

A Centerpiece for Shared Experiences

It's not what they are used to, yet instinctively your customers know how to use it. All the information they were hoping to find is, quite literally, at their fingertips. That's the Microsoft® Surface® experience.

Your World in Their Hands

Whether yours is the world of hospitality, retail, healthcare, financial or IT services, whether you run a company, a school, a museum, or a library, Microsoft Surface enables you to deliver new kinds of experiences for the people who step through your doors. Ordering drinks from the bar? Choosing the features for a new automobile? Evaluating different mortgage options? With Surface, these experiences come to life in new, innovative ways. The interactive world of Surface is a world of touch and intuitive gestures, of familiar objects recognized and understood.

With a thin, 40" high resolution screen that can be placed horizontally or vertically, the Samsung SUR40 for Microsoft Surface is large enough to serve as the centerpiece for engagements that involve multiple people working together, playing together, exploring together, and more. With PixelSense™, Microsoft Surface sees and responds to touch and objects. And, it can detect more than 50 unique points of contact simultaneously, affording unprecedented opportunities to bring people together.

At the same time, with an interface that can spin a complete 360-degree circle, Surface is intimate enough for the close back-and-forth of a consultative sale. Surface makes intuitive sense to everyone, too, young and old. Touch. Push. Pull. Turn. Surface creates opportunities for interaction where barriers existed before.

Extending the Known into the New

Beneath the elegant exterior of Samsung SUR40 for Microsoft Surface, the 2.0 release of the Surface software runs on the Microsoft Windows 7 and the Microsoft .NET Framework. The performance, connectivity, and reliability of Windows 7 combine with the power and flexibility of the new hardware enable multiuser, multitouch experiences unlike any available through earlier software and hardware combinations.

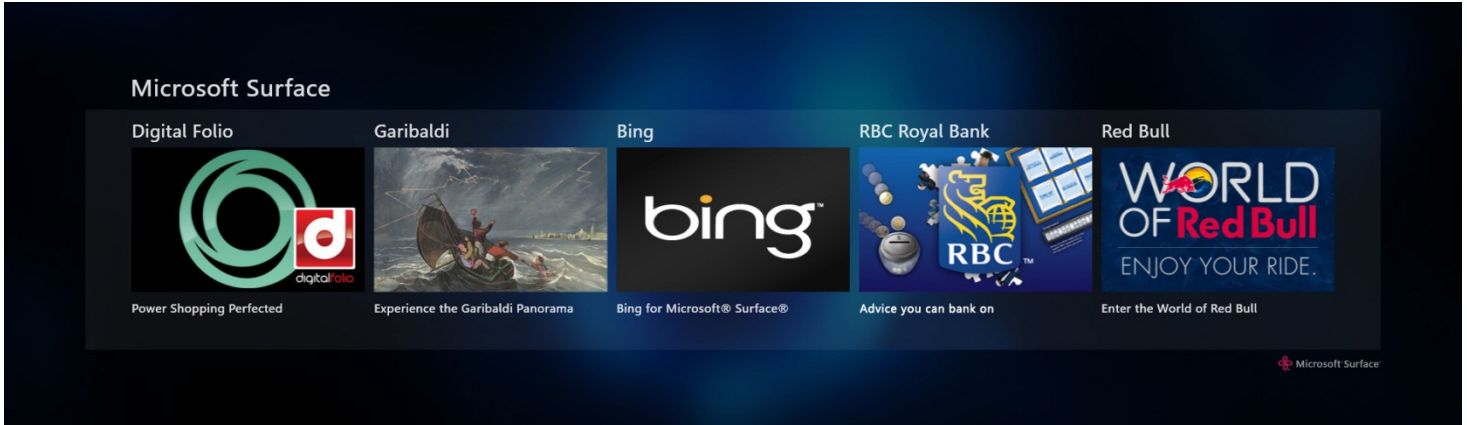
The opportunities to put those experiences at the fingertips of your customers are also expanding, bolstered by the efforts of a growing number of developers around the world. And as for your ability to incorporate Surface into your existing infrastructure? The fact that Windows 7 stands behind the delivery of these innovative experiences ensures that your IT team can smoothly incorporate Surface and its applications into their existing management processes. While the together experience of Surface may be novel, the best practices for supporting it are already very familiar.

An Opportunity for Differentiation

So why Surface? Simply put, there is no easier way to bring people together to connect, to learn, to have fun, or to reach decisions. Surface is what computing has always promised to be—intuitive, informative, engaging, and helpful—and with Surface you can enable the people who matter most to your business to have an experience they will long remember.

Surface surprises and delights. It can inform and educate, facilitate well-informed decisions, build bonds, and create memories. Surface can touch people, even as people touch Surface.





Feature Highlights:

Multitouch

Microsoft Surface recognizes more than 50 points of contact simultaneously—not just from one finger as with a typical touch screen. Your customers can use both hands to reach and interact with dozens of items at once.

Multuser

The 40" display creates a unique, branded gathering place where multiple users can collaboratively interact with data and each other.

Object Recognition

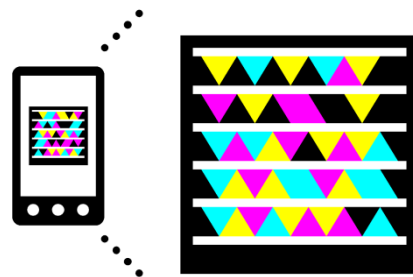
Microsoft Surface sees what touches it and can recognize real-world objects, providing the potential for a multitude of applications and transfer of information between devices.

Software

- Embedded Windows 7 Professional 64-bit
- .NET Framework 4.0
- Windows Presentation Foundation (WPF) 4.0
- XNA Runtime 4.0
- Windows PowerShell and DMTF DASH support, and enhanced administrator tools

Microsoft Surface SDK

The Microsoft Surface 2.0 SDK and Redistributable will be released in 2011. The Surface SDK has support within Visual Studio 2010. Get started today with the Microsoft Surface Toolkit for Windows Touch Beta.



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