

# Microsoft® Hardware

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## **Microsoft Unveils Company's Thinnest Keyboard, Designed Exclusively for Bluetooth Computers**

*New keyboard features stand-alone Bluetooth Number Pad for productivity on the go.*

**SINGAPORE, 15 Sep 2009** — Thin is in; Microsoft Corp. today announced its thinnest keyboard ever — the Bluetooth Mobile Keyboard 6000 — made exclusively for Bluetooth notebook and desktop computers. Projections show that over 55 percent of notebook PCs will ship with Bluetooth by the end of 2010.<sup>1</sup> With mobile PCs getting more compact, the Microsoft Hardware team created the Bluetooth Mobile Keyboard 6000 to address consumers' need for comfortable and portable computing accessories.

Microsoft Hardware's Industrial Design team designed the keyboard so it doesn't sacrifice style, while creating a compact, clean and refined product, offering ultimate comfort with Microsoft's Comfort Curve layout. The keyboard also features a portable Bluetooth Number Pad that helps people stay productive wherever they work.

“The design tenets of compact, clean and refined really set the stage for the success of the keyboard,” said Katherine Teu, regional marketing manager, Southeast-Asia, Microsoft Hardware. “There is nothing extraneous about the design. We removed everything that didn't fit with those ideas and ended up with something we're really proud of — a compact, sophisticated keyboard that pairs perfectly with Bluetooth computers.”

## **Keyboard Looks As Good As It Feels**

Microsoft's thinnest keyboard ever — just a few millimeters thicker than a AAA battery at the back — the Bluetooth Mobile Keyboard 6000 tapers down toward the front, so the keyboard is light and easy to pick up. And to enable the small footprint to still deliver ultimate comfort, the keyboard uses a Comfort Curve design for a more ergonomic typing experience over the straight keyboard layout of notebook computers. Microsoft's Comfort Curve design encourages natural wrist posture with a slight 6-degree curve that is easy to use with virtually no learning curve. With more than 10 million Comfort Curve keyboards sold, it's a consumer favorite, with 94 percent of users who own a Comfort Curve keyboard saying they would recommend it to friends and family.<sup>2</sup>

## **Perfectly Portable Bluetooth Number Pad**

One of the top consumer pain points when using a notebook or netbook is the lack of a number pad. Accompanying the Bluetooth Mobile Keyboard 6000 is a stand-alone Bluetooth Number Pad that can be used with the keyboard or by itself to help increase productivity. The number pad comes with a carrying case for added portability.

## **Pricing and Availability**

The Bluetooth Mobile Keyboard 6000 will be available in October 2009 for an estimated retail price of S\$149.<sup>3</sup> The Bluetooth Mobile Keyboard 6000 is backed by a worldwide three-year limited hardware warranty from Microsoft. More information about these and other Microsoft Hardware products is available at [www.mshardwaresea.com](http://www.mshardwaresea.com) and <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 is an industry leader 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.<sup>4</sup> 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.

<sup>1</sup> IMS Research, Bluetooth Market Study, 2008

<sup>2</sup> Answers Research, MSHW Customer Satisfaction Survey, November 2008

<sup>3</sup> Actual retail prices may vary.

<sup>4</sup> Compared with the leading commercially available mice as of fall 2008. BlueTrack does not work on clear glass or mirrored surfaces.

### **For more information, press only:**

Ian Tan, Microsoft, [iantan@microsoft.com](mailto:iantan@microsoft.com), +65 9879 5824

Mark Khoo, Edelman, [mark.khoo@edelman.com](mailto:mark.khoo@edelman.com), +65 6347 2347

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