Microsoft Unveils World's Most Advanced Tracking Technology

Microsoft's proprietary BlueTrack Technology sets new industry standard, surpasses optical and laser to track on virtually any surface.

SINGAPORE — Sept. 16, 2008 — Microsoft Corp. today showcased in Singapore the world's most advanced tracking technology, Microsoft BlueTrack Technology, which allows consumers to take their mice anywhere and work with confidence on more surfaces than before.

Microsoft's new proprietary tracking technology combines the width and power of optical technology with the precision of laser tracking to allow consumers to mouse on virtually any surface[1] — from a granite kitchen countertop to the living room carpet.

BlueTrack Technology will debut in two new top-of-the-line mice, Microsoft Explorer Mouse and Microsoft Explorer Mini Mouse, available this holiday season at authorized resellers.

Microsoft Hardware: History of Leadership

Microsoft Hardware has consistently raised the bar in mouse tracking technology throughout its 26-year history, including the launch of the world's first optical mouse in 1999. The LED light and sensor allowed consumers to mouse on more surfaces with ease, eliminating the old "ball" mouse for good.

In 2005, Microsoft introduced High Definition Laser Technology, which allowed mice to work on many surfaces that optical technology did not. But now Microsoft's in-house engineers have taken mouse tracking to the next level, creating an exclusive, groundbreaking technology to advance the way consumers use their computer mice.

"Research shows that people aren't sitting at a desk all day, but they've gone mobile. PC shipments today are being driven by laptops and consumers need a mouse that can go with them anywhere," said Katherine Teu, regional marketing manager for Microsoft Hardware in South-east Asia.

"BlueTrack Technology excels in areas where optical and laser technologies were falling short. Laser mice, for example, have a difficult time working on some common home surfaces, including granite and marble."

According to David Bohn, senior engineering architect at Microsoft and BlueTrack Technology co-inventor, "Laser technology is also sensitive to dust and dirt accumulation during travel, which can lead to poor tracking performance. With BlueTrack Technology you can rest easier about where your mouse will or won't track — it works just about everywhere, just like you."

Under the Hood

Microsoft's BlueTrack Technology works on more surfaces than both optical and laser mice. The large, blue beam and specular optics architecture, in conjunction with a Microsoft-designed image sensor and proprietary pixel geometry, generates a high-contrast picture of the mousing surface that allows exceptional tracking accuracy. The BlueTrack Technology light beam emanating from the bottom of the mouse is more than four times as large as the average laser beam used in today's mice, enabling the capture of a larger image and offering better reflection of the surface over red light and laser.

This advanced technology creates a superior, more precise picture of the surface, allowing consumers to use their mouse virtually anywhere. To see a video on the making of

BlueTrack Technology and meet the inventors, consumers can visit http://www.microsoft.com/hardware/bluetrack.

Explorer Mouse and Explorer Mini Mouse

BlueTrack Technology will debut in two new high-end Microsoft mouse products this fall — the full-size Explorer Mouse and the smaller Explorer Mini Mouse.

These mice pair revolutionary tracking technology with a sophisticated design that brings the mice to life. A chrome trim and blue lighting around the bottom rim of the mouse create a soft glow and set the device apart from anything else on the market.

A right-handed, ergonomist-approved design offers hours of comfortable use, and 2.4GHz wireless technology delivers a reliable connection up to 30 feet away.

The snap-in minitransceiver offers easy storage and mobility, allowing consumers to take their full-size mouse with them wherever they need it.

The full-size Explorer Mouse features easy recharging with a battery status indicator and a small charging base, while the Explorer Mini Mouse uses two AA batteries.

Availability

The Explorer Mouse with BlueTrack Technology and the Explorer Mini Mouse with BlueTrack Technology will be available in the fourth quarter of 2008 at an estimated retail price of S$109.90 and S$79.90 respectively.

Both mice will be backed by a worldwide three-year limited hardware warranty from Microsoft. More information about these and other Microsoft Hardware products can be found at http://www.microsoft.com/hardware.

About Microsoft Hardware

For more than 25 years, the Hardware Group has employed innovative engineering, cutting-edge industrial design and extensive usability testing to create products of exceptional quality and durability that enhance the software experience and strengthen the connection between consumers and their PC. Microsoft Hardware leads the industry in ergonomic engineering, industrial design and hardware/software compatibility, offering consumers an easier, more convenient and more enjoyable computing experience. Microsoft IntelliMouse Explorer, which launched in 1999, earned a place on PCWorld.com's December 2005 list of "The 50 Greatest Gadgets of the Past 50 Years" as the first mainstream optical mouse that "brought gunk-free pointing devices" to a broad consumer base. More information about the Hardware Group is available at http://www.mshardwareguide.com.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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[1] BlueTrack Technology does not work on clear glass or mirrored surfaces.

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