

Microsoft® Hardware

Discover the Difference

Research Shows BlueTrack Technology Is Perfect Companion for Netbooks

*New BlueTrack mice works wherever consumers need to with go-anywhere tracking technology.
Now more affordable, and even more colorful.*

SINGAPORE, 12 August 2009 - The time is right for netbooks according to ABI Research, with an expected market explosion of nearly 35 million shipments in 2009¹, and new research shows that twice as many netbook users take their machines on the go than notebook users, requiring a new suite of increasingly mobile accessories.²

Microsoft BlueTrack Technology was created in response to consumers' "on-the-go" lifestyles, giving them the power to track virtually anywhere³ — from the airport and the coffee shop to their seat on the bus. Today the Hardware Group at Microsoft Corp. unveiled the ideal netbook companion, the Wireless Mobile Mouse 4000, a perfectly portable mouse designed to go anywhere with BlueTrack Technology.



Microsoft's new Wireless Mobile Mouse 4000, a compact but high-performance mouse designed for netbooks, is available in a range of bright colors.

[Click for high-res version.](#)

“Between netbooks, notebooks and smartphones, consumers are more mobile than ever with their computing,” said Katherine Teu, regional marketing manager for Microsoft Hardware in Southeast-Asia. . “Our user research team extensively monitored the different locations and surfaces where people are using their computers, and BlueTrack Technology excels where consumers need it.”

BlueTrack Technology and Netbooks Go More Places Together

Microsoft's award-winning BlueTrack Technology is the perfect netbook companion because it lets people use their mouse virtually anywhere.³ The technology works on more surfaces than current mouse technology — including laser and optical mice⁴ — and performs flawlessly on smooth and shiny surfaces such as granite and marble and uneven surfaces such as carpet and unfinished wood. It's also durable and resistant to dust and dirt, so people can be confident their mouse will work where they need it to — a perfect netbook companion.

Priced at less than S\$60 (estimated retail price), the Wireless Mobile Mouse 4000 offers BlueTrack Technology at a value price so more people can experience its benefits. For added portability, the mouse

connects to the PC via a tiny nano transceiver that sticks out less than a centimeter from the USB port and can easily remain plugged into the computer when traveling, or be easily stored inside the mouse. The sporty mouse is also available in this year's hottest colors with eye-catching hues of teal blue, berry pink and lime green as well as graphite and white; it's the perfect way to add personal style to life on the go.

Wireless Mobile Mouse 6000



Wireless Mobile Mouse 6000

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Featuring a sleek, ambidextrous design with chrome accents, the Wireless Mobile Mouse 6000 introduces Microsoft's first nano transceiver. Sticking out only 0.8 centimeters from the USB port, the transceiver can easily remain plugged into the computer or be stored conveniently right in the mouse.

The Wireless Desktop 3000 with BlueTrack technology



Wireless Keyboard 3000

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Wireless Mouse 5000

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The first desktop to feature BlueTrack Technology — the Wireless Desktop 3000 — will turn heads with its stylish design. Comprising of the Wireless Keyboard 3000 paired with the ambidextrous Wireless Mouse 5000, the keyboard's compact footprint, reliable 2.4 GHz wireless technology, and plug-and-play mini-transceiver make it a great notebook PC companion. The keyboard also features quiet touch keys, a thin-profile design and a soft-touch palm rest. This keyboard will also be available in a stand-alone version, called the Wireless Keyboard 3000.

Pricing and Availability

The Wireless Mobile Mouse 4000 will be available in September 2009 for an estimated retail price of S\$59.90.⁵ The Wireless Mobile Mouse 6000, the Wireless Mouse 5000 and the Wireless Desktop 3000 are now available for an estimated retail price of S\$69.90, S\$59.90 and S\$99.00 respectively.

The products are 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 26 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. In 2008, the Hardware Group debuted the world's most advanced tracking technology — Microsoft BlueTrack Technology — allowing consumers to track on more surfaces than optical and laser mice. More information about the Hardware Group is available at <http://www.microsoft.com/hardware>.

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.

¹ ABI Research

² Internal Microsoft research

³ BlueTrack Technology does not work on clear glass or mirrored surfaces.

⁴ Compared with leading laser and optical mice commercially available in fall 2008.

⁵ Actual retail prices may vary.

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