Ports	USB 3.0, mDP, microSD, headphone jack, micro USB for charging	USB 3.0, mDP, microSD, headphone jack, Surface Connect	2 USB 3, mini DisplayPort, full-size SD™, headphone jack, Surface Connect
Starting price	$549	$899	$1499
Biometrics	No facial recognition system	Windows Hello: facial recognition system	Windows Hello: facial recognition system
Wireless	802.11ac Wi-Fi wireless networking; IEEE 802.11a/b/g/n compatible Bluetooth 4.0 wireless technology	802.11ac Wi-Fi wireless networking; IEEE 802.11a/b/g/n compatible Bluetooth 4.0 wireless technology	802.11ac Wi-Fi wireless networking; IEEE 802.11a/b/g/n compatible Bluetooth 4.0 wireless technology
Kickstand	3-position	Multi-position	n/a
Pen	256 levels of pressure, sold separately	1024 levels of pressure, included in box	1024 levels of pressure, included in box

Microsoft – Internal only

Analysts weigh in iPad Pro v. Windows devices

IDC
Analyze the Future

"Everyone in the industry recognizes that traditional personal computers like desktops and notebooks will potentially be replaced by detachables in the coming years."

OVUM

At iPad launch: "The iPad Pro's got the power of a laptop, in terms of its processors, you've got the business apps and we're also getting some high-end CAD and engineering tools."

After using the iPad, and via conversation at MWC: "My perspectives have soured. I am not as bullish about this product."
- Richard Edwards

STRATEGY ANALYTICS

"Now Apple has given the iPad Pro the size, processing power and accessory support to truly compete with Windows devices in the enterprise."
-Eric Smith

Creative Strategies

"It may take some time for it to find its audience sweet spot. I am just not sure it can really replace a laptop."
- Tim Bajarin

engadget

"iPad Pro review: Big and powerful, but it won't replace your laptop. "

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