Microsoft Surface

Get AI ready with Surface

Modern devices are a key to success in the AI era

Modern work is here, and AI is quickly becoming a foundational part of it—from an individual's own productivity to an organization's ability to find efficiencies at scale. Modern devices help organizations meet the needs of today's workforce by delivering the capabilities needed now and providing the foundation for investment in advancements coming tomorrow. Microsoft is committed to building AI that amplifies human ingenuity, delivers transformational experiences, and safeguards business and data.

Microsoft Surface is the modern device platform built to deliver on that innovation. By bringing software and hardware together—from device to cloud—Surface devices with AI[1], such as the Surface Pro 9 with 5G and Surface Laptop Studio 2, create an end-to-end AI experience that supports employees, IT, and business.

With Surface devices, businesses are ready to meet today's needs and support transformations on the horizon.

Employees

Surface devices help improve collaboration and productivity across teams no matter how employees prefer to work. Modern technology, including AI, helps employees simplify their workdays and get more value-added work done. Enhance interpersonal communications and videoconferencing with Windows Studio Effects.[2]

IT

Surface devices help IT maintain privacy and control over their data and streamline security tasks. IT teams can locally process information that takes advantage of chip-to-cloud security and maintains data privacy and control.

Business

Successful businesses always look to the future, laying the foundation for what comes next in a time of rapid innovation. Businesses who invest in Surface as their modern device platform will be ready to take advantage of advancements to come as Microsoft continues to develop new capabilities.

1. Currently available on select Surface devices Windows Studio Effects for videoconferencing is available on Surface Pro 9 with 5G and Surface Laptop Studio 2

People and businesses want to use AI to help them get their work done.

70%

of surveyed employees are willing to delegate some of their work to AI.[2]

74%

of surveyed data and analytics decision-makers are already building AI technologies.[3]

Designing for the future

Microsoft has a long-established history as a leader in AI.

Oct 2019
Surface introduces "eye gaze" technology for more personal video conferencing.

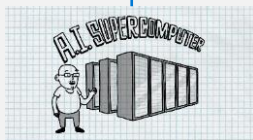### Nov 2021
Microsoft introduces Azure OpenAI service.

Jun 2022
GitHub Copilot is made available to all developers.

May 2023
Microsoft announces Copilot in Windows.

May 2020
Microsoft announces new supercomputer, lays out vision for future AI work.

Mar 2022
Surface introduces AI-powered smart camera for team meetings.

Oct 2022
Surface Pro 9 with 5G is released with NPU-powered Windows Studio Effects.

Sep 2023
Expanded Windows Studio Effects are introduced to Surface Laptop Studio 2.

2. Microsoft 2023 Work Trends Index Report
3. Forrester: Predictions 2023: Artificial Intelligence, October 27, 2022, Rowan Curran, Diego Lo Giudice, et al