Ask the Experts

MICROSOFT SURFACE A.I. PCs BUILT FOR BUSINESS, POWERED BY INTEL® CORE™ ULTRA PROCESSORS

TRANSCRIPT

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My name is Kenneth Perry. I'm the Microsoft Surface Master Trainer for the Americas and I'm really happy to be here with you today. My mission is to practice love and empowerment of people while creating a mindset of action and growth. My value system is to plant the seeds of love, respect, and communication. With that being said, I'll hand it over to Mr. Kenny there and he can provide you with an introduction.

Yeah, absolutely appreciate that, Kenneth. My name is Kenny Toomey. I am the Surface Business Development Specialist here at Connection. We're going to spend some time for you guys today to talk about some great new devices from Intel and give you some great live demos. We have some great questions that you guys provided—and we'll make sure that we do some Q&A at the end here. So you know, I'm excited to get into the Core Ultra processors today and all the great things Intel has done for our new devices here. Today we're going to talk about Surface Pro 10, Surface Laptop 6, and all the great things that Intel has to offer. Ken, I know there's been a lot of confusion out there on "What is an AI PC?" So, if you could give the folks just a little bit of insight as to what Microsoft defines as an AI PC, and then we can go ahead and get into all the great content we have provided here.

All right, yeah, definitely. And thanks for the question! AI PC concept refers to computers that are enhanced with artificial intelligence and capabilities, right? And so allowing them to perform tasks that has typically required human intelligence and these tasks include understanding the natural language and recognizing patterns and making decisions and with AI PCs, they're equipped with that hardware and software designed to accelerate AI applications and then provide users with the intelligent or more intelligent efficient computing experience. When you look at the Surface Laptop 6 and the Surface Pro 10, they offer those AI capabilities for one.

They have a Copilot key, right? And I'll show you that shortly. With the Copilot key, you can just instantly get into Copilot quickly. Also, they have the Intel Ultra Core processors, right? That's built into the devices themselves. Those devices are designed with AI in mind, feature that latest Core Ultra processor that's dedicated to NPU units, an NPU processor that's there for enhanced AI capabilities.

And then the third thing is it runs Windows 11 Pro, which Copilot is also integrated into the Windows 11 Pro operating system. So to answer your question, that's an AI PC. And when you think about Surface, it's designed by Microsoft, it's built for business, but it's also inspired by the way teams work. The modern workplace happens with Surface for business.

So what I'm going to do is switch and take a look at our first device here, which is the Surface Pro 6. With the Surface Pro 6, we talked about it being designed for business. It's lightweight, it's portable. It has Windows Hello capabilities, so it has cameras where I can actually look into the camera and it can unlock the device itself.

I think you meant to say Pro 10, Kenny. This is the new Surface Pro 10.

What did I say?

Yeah, S6.

Surface Laptop, so the Surface Pro 6, I mean Surface Pro 10. So Surface Pro 10 has an Ultra Core processor, right? It has the PixelSense display with the anti-reflective screen. And so you can see there's no reflection there.

This device is strictly built for business to ensure that no matter where you locate it, you can use this device, right? It has the integrated kickstand or the type cover. And so you have the type cover that's located right there, allows you to get to work easily. Integrated kickstand, you can position the device down to 165 degrees and then also a 15 degree writing angle. You can also, when you look at the integrated kickstand, look at the back of the device here and I can just change this feed right here. You have the removable SSD door right here so you can remove that SSD. These are the most repairable devices in the industry right now. So it's easy to gain access to that for data retention for those businesses who require that. Another cool feature with this device is the Copilot key that I talked about. And so when I click on that Copilot key, it instantly deploys Copilot right there for you, no problem at all. So you can click on that button and there is Copilot. And so with that, let me go ahead and connect this device. All right, cool. So click on the Copilot key, just refresh that. All right, so you have the precision type cover. That's located, the touchpad is located right here.

You have a Surface connect port, and then you also have two Thunderbolt 4 ports to connect to two 4K monitors at 60Hz. So this device right here is going to allow you to do a lot of cool things and be productive. And like I said, it has that Intel Core processor. When you're using this device with Copilot and instantly activating it, you can use Copilot in different ways, right? So when I click on this button here, click on that button and I want to ask it a question, I can speak into the device and ask it a question, no problem at all. And so I can say, let's jump into the device.

I can ask it a question and say, hey, Copilot, please provide me with a summary of Surface Pro 10 with 5G.

What's that?

If you're showing a device, your screen is currently black.

There you go.

And so I can ask the question and it will come up with the answer for me. Also with this device, because it has that built-in NPU, you can open up the camera and it has a quad -core HD camera, I mean a quad HD camera with 114-degree field of view. So when I'm standing here, I can actually put four people, or I have four people next to me in a meeting and we can jump on a Teams call...an ad hoc Teams call and all be seen and heard on this particular device. Now this device right here has that built in NPU with Windows Studio effects. And with that, what happens is you have features that allow you to be able to be seen and be heard when you're in a meeting or when you're on this particular device. Now the Surface

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Pro Laptop 10, I mean the Surface Laptop 6 and the Surface Pro 10 both have this feature, with the auto framing and the Windows Studio effects. So when I move around, it's going to ensure that I'm being seen in this particular situation here. We also have features like eye contact blur. And all this is taking place on the device and is powered by the NPU. So you don't need access to the Internet in order to use this particular feature. So I can turn the auto framing on, I can turn it off.

I have the eye contact feature, watch my eyes. When I'm looking into the camera, I can turn eye contact feature on and it appears that I'm looking into the camera, even though that I'm actually looking at myself in the camera, right? And so if I turn that feature off, my eyes instantly drop down. That's kind of freaky there, where it drops up when I'm looking into the camera. Another cool thing is background effects. I know a lot of us are in Teams calls all the time, right? Or whatever platform that you use and they have this feature called Background Blur that takes up a lot of resources on the device, right? So when you use that in the cloud, you have a feature that's built onto the hardware itself using the Ultra Core processor that allows you to offload these type of features onto the device itself, right? And so that saves a lot of resources on your CPU. So you have standard blur.

You also have portrait blur too that offers you that light blur. So just to give you an idea of what that looks like, when we talk about the, the NPU, on the Intel Core processors, you also have an Intel, I mean, AI accelerator boost that's located on here as well. And so when you look at the CPU, with percentages located and the GPU, but here's the NPU right here. So I'm going to split the screen just so you can see what's going on at the same time.

As I am navigating throughout the Windows Studio effects and using this AI technology that's built on the devices, also what I'm going to do, and I'm going to try this out here and see if that works for me, is I'm going to add another AI feature, which is live caption. It's going to capture my voice and it's getting it ready for me right now. You can see there is a jump in the NPU once I activate live caption. What I'm going to do is change the preference to include microphone audio. And then just waiting for it to do its thing there. So as I'm talking, you can see that the NPU is at 26%, 27% or so. And if I want to change the, if I want to change the, let's see, not responding, let's close that.

Well, I saw when you were doing that too, you even had the option to filter profanity. That's great.

Go ahead.

No, I was just saying, yeah, that's crazy. I have not seen that. So that's impressive that you have the ability to filter out profanity for anything. You know, if kids are listening and anything like that, depending on the audience.

Exactly. So with this NPU, I have the features turned off right now. NPU drops down to 14% by turning auto framing on, eye contact back on, and then background blur, and then that GPU, the NPU is going to jump up to 26% or so. So that's pretty cool that it happens that way. So I can, let's go try to go back to accessories and accessibility. Okay, cool. Let's turn that back on. And that's why it's working in the background here.

All right, so another cool feature here is you have the ability, you have the speakers and the microphones on this particular device. And with the microphones, they're crystal clear, right? You have the dual studio microphones. I'm not sure if you know this or not, but Microsoft has the quietest room in the world. And we test our audio devices here. So same thing with our microphones and our speakers. And so it's all attention about design. But when I'm speaking into this device, I can

select dictation and I can walk away from the device and continue to talk. I'm just going to open this up here so you can see what's going on here. All right. So I can talk into the device with dictation.

Hello, my name is Kenneth Perry, the Microsoft Surface Master Training for America. So what I'm going to do is going to walk out this room here right so you can just see the power of the microphones and it was still continue to dictate what I'm saying here. Now this device is not connected to my microphone. What you're hearing is me speaking, but when you look at what's going on in the screen, I'm continuing to talk and is continuing to capture what I'm saying. And you know that's important when, you know, when someone doesn't have the ability to type, right? And so this is definitely an accessibility feature here that allows people to be just as productive. Now I'm standing in my kitchen right now and I'm talking and I'm sure the device is actually capturing what I'm saying. Now that's important there because, you know, there's just a lot of times where, you know, one in 10 of us have a disability and everyone has been disabled at some point, whether they had to feed a child or they broke their hand, whatever the case may be. This is a powerful feature right here that shows the power of our microphones and ensuring people are being seen and being heard with our cameras and microphones. Another feature that I would like to showcase here is inking capabilities on this device.

And so with Surface devices, you have inking capabilities, PixelSense display. And with this PixelSense display, it provides you with the ability to have this premium inking ability, right? Now it has 120Hz. And so I can position this device down to a studio mode and I can ink on top of it, no problem at all. So what I'm going to do is I'm going to write up math equations. So let's go.

Eight times two plus seven equals, let's just say 10. I'm gonna select it. It was jumping side here. Then I'm gonna select it. I'm gonna select draw...Math Assistant. And so it provides you with this premium inking capability here. And so that's not, doesn't recognize my seven...it thinks it's a one. So I'm going to do this again. Draw...Math Assistant...verify true or false. And then it kind of provides you with that information there. And then you can add that over and then show you the steps to that. And so just the premium inking that you get on this device is powerful. Another thing that you can do with this device is the ability to split the screen and work on multiple things at one time. So I showed you a little bit of that when we were on camera, so being able to multitask and just get work done in that way. So now what I'm going to do is pivot to one more feature that's on this particular device, which is the voice focus. Now voice focus is working in the background and it's not part of Windows Studio effects. And what I want to emphasize here is that on this particular device, it's same thing with the Surface Laptop 6.

This feature is not part of Windows Studio effects, right? But it uses the CPU on the Intel processor in order to make it happen. So I'm just going to showcase this feature. Now just think about you in a coffee shop and you need to, you're on a call and you need to get work done, right? Now, how can you do so when you have a lot of noise in the background? So what this does is provide you with the ability to be seen once again, right? Because you've been seen, but then also be heard during this call. So I'm going to change. I'm going to turn off the suppression on this particular device here. So I'm going to go here...setting, audio, but a ton of noise suppression so you can hear me. I'm like at a Starbucks, right? This would be perfect for like call centers anywhere that's super loud, right?

Yeah. Airports, you know, especially airports, but those people are traveling and this is a great device for those, you know, mobile professionals that need a lightweight portable device that's on the go. And they're taking meetings in all different, all types of places, right? So this is a great feature for that. So what I'm going to do is play some music in the back background.

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And then I'm going to record myself. And you're going to see the power of this technology just built on the NPU, built on this device itself, using a processor. So you've got the noise in the background. You hear that? I'm recording right now. And bear with me. I know it's kind of noisy. But I'm just giving this example of what's taking place right now. I'm going to stop this. I'm going to stop the music. So now I'm going to play this back so you can actually hear what this sounds like on the flip side. Change the microphone here because it's the wrong microphone. All right. All right, let's try this again. All right, so what it did was suppress the noise in the background and allowed me to be able to be heard at that particular time. So that was pretty cool there. You know, so that's the Surface. This is the Surface Pro 10 and just some of the features that are on this particular device. Next one I'm going to show you is the Surface Laptop 6.

All right, so the Surface Laptop 6 is another AI PC that's built for business. It's also inspired by the way teams work, right? And so one thing that I like, I always like to point out to customers is that, you know, Surface devices are thoughtfully designed. And what I mean by that is, you know, when we design a device, we have this, a hundred thousand square foot lab in Redmond and we have this "human factors" lab. And so what we do is we, you know, look to see how humans interact with a device like, you know, with our devices.

So the ability to open a device with one finger is huge without it moving. And so I can do that in several different places here. No problem at all on this side as well.

Kenny, we are at the 10 minute mark. If you're good, we could always show that and just get into the questions. I want to make sure that I can get the people their questions answered. So if you're cool with it, I can start peppering you with some questions and see if we can get these going for you.

Definitely. Yeah. I mean, you could have them come in right now.

Q&A SESSION

Question 1

What are the key advantages of using an AI PC equipped with Intel Core Ultra processors for business applications compared to standard desktop configurations?

Well, I think the first thing it starts with is the ability to use the device in a way that I think longer battery life, right? Battery, longer battery life power.

The ability to use the AI, the Ultra Core processes with that NPU that's built into it, right? The AI acceleration that's integrated with that, with the, that boosted with the applications, enhanced performance with the upgrade to the CPU and the GPU, the versatility of the devices as well. Advanced security comes to mind because you have that zero-touch architecture with the NFC authentication on say like the Surface Pro. Then you also have that Windows Hello that's within enhanced data protection, improved connectivity, efficiency when it comes to power—because when you're using apps like Microsoft Teams or some of the other competitors. They use a lot of resources, right? And so the ability to use the

background blur and the auto framing and the voice focus on the device provides you with more efficiency, more battery life, right? And so that NPU is going to save you a lot of time. And then also with Copilot key, having access to that quickly to get into your flow to save you a ton of time is huge as well.

Question 2

How well the Surface device integrate with other M365 products, such as Office 365 and OneDrive?

Well, you know what's cool is that you know Surface is designed by Microsoft, right? And then Microsoft 365 and the office applications are designed by Microsoft as well. And so they're kind of designed for each other and the hardware on the Surface. The Windows team and the Surface team, they all work together to create that premium experience across the board, so it's definitely compatible and some of the experiences that you get on a Surface device like the inking capabilities in Word or OneNote or Excel, you know, kind of enhances the abilities or productivity of people who are using those devices, especially when you're using like dictation as you saw in Microsoft Word and how our speakers or our microphones are able to enhance that experience clearly.

Accessibility is at the forefront of all products. So that'll kind of tee up into our next one here. Are third party accessories compatible with Surface devices? And are there any brands that you recommend or products that you personally recommend?

Yes. Yes. So actually we have a whole website, a whole plethora of accessories that are compatible with Surface devices. It's called Design for Surface. And so we have monitors, we have, you know, keyboards, we have cases, I think one would be Joint Factory is one of our partners and then also ViewSonic with the monitors. We also have UAG cases that they use a lot in certain industries like healthcare, retail, manufacturing, just to name a few.

Absolutely. So if you're looking for accessories based on verticals, Surface is going to be your winner there.

Question 3

When it comes to data protection, what privacy features are included within the Surface devices? I know we talk about like system on a chip, but if you could give us a little insight on that.

Yeah, so no, when it comes to data protection, we do have this system on a chip, right? But then you know we have this thing called we call it Microsoft Zero Trust model, right? Where we have chip to cloud security. So, you know, it's, they have that multiple layers starting with the hardware with Windows Hello, and in the TPM chip, right? That provides you with that encryption to the firmware. Microsoft, we have our own firmware where we can protect the device at the firmware level and with device firmware configuration interface where it gives the IT professional the ability to shut off different components on the computer from the cloud. And so we also have with the operating system with Windows 11 Pro, you have the Windows Defender, you also have the ability to pair with Microsoft 365 to add that extra layer of security...also with virtual boot security and the cloud as well. So we have multiple layers of security for Surface devices that's going to ensure that your data is safe.

Question 4

What are the main advantages of choosing Surface?

Yeah, I mean, I think it starts with Surface thoughtfully designed. I think about the build quality and the human factors lab that we have. The ability that's Surface being accessible by design. That's at the core of what we do, right? So we design for one, but we extend to many. I think about the versatility and the different form factors that we have where our devices can convert into like different modes and fit whatever needs. So what I tell customers all the time…it's not a one-size-fits-all situation, right? The IT team is not going to have the same device as the human resources team. The human resources team is not going to have the same device as the sales team. So we have a variety of things that we can offer, right? Or devices that we can offer to our customers. Another thing that I want to point out is that, you know, the integration with Microsoft 365, Windows, and Microsoft Copilot and all that's created on the Surface, Microsoft autopilot, I mean, Windows autopilot, the Microsoft Management Portal, all those things are encompassed in the Microsoft ecosystem to give you that one vendor that can provide you with the ability to reach your goals and your full potential.

For those folks out there listening in, Connection is a great place for us to help you with all of that, from zero touch deployment to making sure that we're getting you the latest in Surface technology. We landed the largest Surface deal in history. So if there's anything Connection knows, it's Surface.

So, one thing I want to add to that too, the repairability, audio devices are the most repairable devices in the industry right now. Yeah. And for those folks who are, you know, buying those devices, once you hit a point where support is no longer offered, you can use Connection as an authorized service provider, too. So we got you covered on all bases here. you know, we work with this lovely man here on anything Surface so we can get to know the latest and greatest features and how that's going to benefit you and your customers. So, you know, we're looking forward to hearing from you guys and seeing how these features are going to benefit you guys throughout the days and throughout your workflow.

CLOSING REMARKS

When it boils down to it, you want to ensure that you have the right tools to reach your full potential and get your job done. An engaged employee goes a long way—and I was one of those people that didn't have the right tools a long time ago, before Surface came along—and Surface was the tool that made me excited to be employed by the company that I work for. And so, with that, whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically act upon will come to pass. Thank you for allowing me to speak with you today!

For more information about Microsoft Surface devices, contact your Account Team today.

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