



Windows Embedded 8 Partner Opportunity

June 2013

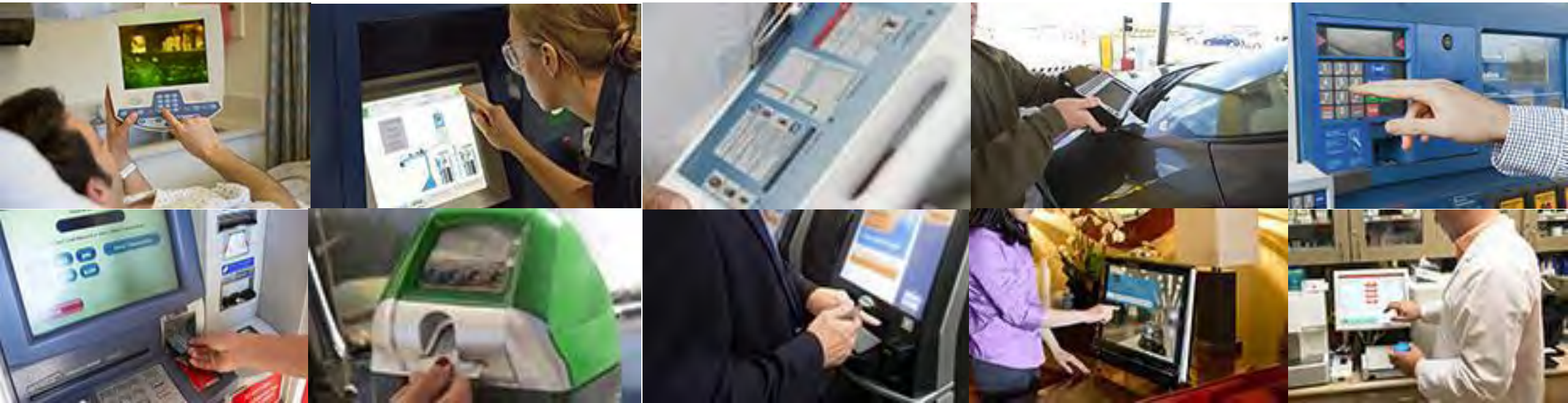
Agenda

- Overview
- Solution Partner Opportunity
- Transactional Partner Opportunity
- OEM Partner Opportunity
- Next Steps
- Appendix

Overview



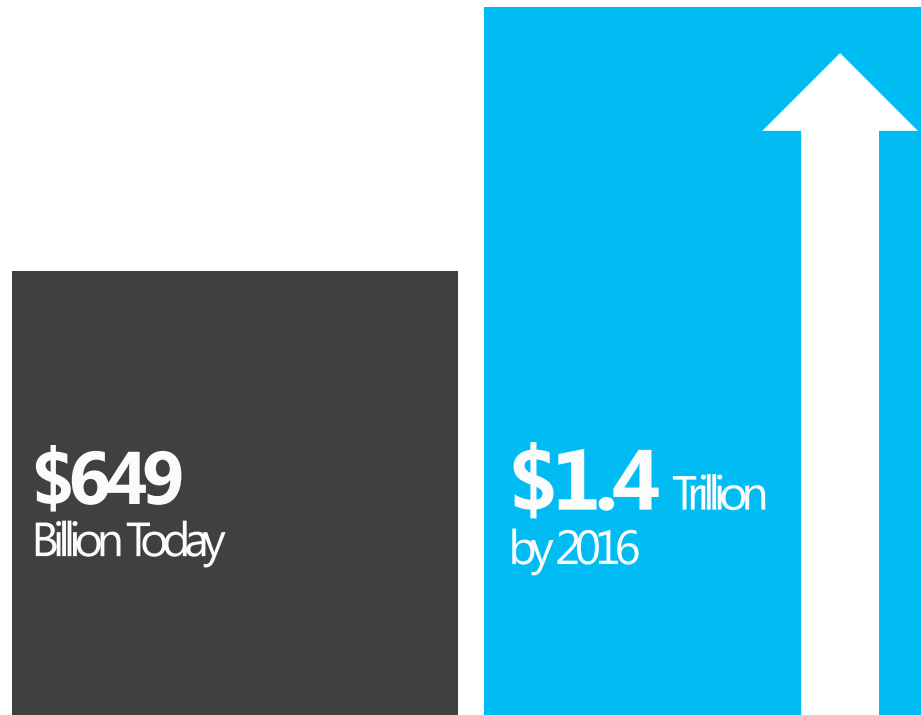
50 Billion connected devices by 2020



Intelligent System Market Drivers and Opportunity

Market Growth

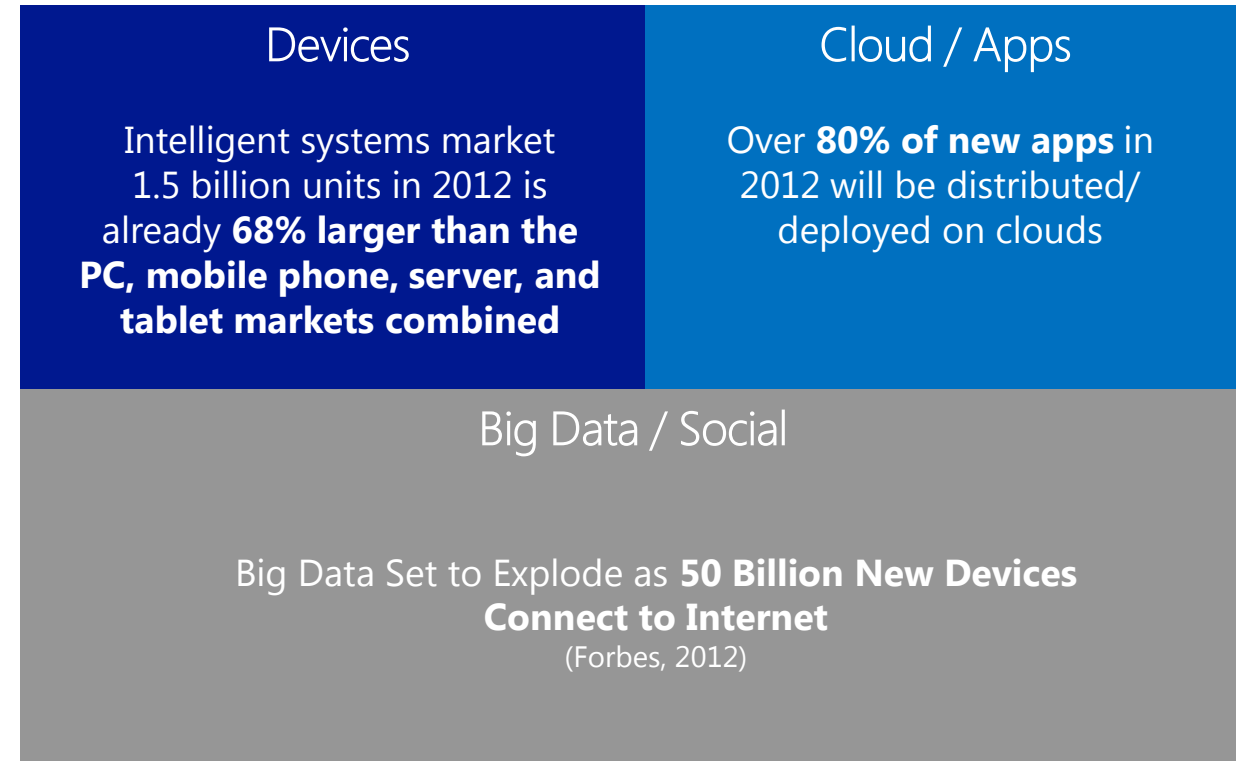
*Servers + Applications + Services
Market is Even Bigger*



Intelligent Systems Revenue and Shipments by 2016



Market Drivers



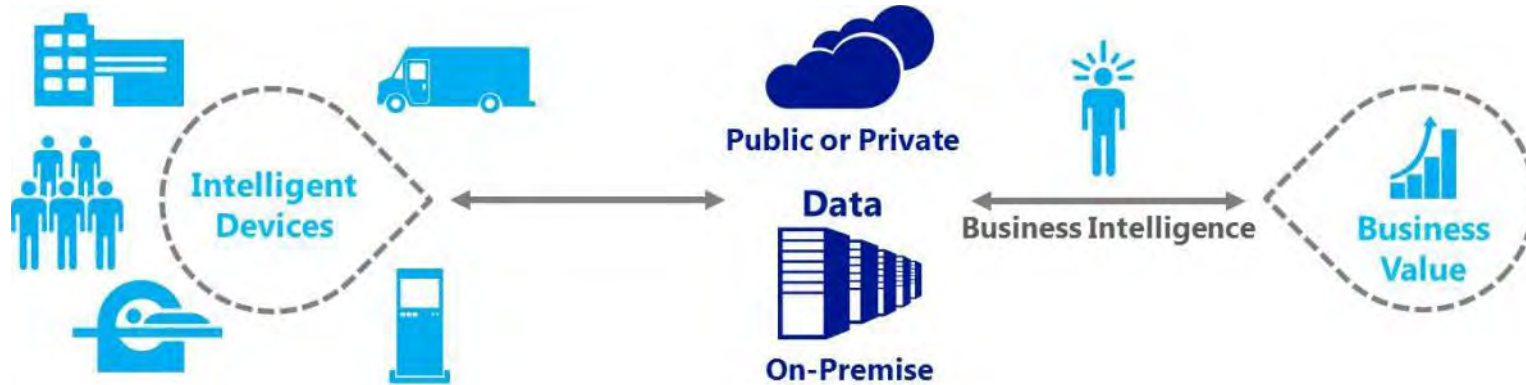
Source:

1: IDC The Rise of Intelligent Systems: Connecting Enterprises and Smart Devices in Seamless Networks (April 2012)

2: Source: IDC Intelligent Systems Pave the Way to a Smart World (February, 2013)

What is an Intelligent System

Contextual Experiences | Intelligent Response | Real-Time Actionable Insights



An intelligent system enables **data** to flow across an enterprise infrastructure, spanning the **devices** where valuable data is gathered from employees and customers, to the **back-end** systems where that data can be **translated** into insights and **action**.

Solution Attributes

Identity

Enables delivery of the right data and access to the right content in the right context, to the right person or device

Security

Helps customers protect devices and information from unwanted content and unauthorized access

Connectivity

Provides communication among devices and back-end systems, and optimizes the collection and transmission of information

Manageability

Helps businesses maintain and manage hardware and software assets to achieve optimal use of resources at minimal cost and effort while maximizing performance

User Experience

Encompasses all aspects of user and device interaction with applications and devices, and determines how well they fit into the entire context in which they are used

Analytics

Describes how users perform managed and self-service analysis on voluminous data generated from edge devices to improve business decision-making

Windows Embedded 8: Intelligent Systems Ready



Extending Windows to Intelligent System Devices

- Provide a standards-ready platform to develop and deploy system quickly and easily
- Enable powerful Intelligent Systems scenarios with enterprise capabilities

 Windows Embedded 8

Connected



Targeted



Rich Experience



Invest for the Future



Intelligent System Ready



Secure



Enterprise Grade Features

 Windows

Windows Embedded 8 Family

Designed for Enterprise Customer Needs

Editions

Windows Embedded 8 Standard

Modular version of Windows 8 enhanced to meet the needs of Intelligent Systems

Windows Embedded 8 Industry

A consistent, streamlined application platform that shortens development cycles for specific industry device scenarios in retail, manufacturing and other industries

Windows Embedded 8 Pro

Not eligible for Volume Licensing

Delivers the full power of the Windows 8 operating system in a version designed specifically for industry devices within Intelligent Systems

Device Type



Kiosk



Thin Client



Digital Signage



Manufacturing



Medical Devices



Kiosk



POS



Digital Signage



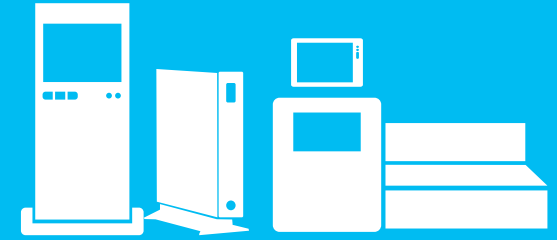
Manufacturing



Medical Devices

Partner Opportunities for Intelligent Systems with Windows Embedded 8

Devices, Experiences, and Insights with
Intelligent Systems



Capitalize on
Intelligent Systems
Market Opportunity



Expand Business
Leveraging Existing
Skills



Broader Enterprise
Customer Reach



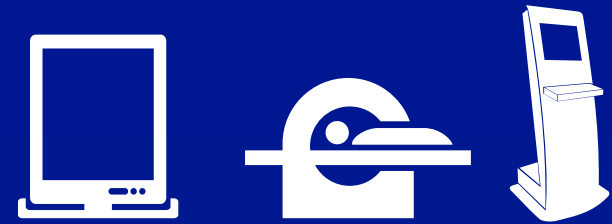
Deeper Customer
Engagement



- Extend your end-to-end solutions to connected devices
- Customize solutions using enterprise capabilities
- Provide services for complex solution planning and deployment
- Develop solutions for more industries
- Security and manageability

Partner Opportunities with Windows Embedded 8 Volume Licensing

Enterprise Ready Volume Licensing



Capitalize on
Intelligent Systems
Market Opportunity



Expand Your Offering Portfolio



Deeper and Broader Customer
Engagement



- Sell new Windows Embedded 8 Volume Licensing offerings to enable enterprise-focused capabilities
- Attach Windows Embedded 8 Industry Pro upgrade licenses to Volume Licensing agreements for customers with Windows Embedded devices
- Sell Software Assurance to provide customers access to exclusive SA benefits
- Offer greater flexibility to your customers in purchasing Windows Embedded 8 licenses
- Cross-sell servers, LOB applications, and proprietary solutions that are core components of an intelligent system

Solution Partner Opportunity

Customer Priorities & Partner Opportunities

with Windows Embedded 8

Customer Priorities

Drive differentiated experience and insight with cost reduction, control, and agility through connected Intelligent Systems



How Partners Can Support

Deliver differentiated experience by **standardizing all devices in the enterprise on the Windows Platform**

Ensure your enterprise customers to **capitalize on the existing IT investment**

Help enterprises **customize device experiences for end users**

Empower enterprises to **realize Intelligent Systems through Windows Embedded 8**

A Wide Range of Partner Opportunities

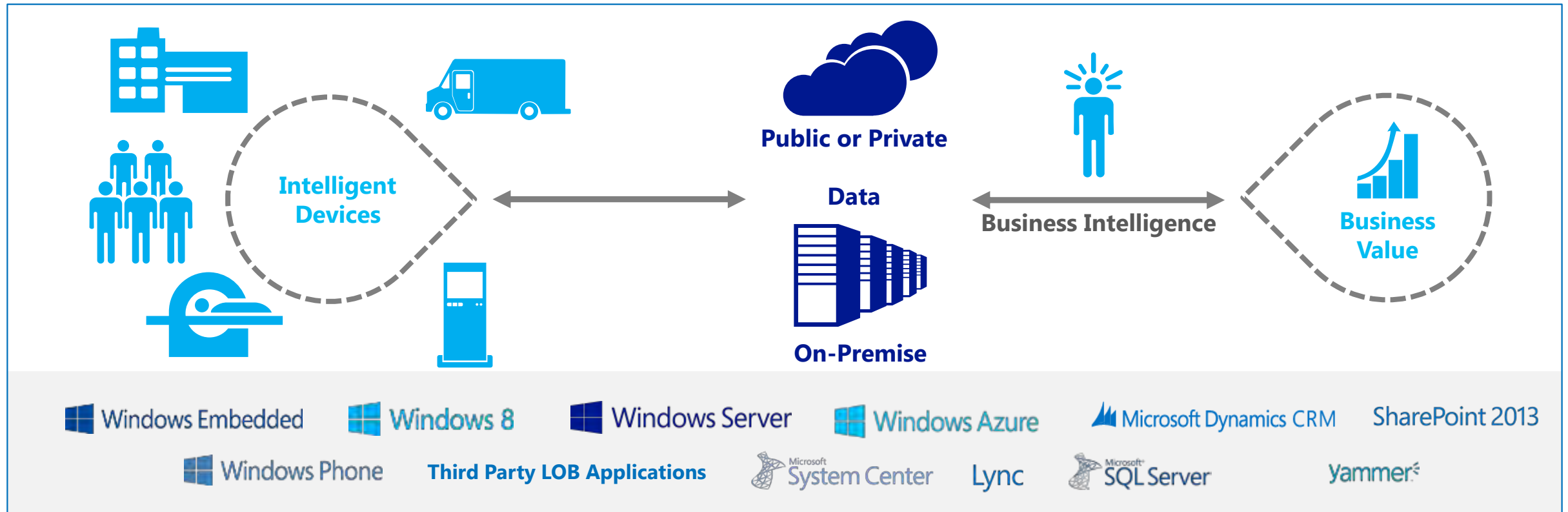
Devices (End-Points)



Backend Systems



Analytics/Customer Relationships



Revenue Opportunities for Solution/Service Partners

Horizontal Scenarios

Devices (End-Points)



Backend Systems



Analytics/Customer Relationships

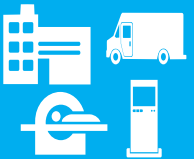
Extend data, apps, services from the cloud to device



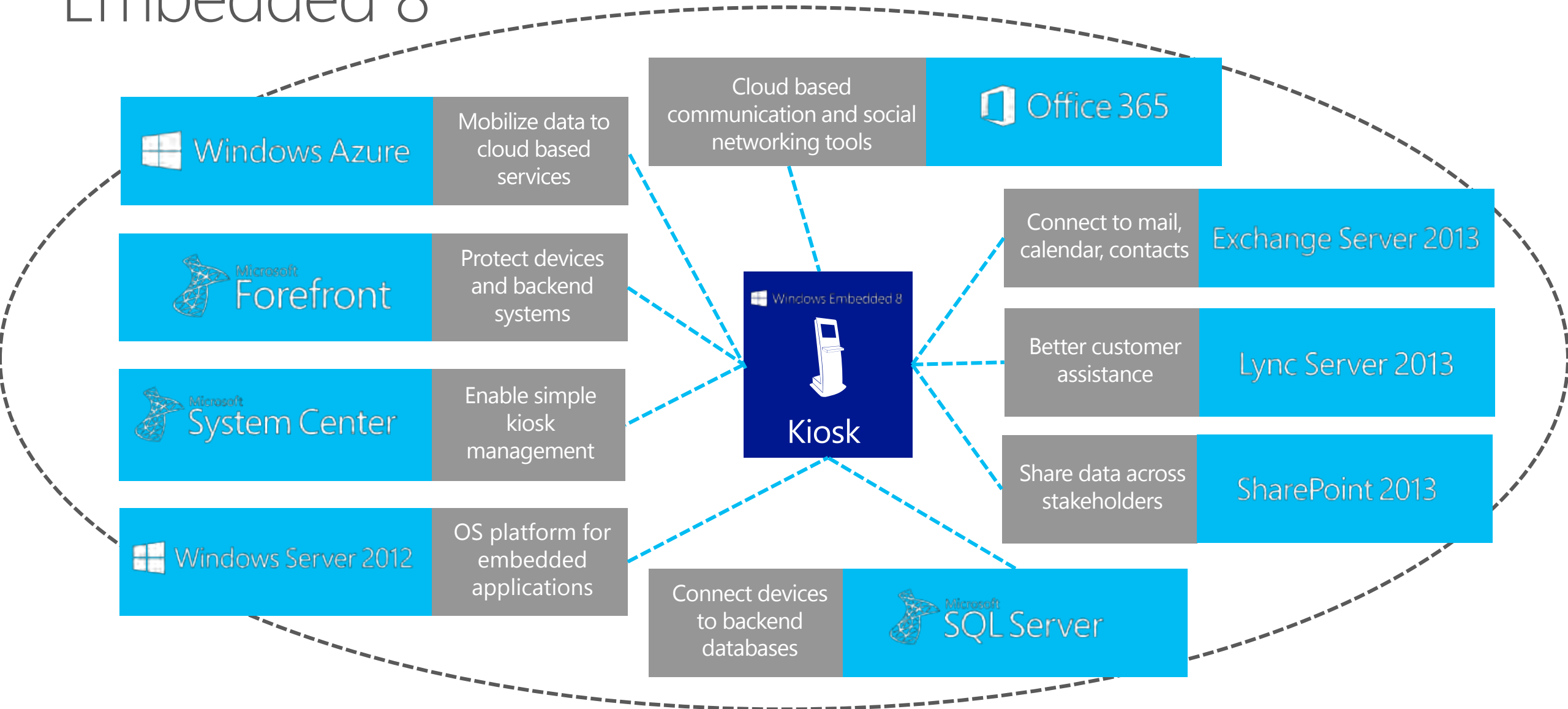
Drive intelligent responses with machine generated data by connecting devices to backend systems



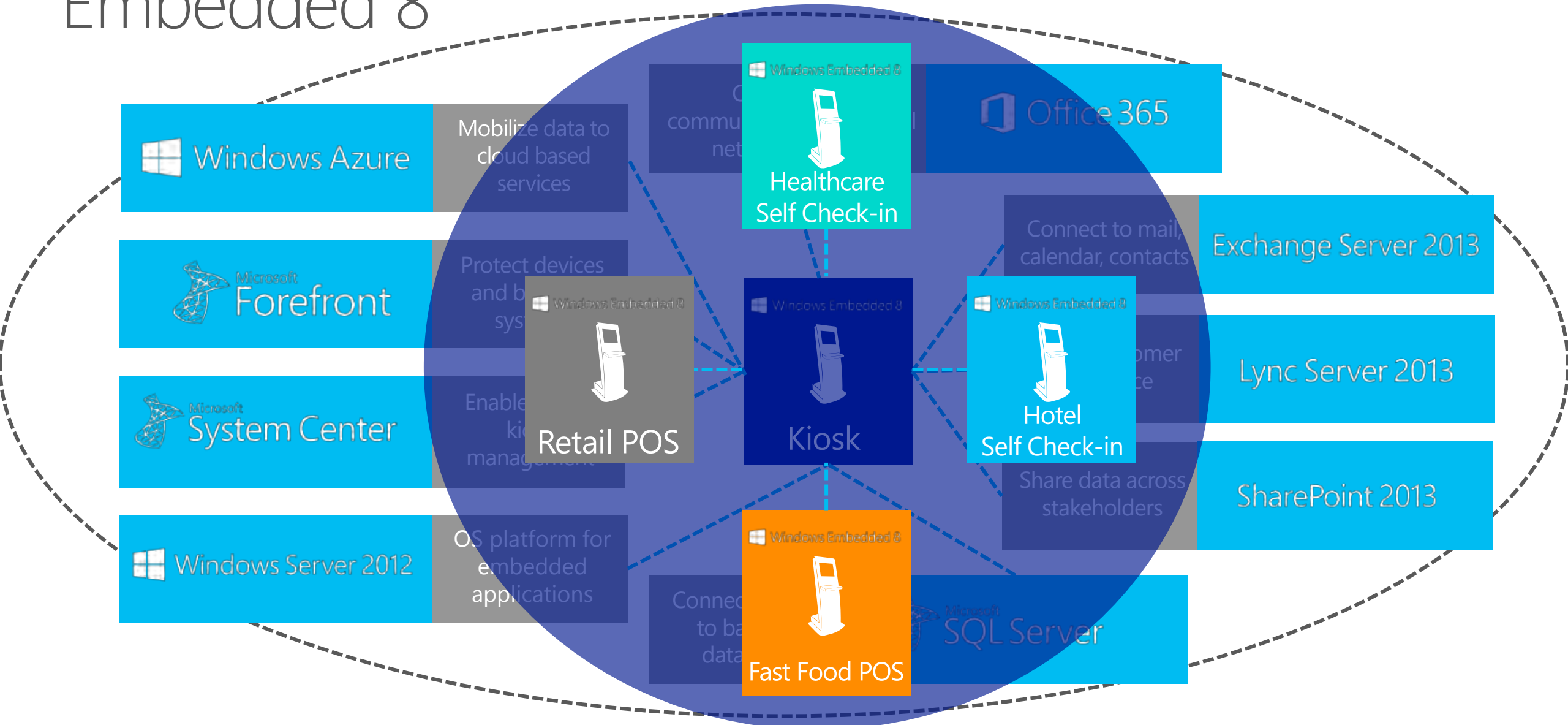
Derive insights by analyzing machine generated data to drive actions



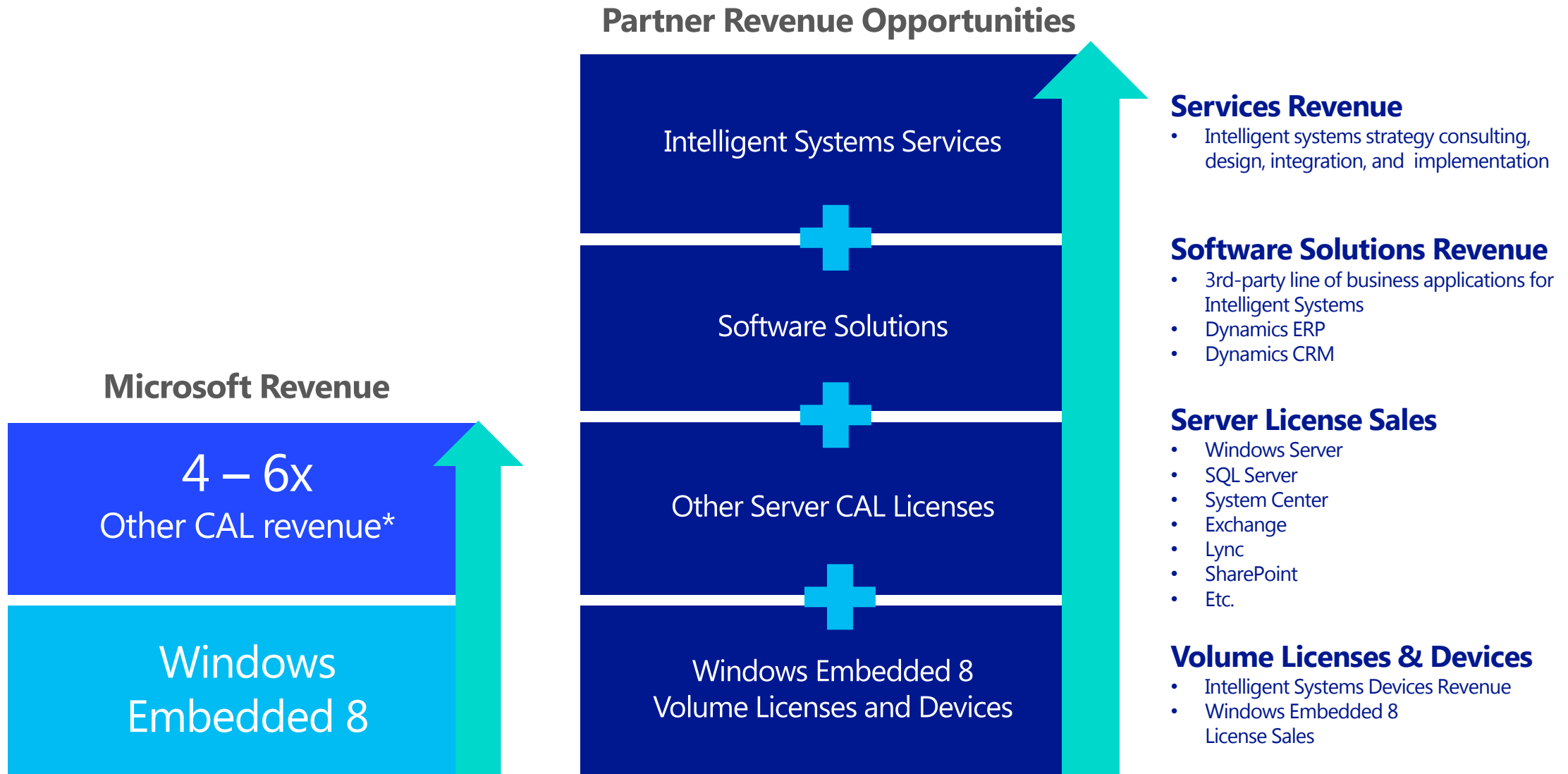
Expanded Partner Opportunities with Windows Embedded 8



Expanded Partner Opportunities with Windows Embedded 8



Expanded Partner Opportunities



* Source: Microsoft internal analysis

Targeted Vertical Scenarios for Partners

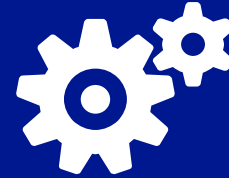
Retail



Health



Manufacturing



Financial



Deeper customer engagement
with specialized industry solutions and services

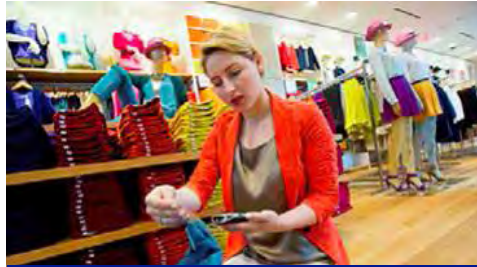
Retail: Partner Opportunities

Customer Solution Scenarios



Connected Customer

- Empower retailers to deliver the personalized and differentiated customer experiences seamlessly
- Enable Intelligent Systems for retailers and put them ahead of the competition



Connected Store

- Help engage shoppers with modern technologies and devices enabling omni-channel retailing
- Re-imagine retail and enable the store of the future: Modern POS and real-time in-store analytics



Connected Enterprise

- Provide one trusted platform for an intelligent connected retail enterprise
- Capture real-time and over-time data to optimize the value chain



Engaged Employee

- Support employees to proactively engage customers with assisted selling
- Empower employees to be competent with products with training on devices

POS



Digital Signage



Thin Client



KIOSK



Partner Opportunity

- Drive intelligent responses with machine generated data by connecting devices to backend systems
- Deliver solutions/services that enables your customers to better interact and engage customers
- Extend data, apps, services from the cloud to device
- Deliver end-to-end Retail Intelligent Systems solutions/services and derive insights from analyzing collected data to drive actions

Health: Partner Opportunities

Customer Solution Scenarios



Patient Care and Service

- Empower to deliver high quality patient care with measurable outcomes
- Enable holistic management of patient care and services based on secure and trusted platform



Secure, Connected, and Compliant

- Provide Intelligent Systems connecting doctors, devices, patients
- Enable connectivity of disparate systems for functionality and security with one trusted platform



Health Information Modernization

- Provide real time secure access to patient's data with high availability and scalability
- Connect embedded devices to cloud services to track, predict, and enhance patient care



Connected Intelligence System

- Enable better, faster decisions via access to information and performance KPIs in real time
- Respond early to developing fault conditions via streaming data analytics

Specialized Medical Devices



KIOSK



Digital Signage



Thin Client



Partner Opportunity

- Drive intelligent responses with machine generated data by connecting devices to backend systems
- Deliver solutions/services that enables your customers to better interact and engage customers
- Extend data, apps, services from the cloud to device
- Deliver end-to-end Health Intelligent Systems solutions/services and derive insights from analyzing collected data to drive actions

Manufacturing: Partner Opportunities

Customer Solution Scenarios



Connected Manufacturing

- Build intelligent machines and integrated engineering & production networks
- Enable innovations in power consumption and management



Continuous Operations

- Provide real-time monitoring and operational visibility anytime on any device
- Develop predictive analytics to avoid equipment failure and machine learning for improved operations



Empowered Workers

- Enhance productivity of mobile workers with rich information access for faster insights, on any device
- Find and connect with experts anywhere through social & real-time communication channels



Business Insight

- Enable better, faster decisions via access to information and performance KPIs in real time
- Respond early to developing fault conditions via streaming data analytics

KIOSK



Industrial PLC



Thin Client



Digital Signage



HMI



Plant Floor Display



Partner Opportunity

- Deliver innovative manufacturing systems through intelligent machines and integrated design, engineering and production processes
- Deliver solutions/services that enables your customers to better interact and engage customers
- Extend data, apps, services from the cloud to device
- Deliver end-to-end Manufacturing Intelligent Systems solutions/services and derive insights from analyzing collected data to drive actions

Financial Services: Partner Opportunities

Customer Solution Scenarios



Connected Customer

- Offer self-service to align branch experience
- Deliver differentiated interactive services with variety of connected devices to serve customer's needs
- Enable personalized banking services



Data Security and Management

- Provide secure electronic payments
- Enable real-time risk management
- Automate management systems to improve branch performance and cut costs



Empowered Workers

- Provide productive financial analysis to customers
- Enhance productivity of branch employees with streamlined processes with connected devices and data



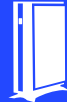
Connected Intelligence System

- Extend business intelligence by collecting critical data from the IT systems
- Provide personalized services with deeper data insight

Interactive
Teller Kiosk



Thin Client



Digital Signage



Customer
Account Access



Multi-touch
Industry Device



Partner Opportunity

- Drive intelligent responses with machine generated data by connecting devices to backend systems
- Deliver solutions/services that enables your customers to better interact and engage customers
- Extend data, apps, services from the cloud to device
- Deliver end-to-end Financial Services Intelligent Systems solutions/services and derive insights from analyzing collected data to drive actions

Customer Success Story

Retail



Solutions

Team with Microsoft® partner Beckhoff to implement a turbine controller powered by Windows® Embedded CE, Microsoft® Visual Studio® and the Microsoft® .NET Compact Framework that connects with onshore enterprise information systems

Benefits

- Hard **real-time measurement** of weather conditions
- **Remote management** of offshore devices
- **One integrated and connected solution** for offshore wind farms and onshore Windows®-based enterprise systems

Health

GE Healthcare



Solutions

Deploy upgraded GE Healthcare CardioLab and Mac-Lab recording systems powered by Windows® Embedded Enterprise, with the ability to seamlessly connect in networked environments with multiple systems, providing technicians with the ability to acquire, display and store data to diagnose and treat cardiac conditions

Benefits

- **Improved accuracy** and **reduced time** in collecting and recording data
- Improved **end-user experience** resulting in increased physician confidence
- **Increased security** through Active Directory® services

Manufacturing

GILETTA

Solutions

Partner with the Microsoft® Innovation Center of Torino and equipment manufacturer Giletta SpA to build an intelligent de-icing solution that continually compares a truck's salt output against the actual need of the road itself, based on Windows® Embedded CE, Windows Azure™, and Galileo satellites

Benefits

- **Easy-to-use** touch screen monitoring system
- Cuts salt consumption by 30%
- LOB application built on Windows Azure™ can either be **hosting on-premises or in the cloud**
- **Increased sales to 1500 trucks annually**

Why Build Intelligent Systems on Windows Embedded 8 and Microsoft Solutions

One Trusted Platform

- Offer common development tools and compatibility reduce time to market
- Provide consistent Windows experience to devices
- Bring the latest innovations on the Windows platform to embedded solutions
- Enable to connects embedded devices to cloud services
- Deliver confidence with proven technology and support from Microsoft: Windows Embedded 15-year product availability and 10 years of support

Fits With Enterprise Customers' Needs

- Provide flexible integration across a diverse set of technologies
- Offer product differentiation and customization for unique business needs of Enterprise customers
- Simplify support and compliance
- Serve huge enterprise customer base with existing product and solutions

Extended End-to-End Opportunities

- Empower partners to easily extend existing solution/service offerings to end-to-end Intelligent Systems (ex) business intelligence to real-time machine data analysis, connected devices with back-end systems and applications
- Provide a comprehensive stack and product portfolios to deliver end-to-end Intelligent Systems solutions & services including:
 - Devices + Backend Systems + Analytics
 - Cloud, Big Data and Social capabilities
 - Servers, LOB applications, etc.

Partner Programs & Support

- Deliver comprehensive marketing and sales tools that empower partners to reach new customers and differentiate their offers
- Provide end-to-end trainings that enable partners to build complete industry solutions
- Facilitate partner-to-partner opportunities through Microsoft's global partner program
- Provide structured Microsoft partner competencies that allow partners to
 - Plan more effectively to enable their business
 - Create greater demand
 - Retain their customers

Transactional Partner Opportunity

Windows Embedded 8: New Volume Licensing

Why Volume Licensing for Enterprise Customers

Upgrade software on existing hardware

Single image across devices

Access to enterprise specific bits to enhance IT management

Consolidation of relationship with Microsoft

Partner Opportunity: Sell Windows Embedded 8 Volume License to Customers

Help customers to upgrade without purchasing new hardware

Enable enterprises to standardize their end-user experiences across devices

Enable additional embedded enterprise features available directly to the enterprises

Offer greater flexibility to customers in purchasing the Windows Embedded licenses

Transactional Partner Revenue Opportunity

Up-Sell Volume License



- Sell Windows Embedded 8 Volume Licensing offerings and deliver solutions with Enterprise capabilities
 - Windows Embedded 8 Standard Enterprise kit
 - Windows Embedded 8 Industry Pro
 - Windows Embedded 8 Industry Pro Sideload
 - Windows Embedded 8 Industry Enterprise
 - Software Assurance for Windows Embedded 8

Cross-Sell



- Cross-Sell Server Technology: Windows Server, System Center, SQL Server, Windows Azure, Lync
- LOB and Business Analytics: SQL Server, SharePoint, Dynamics, Office, Excel

Upgrade



- Upgrade to Windows Embedded 8
 - Prior version Windows Embedded to Windows Embedded 8
 - POSReady 7 to Windows Embedded 8 Industry
 - ProPOSReady 2009 to Windows Embedded 8 Industry Pro
 - Prior versions of Windows Embedded
 - Windows XP Professional for Embedded Systems (end of life)

Up-sell: Windows Embedded 8 Volume Licensing

Step1: Customers purchase OEM devices

OEM

Windows Embedded 8
Standard

Windows Embedded 8
Standard

Windows Embedded 8
Industry

Windows Embedded 8
Industry Pro

Windows Embedded 8
Industry Pro Retail

Step2: Enable enterprise features through Volume Licensing

Enterprise

Windows Embedded 8
Standard Enterprise kit *

Enables enterprise features that are disabled in the OEM Windows Embedded 8 Standard edition software

Windows Embedded 8
Industry Pro

Licenses device with a Qualifying Operating System already installed to upgrade to Windows Embedded 8 Industry Pro

Windows Embedded 8
Industry Pro
Sideload

Enables Enterprise Sideload for Windows 8 Apps on devices that are licensed for Windows Embedded 8 Industry Pro

Windows Embedded 8
Industry Enterprise

Includes all the capabilities of Windows Embedded 8 Industry Pro, plus premium features for Enterprise. Available only through Software Assurance.

★:Available through Volume Licensing

Adds Software Assurance to new devices purchased with Windows Embedded 8 Industry Pro preinstalled by the OEM

Note: Customers can acquire Software Assurance only within 90 days of the purchase date of the device.

Partner Cross-Sell Opportunities

WE8 Volume Licenses and Devices



Backend Systems



Analytics / Customer Relationships

Sell Volume Licenses

- Up-sell Windows Embedded 8 VL and activate enterprise capabilities

Sell WE8 Intelligent Systems Devices

- POS (Point-of-Sale/Point-of-Service)
- Kiosks
- Digital Signage
- Thin Client
- Specialized medical devices
- Specialized manufacturing devices
- and more

Servers

- Windows Server, System Center, and Azure technologies and licenses that augment and optimize Windows Embedded 8 capabilities

LOB Applications

- Offer LOB applications with SQL Server augmenting and optimizing Windows Embedded 8 capabilities

Big Data / Business Analytics

- Sell big data and BI solutions and licenses to help customers make sense of massive amounts of data and provide real time actionable insights: SQL Server

Social / CRM / Collaboration

- Sell social/CRM/Collaborations solutions and licenses: Microsoft SharePoint, Dynamics, Lync, Yammer, etc.

End-to-end integrated opportunities that can be applied to multiple industries

Upgrade Opportunities

Windows Embedded OS Qualified for Upgrade

- Windows Embedded for Point of Service (WEPOS)
- Windows Embedded POSReady 2009 and POSReady 7
- Windows XP Professional for Embedded Systems
- Excel
- Windows Vista Business for Embedded Systems & Windows Vista Ultimate for Embedded Systems
- Windows 2000 Professional for Embedded Systems
- Windows NT Embedded for Embedded Systems
- Windows 7 Professional for Embedded Systems
- Windows 7 Ultimate for Embedded Systems
- Windows XP Embedded
- Windows Embedded Standard 7, 2009 and Windows Embedded 8 Standard

Help customers
upgrade to
Windows Embedded
8 Industry **without**
purchasing new
devices



Windows Embedded 8

Connected



Targeted



Rich
Experience



Invest for
the Future



Intelligent
System Ready



Secure



Enterprise Grade Features

OEM Partner Opportunity

What's New with Windows Embedded 8

Bring the power and capabilities of Windows 8 to specialized devices

Windows Embedded 8
Standard

Windows Embedded 8
Pro

Windows Embedded 8
Industry Pro



Windows Embedded 8

Connected



Targeted



Rich
Experience



Invest for
the Future



Intelligent
System Ready



Secure



Windows

Why Windows Embedded 8 for OEM Partners



Connected

Provide hours of power to go where your users go while keeping them connected to the resources they need



Customizable

Deliver a targeted experience and consistent configuration to meet your line of business needs

Rich LOB Experience

Delight your users with smooth, responsive, immersive experiences, while preserving key investments in existing technology



Invest for the Future

Utilize exciting state-of-the-art technology from a partner that is committed to your success

Intelligent System Ready

Capitalize on existing enterprise investments as you build out powerful enterprise-class solution



Secure

Employ latest Windows and extended embedded features to secure industry devices for their unique requirements



Windows

With Windows 8 Embedded Systems you can utilize a standards-ready platform to develop and deploy your system quickly and easily.

Volume Licensing with Windows Embedded 8

Main motion remains through OEM

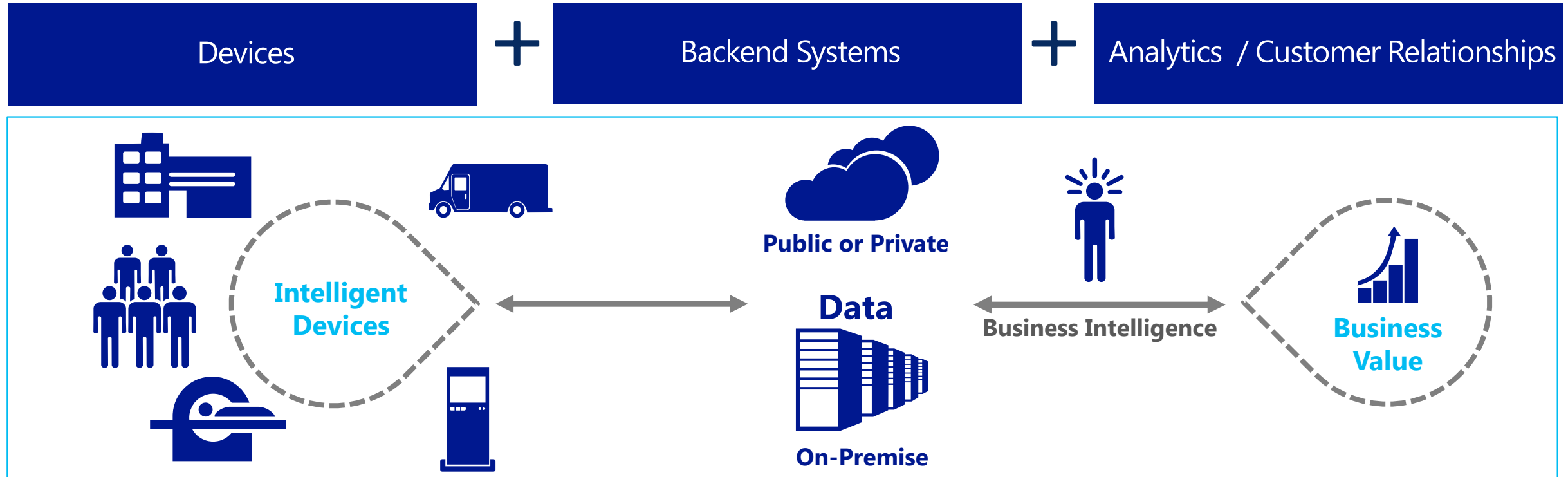
- New device purchases
- For device upgrades
- OEMs and partners can continue to provide support (unless customer re-images)

Volume Licensing channel scenarios

- After initial purchase from OEM: SA can be added within 90 days
- Enterprise interested in software upgrade only
- Customers want to create and manage a single image across different OEM devices
- Customers need enterprise-specific features that can only be enabled through Volume Licensing

OEMs and channel partners can continue to provide additional device support for enterprises

End-to-End Solutions with Windows Embedded 8



Augment your device distribution channels to Enterprise

Enrich your Intelligent Systems solutions by partnering with solutions and services partners

Extend your solutions and services delivery channels leveraging the Microsoft Partner Ecosystem

Opportunities for Device Partners

Build differentiated Intelligent System devices and unlock business insights with Windows Embedded 8



Build differentiated
Intelligent System devices

Augment your solutions and
services to end-to-end
Intelligent Systems

Extend revenue stream by
leveraging Microsoft
partner ecosystem

Next Steps

Capitalize On Your Opportunity with Windows Embedded 8

Services & Solutions Partners



- Extend existing data, apps, services from the cloud to device
- Connect devices and data with back-end systems
- Derive insights from analyzing collected data to drive actions

Transactional Partners



- Up-sell Windows Embedded 8 Volume Licensing offerings
- Cross-Sell Server Technology: Windows Server, System Center, SQL Server, Windows Azure, Lync
- Cross-sell LOB and Business Analytics: SQL Server, SharePoint, Dynamics, Office, Excel
- Drive upgrade from qualified operating systems to Windows Embedded 8

Device Partners



- Build intelligent system ready devices
- Connect with back-end and business intelligence apps and services by augmenting your distribution and service delivery channels

How to Get Started

Develop Your Practice



Leverage Microsoft's training resources

MPN PLC, TechNet, GearUp, Partner Academy Live

Attract and Sell



Showcase your Intelligent Systems offering

Case studies, co-marketing activities and industry events

Network and Collaborate



Investigate opportunities to partner with other partners

Leverage Microsoft PinPoint, community forums, and Device Catalogue

Key Resources

1

PLAN

- [Microsoft.com Windows Embedded Site](#)
- [Windows Embedded on Microsoft Partner Network](#)
- [Windows Embedded 8 Families](#)
- [Windows Embedded 8 Intro](#) (Microsite)

2

ENABLE

- [Windows Embedded Technical References](#)
- [Industry Solutions](#)
- [Windows Embedded Partner Support](#)
- [Windows Embedded blog](#)
- Windows Embedded 8 Training – *available soon on Microsoft [Partner Learning Center](#)*

3

CREATE DEMAND

- Microsoft Pinpoint
- Device catalog
- [Windows Embedded Partner page](#)
- Local Marketing Campaigns
- Windows Embedded 8 Marketing Materials – *available soon on Microsoft [Partner Marketing Center](#)*

4

SELL

- [Volume Licensing \(VL\) & Software Assurance \(SA\)](#)

Appendix

Windows Embedded 8 Standard

Modular version of Windows 8 enhanced to meet the needs of Intelligent Systems

OEM Enabled Features

Single feature rich SKU to meet needs of industry specific devices

- Key Windows 8 Pro functionality plus Embedded specific technologies
- Volume licensing enabled features are dormant in OEM image

Volume Licensing Enabled Features

- Features are dormant in each device image provided by OEM
- End Users must activate features through additional License with Microsoft

Multi Touch

Multi-User Interface

Trusted Boot

BitLocker

Modular OS

Write/Gesture/Keyboard Filters

Windows 8 & Desktop Apps

Internet Explorer 10

Connected Standby

Easy Enterprise Integration

App Launcher

Custom Branding

BranchCache

AppLocker

DirectAccess

Sideload

Windows Embedded 8 Industry Pro

Windows Embedded 8 Industry offers fixed Windows 8 image with embedded features for industry specific devices

OEM Enabled Features

Single fixed image with lockdown features for industry devices across a range of different vertical markets

- Feature set includes Windows 8 Pro features plus Embedded enhancements
- Features consistent for Industry Pro and Industry Pro Retail SKUs

Multi Touch

Multi-User Interface

Trusted Boot

BitLocker

App Launcher

.POS for .NET

Windows 8 & Desktop Apps

Internet Explorer 10

Connected Standby

Easy Enterprise Integration

Fixed Image

Write/Gesture/Keyboard Filters

Volume Licensing Enabled Features

Provides end user greater flexibility and consistency on app experience

- Customers can enable Sideloads through additional Microsoft License

Sideloads

Note: Windows Embedded 8 Industry Pro Retail is also available through OEMs specifically for point-of-service (POS) devices used in retail

Windows Embedded 8 Industry Enterprise (SA Only)

Windows Embedded 8 Industry offers a single fixed image with lockdown features for industry specific devices across a range of vertical markets

Enterprise-Specific Edition

Fixed Image Configuration for end users who want to reimage their devices

- Feature set includes Windows 8 Enterprise features plus Embedded enhancements
- Available only through Volume Licensing*

*Not available through OEM Channel

Multi Touch	Windows 8 & Desktop Apps
Multi-User Interface	Internet Explorer 10
Trusted Boot	Connected Standby
Bitlocker	Easy Enterprise Integration
App Launcher	Fixed Image
.POS for .NET	Write/Gesture/Keyboard Filters
Branch Cache	App Locker
Direct Access	Side Loading

Industry
Pro
Features

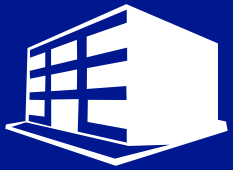
Included
Key
Enterprise
Features

Enterprise Features in Windows Embedded 8



DirectAccess

Allows remote users to seamlessly access resources inside a corporate network without having to launch a separate VPN



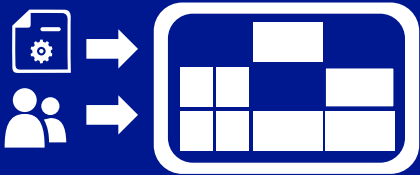
BranchCache

Allows users' devices to cache files, websites, and other content from central servers, so content is not repeatedly downloaded across the wide area network (WAN).



AppLocker

Enables IT to specify what software is allowed to run on a user's device through centrally managed but flexible Group Policies.



Enterprise Sideloading

Deploy custom Windows 8 apps directly to corporate devices without using the Windows Store.

Windows Embedded 8 OEM

Edition Features

Windows Embedded 8 Standard	Windows Embedded 8 Industry Pro	Windows Embedded 8 Pro
<div>Rich Experience</div> <div>START SCREEN</div> <div>MULTITOUCH</div> <div>IE10, WINDOWS MEDIA PLAYER, WINDOWS 8 APPS</div> <div>MULTI-USER INTERFACE (MUI)</div> <div>DESKTOP APPS</div>	<div>Rich Experience</div> <div>MULTITOUCH</div> <div>IE10, WINDOWS MEDIA PLAYER, WINDOWS 8 APPS</div> <div>MULTI-USER INTERFACE (MUI)</div> <div>DESKTOP APPS</div>	<div>Rich Experience</div> <div>MULTITOUCH</div> <div>IE10, WINDOWS MEDIA PLAYER, WINDOWS 8 APPS</div> <div>MULTI-USER INTERFACE (MUI)</div> <div>DESKTOP APPS</div>
<div>Connectivity</div> <div>CONNECTED STANDBY</div> <div>MOBILE BROADBAND</div> <div>USB 3.0</div> <div>WI-FI</div>	<div>Connectivity</div> <div>CONNECTED STANDBY</div> <div>MOBILE BROADBAND</div> <div>USB 3.0</div> <div>WI-FI</div>	<div>Connectivity</div> <div>CONNECTED STANDBY</div> <div>MOBILE BROADBAND</div> <div>USB 3.0</div> <div>WI-FI</div>
<div>Security</div> <div>ANTI MALWARE</div> <div>BITLOCKER</div> <div>TRUSTED BOOT</div> <div>VPN CLIENT</div>	<div>Security</div> <div>ANTI MALWARE</div> <div>BITLOCKER</div> <div>TRUSTED BOOT</div> <div>VPN CLIENT</div>	<div>Security</div> <div>ANTI MALWARE</div> <div>BITLOCKER</div> <div>TRUSTED BOOT</div> <div>VPN CLIENT</div>
<div>Intelligent Systems Ready</div> <div>GROUP POLICY</div> <div>DOMAIN JOIN</div> <div>REMOTE ACCESS (RDP)</div> <div>MANAGEMENT SUPPORT</div>	<div>Intelligent Systems Ready</div> <div>GROUP POLICY</div> <div>DOMAIN JOIN</div> <div>REMOTE ACCESS (RDP)</div> <div>MANAGEMENT SUPPORT</div>	<div>Intelligent Systems Ready</div> <div>GROUP POLICY</div> <div>DOMAIN JOIN</div> <div>REMOTE ACCESS (RDP)</div> <div>MANAGEMENT SUPPORT</div>
<div>Image Configuration</div> <div>FULL WINDOWS COMPATIBILITY</div> <div>FIXED IMAGE</div> <div>MODULAR OS</div>	<div>Image Configuration</div> <div>FIXED IMAGE</div> <div>MODULAR OS</div>	<div>Image Configuration</div> <div>FIXED IMAGE</div> <div>MODULAR OS</div>
<div>Targeted</div> <div>WRITE FILTERS</div> <div>GESTURE FILTER</div> <div>KEYBOARD FILTER</div> <div>APP LAUNCHER</div> <div>CUSTOM BRANDING</div> <div>RETAIL PERIPHERAL SUPPORT</div>	<div>Targeted</div> <div>WRITE FILTERS</div> <div>GESTURE FILTER</div> <div>KEYBOARD FILTER</div> <div>APP LAUNCHER</div> <div>CUSTOM BRANDING</div> <div>RETAIL PERIPHERAL SUPPORT</div>	<div>Targeted</div> <div>WRITE FILTERS</div> <div>GESTURE FILTER</div> <div>KEYBOARD FILTER</div> <div>APP LAUNCHER</div> <div>CUSTOM BRANDING</div> <div>RETAIL PERIPHERAL SUPPORT</div>