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Surface for Business:

Designed by Microsoft.

Built for business.

Inspired by the way you work.

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AI has **already arrived**

AI adoption is no longer an emerging trend. Data and analytics decision-makers are already building AI technologies and 74% are seeing a positive impact in their organizations.[1]

It's no longer about whether to adopt AI—It's about *preparing* for its impact

"(AI is) deeply relevant to how work gets done. Leaders see a long tail of potential benefits from AI, nearly half of which accrue to internal processes for how work gets done or to the workforce itself."[2]

"(Using AI,) Dow reduced its **two- to three- month-long** product development process for polyurethane formulations **by 200,000x**, reducing the discovery phase to just 30 seconds."[2]

"(AI is) …being dragged into the enterprise by employees. Enter BYOAI…. employees have the best of intentions—to work more productively and effectively. Their interest forces you to consider **deploying these tools quickly** but with both governance and active engagement from employees."[2]

1. Forrester: Predictions 2023: Artificial Intelligence, October 27, 2022, Rowan Curran, Diego Lo Giudice, et al
2. Forrester: The Artificial Intelligence Pathway To The Future Of Work, June 23, 2023, J. P. Gownder et al

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AI is more than cloud computing

AI analytics and modeling require vast amounts of data, which are best suited for cloud, but performing some workloads at the device level can deliver more efficient processing, or *inferencing,* by being offloaded to the device. Efficiencies could be applied to:

- **Visual inferencing:** AI applied directly to the camera feed
- **Audio inferencing:** AI applied to audio inputs
- **Live transcription:** AI applied to language processing

Modern devices are being engineered with specialized processors to support executing those models – and others - locally, in real time.

AI shines on the endpoint in a couple ways:

- **Hardware-accelerated AI**
  AI workloads like Windows Studio Effects are processed through specialized processors like the NPU (Neural Processing Unit) for better performance
- **Cloud-delivered AI**
  AI workloads are processed in the cloud but utilize device features like touchscreens for enhanced experiences

AI is the capability of a computer program or a machine to **think, learn, and take actions** without being explicitly encoded with commands.

AI on device

Impacts end-user experiences like Windows Studio Effects or enhances device performance by executing AI models, locally, on real-world data

AI on cloud

Delivers scale advantages for data mining, analytics, and complex problem-solving for large, abstract data sets

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Get AI-ready with Microsoft

Surface brings software and hardware together—from device to cloud—to build an end-to-end AI experience that supports employees, IT, and business.

Surface lets you engage with AI in a way that's most effortless to you.

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Microsoft's AI history: Designing for the future

Oct 2017

Battery Protection Mode (BPM) - Battery health managed by ML/AI .

Nov 2016

OpenAI chooses Microsoft Azure to run AI workloads.

May 2020

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

Oct 2019

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

Mar 2022

Surface introduces AI-powered smart camera for team meetings.

Nov 2021

Microsoft introduces Azure OpenAI service to the world.

Oct 2022

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

Jun 2022

GitHub Copilot is generally available to all developers.

Jun 2023

Microsoft releases Windows Dev Kit 2023 with NPU-powered AI computing capacity.

May 2023

Copilot in Windows is announced.

March 2024

Surface for Business AI PCS announced

Sept 2023

Expanded Windows Studio Effects are introduced to Surface Laptop Studio.

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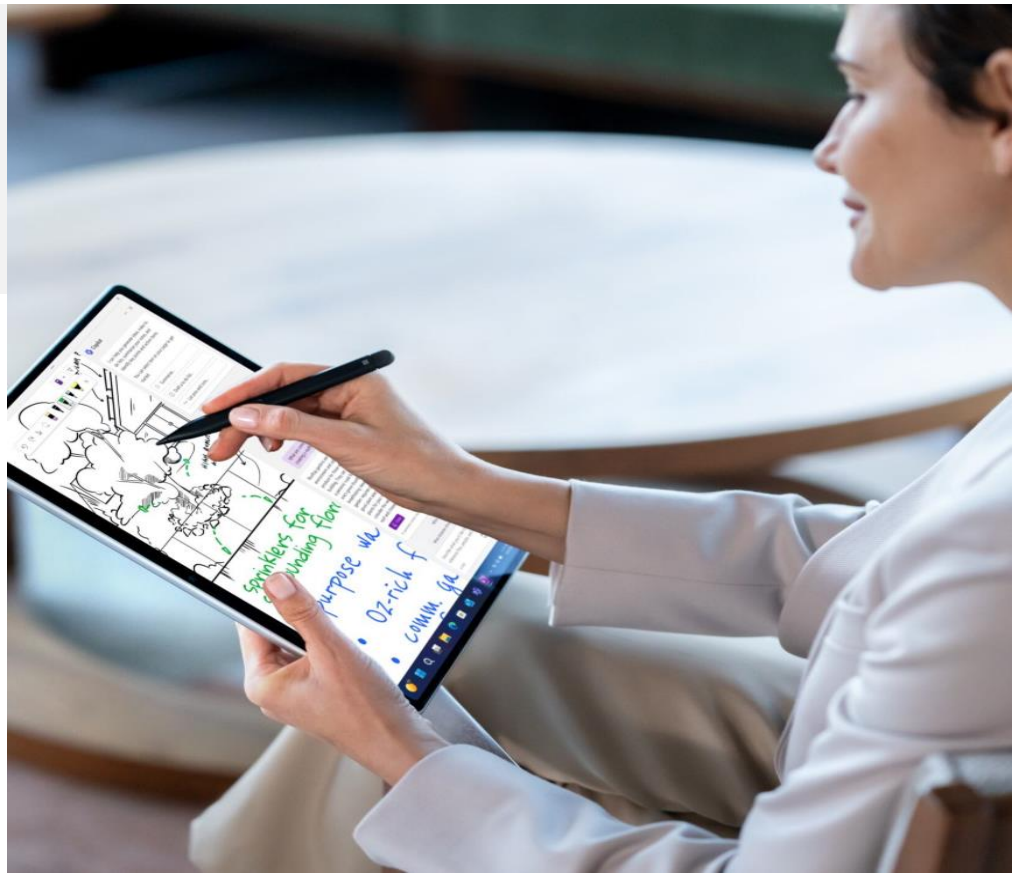
Enhance your productivity and creativity today with Microsoft Copilot and Surface

Microsoft Copilot

Copilot in Windows with commercial data protection[1] and Microsoft Copilot for Microsoft 365[2] are intelligent assistants that help you get answers and inspiration from across the web, supports creativity and collaboration, and help you focus on the task at hand.



Copilot with Surface

- Surface lets you engage with Copilot in ways that are natural and intuitive through keyboard[3], pen, touch, and voice
- Copilot and Surface provide world-class security for your data and content, from chip to cloud
- Copilot in Windows 11 and Microsoft 365 has been tested with and built using Surface devices to ensure you get the best possible experience

[1]Copilot in Windows: Copilot in Windows is rolling out gradually in preview within the latest update to Windows 11 in select global markets. To use Copilot with commercial data protection, see https://www.microsoft.com/bing/chat/enterprise/?form=MA13FV
[2]Microsoft Copilot for Microsoft 365: Microsoft Copilot for Microsoft 365 requires a qualifying volume license or subscription. See more https://www.microsoft.com/microsoft-365/enterprise/copilot-for-microsoft-365
[3]When Copilot for Windows is not available or enabled on the device, pressing the Copilot key will launch Windows Search. see aka.ms/WindowsAIFeatures

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What is an AI PC?

A PC with new NPU silicon that brings new AI experiences in productivity, creativity, and security through a combination of the CPU, GPU, and the new NPU.

intel CORE ULTRA

[1]Copilot in Windows 11 is rolling out gradually in preview within the latest update to Windows 11 in select global markets. Timing of availability varies by device and market. Learn More.
Copilot with commercial data protection is available at no additional cost for users with an Entra ID with eligible Microsoft 365 licenses. Learn More.
[2]When Copilot for Windows is not available or enabled on the device, pressing the Copilot key will launch Windows Search. see aka.ms/WindowsAIFeatures

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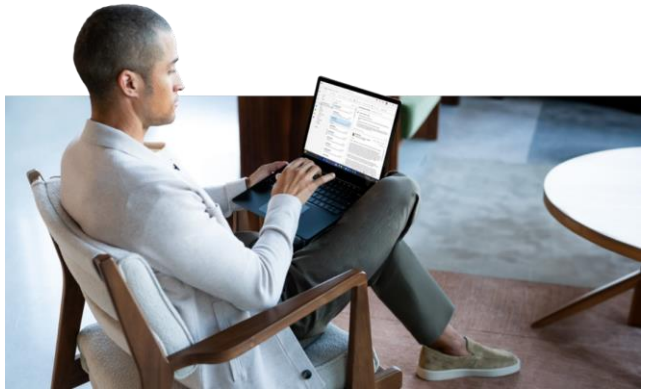
Surface and the AI benefit



Employees

Surface Pro 10, Surface Laptop 6, Surface Pro 9 with 5G and Surface Laptop Studio 2 enhance communication with Windows Studio Effects for videoconferencing enabling better collaboration. Versatile input options provide diverse ways of interacting with Microsoft Copilot* boosts productivity while keeping employees in their flow.

IT

Information processed through AI takes advantage of chip-to-cloud security, enabling organizations to maintain privacy and control of their data. Surface provides a platform for organizations to get AI-ready by adopting modern management and security practices.

Business

Improve employee experiences now and be ready to take advantage of innovations to come. Microsoft's approach to Surface and AI ensures a commitment to performance and security.

*Feature availability and rollout timing varies by market and device. Copilot for Microsoft 365 requires a qualifying volume license or subscription

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Get started on your AI Journey with Surface

Learn more

Request demos

Schedule a workshop