



Compatible with



Windows® Touch Partner Marketing Guide

for partners that pass
testing for Windows Touch
Additional Qualification

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Compatible with



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Introduction

With Windows® 7, PCs and devices with touch screens can come to life in new ways by allowing users to control what happens on the screen with just their fingertips, making these PCs and devices simple and intuitive to use.

The Start menu, Windows Taskbar, and Windows Explorer with are touch-friendly, with larger icons that are easier to select with your finger. Windows 7 also introduces support for multi-touch technology, enabling you to control what happens on the screen with more than one finger. And, since it's built into the core of Windows 7, the simplicity of touch works with virtually every program when used with a touch screen PC or display.

The Windows 7 Logo Program enables products that deliver enhanced user experiences through deeper integration with new technologies in Windows 7, such as Windows Touch for multi-touch displays and systems, to earn Additional Qualifications (AQs). The Windows Touch Additional Qualification:

- Helps you ensure your company's products offer customers a great experience with Windows Touch
- Helps customers easily recognize whether a display or PC leverages Windows Touch
- Helps customers feel confident in the touch screen PC or display they purchase

As an incentive to participate in the Windows Touch Additional Qualification program, you will be able to state that your product supports "Windows® Touch" in your marketing and product packaging. Additionally, as part of the Windows 7 logo program benefits, your company can use logo artwork, messaging guidelines, and marketing campaign assets in association with products that have met program requirements. These assets allow you to take advantage of the continued investment by Microsoft in promoting products that carry a Windows logo to consumers, businesses, and retail channel partners.

To use these assets, you must participate in the Windows 7 Logo Program, pass the Windows Touch Additional Qualification requirements, and accept the terms of the accompanying brand license. The product(s) that you plan to advertise or distribute with these assets must be licensed under the applicable Logo License Agreement (LLA) and meet program requirements.

This guide is designed to help your company use the product messaging that confidently communicates the benefits of the Windows Touch Additional Qualification. If you have any questions about using these assets, please send an e-mail message to:

WLPbrand@microsoft.com.





Touch Gestures

GESTURE	USAGE	HOW TO	ACTION (○= finger down ○= finger up)	Single Touch Gesture	Multi Touch Gesture
Tap or Double Tap	Click or Double Click				
Panning with Inertia	Scrolling	Drag 1 or 2 fingers up and down			
Selection	Selection	Drag one finger left or to the right			
Press and Tap	Right-click	Press on target and tap using a second finger			
Zoom	Zoom	Move two fingers apart or toward each other			
Rotate	Rotate	Move two fingers in opposing directions -or- Use one finger to pivot around another			
Two-Finger Tap	Varies by application	Tap two fingers at the same time (where the target is the midpoint between the fingers)			
Press and Hold	Right-click	Press, wait for blue ring animation, then release			
Flicks	Back and Forward	Quickly drag your finger in the desired direction			



Usage Guidelines

After successful product testing, you must complete and submit a Logo License Agreement at the Windows Quality Online Services site (Winqual at <https://winqual.microsoft.com/>) to be eligible to use the logos and Windows Touch messaging as well as the right to include "supports Windows Touch" on your product packaging and marketing materials. To view the LLA, please go to the Winqual home page and click Legal Agreements. In the event of any inconsistencies between information in this marketing guide and the terms of the applicable LLA, the terms of the LLA will prevail. Note that products may display only the logo for which they are specifically licensed.

Side tips and tricks:

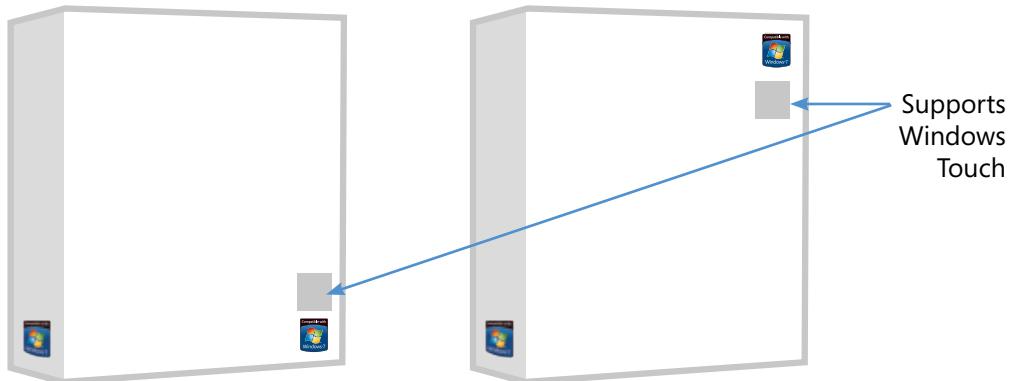
Make sure you include "Supports Windows Touch" in your system requirements

Promoting Windows® Touch

Microsoft recommends that Windows Touch messaging be displayed in the following places that customers will encounter in the product evaluation and presales process. To help customers understand the features and benefits of Windows Touch, the messaging provided on page 9 may be used where appropriate.

Product packaging

Microsoft recommends Windows Touch be highlighted in the lower-right or upper-right corner on the front of the product box; the messaging also may be used on the spine and back of the box. In addition to the logo, product-specific messaging available on pages 6–11 can be used.



Web pages

It is important to promote Windows Touch integration throughout your company's Web pages. Please follow these guidelines:

- The messaging needs to appear in association with the specific product that meets all program requirements and is licensed under the applicable LLA.
- The messaging may be used throughout the website adjacent to products that have passed testing including, but not limited to, home page, product pages, and search results.
- Microsoft recommends that information about Windows Touch be available when customers click or pause on the product. Messaging guidelines starting on page 6 of this guide may be used verbatim.



Usage Guidelines *(Continued)*

Online banners

The messaging may be used in online banner advertisements when it is associated with a specific product or product family that has met the technical requirements of the program.

Print advertising

The messaging needs to appear in association with a specific product that has met the program requirements. For advertisements, please follow these guidelines:

- If the advertisement is for one product, the messaging may be placed near the product image or at the bottom of the advertisement.
- If the advertisement is for multiple products, the messaging must appear next to each product that has met the program requirements.
- If the advertisement is for multiple products that all meet equivalent program requirements, the messaging may be placed near the product images or at the bottom of the advertisement in accordance with the visual guidelines.

POS materials

It is important that the messaging appear in association with a specific product that has met the program requirements. When promoting supporting Windows Touch in point-of-sale materials, please follow the same guidelines provided for print advertising.

Other product marketing collateral

Windows Touch may be incorporated into all product manuals, specification sheets, flyers, and other print outreach efforts when used in association with the specific product that has met the program requirements.





Messaging Guidelines

Following are guidelines for how to properly promote products that have passed the Windows Touch Additional Qualification testing for Windows 7. Following these guidelines is important to set appropriate expectations for the customer and to make sure they are aware you support Windows Touch and can feel confident in your product during the purchase decision process.

When describing your products

When describing your licensed product, do:

- Use “[Insert Product Name] supports Windows Touch.”
- Use “[Insert Product Name] has been tested to meet all of the technical requirements to support multiple touch points in Windows 7.”
- Use the term “Windows Touch” in headlines and other call-outs related to licensed products, as appropriate.

When describing Windows Touch

Please take advantage of the copy below to clearly communicate the benefits of your logo-bearing product. Please leverage the most appropriate bullet point to describe how you support Windows Touch in your marketing materials. They may be used verbatim.



Messaging Guidelines *(Continued)*

Monitors and Displays

Features

- Supports Windows Touch so your PC monitor is simpler and more intuitive to use
- Supports Windows Touch so your PC screen now responds to the touch of your fingers
- Supports Windows Touch for a more intuitive and natural interaction with multiple touch points.

Personal Computers

Features

- Supports Windows Touch so your PC monitor is simpler and more intuitive to use
- Supports Windows Touch so your PC screen now responds to the touch of your fingers
- Supports Windows Touch for a more intuitive and natural interaction with multiple touch points.

Additional Messaging

Features

- With Windows 7 and <insert product name>, working with your PC couldn't be simpler. Your finger tips become your mouse and instead of point and click, you just touch and tap.
- <insert product name> with Windows 7 makes working or playing on the go easier. If you're traveling in close quarters and using a mouse just isn't possible, just touch the screen instead.



Resources

Obtaining the Messaging

To obtain and use the "Windows Touch" messaging in your marketing, products must first meet all technical requirements of the Windows Touch Additional Qualification program and successfully complete the testing process. Information on getting started can be found at the following sites.

- **For independent hardware vendors (IHVs)** — www.microsoft.com/whdc/getstart

Need help?

If you have questions about messaging or guidelines for Windows Touch, please send an e-mail message to WLPbrand@microsoft.com