

Microsoft Unveils New Hardware To Celebrate The Windows 7 Launch

New keyboards, mice and webcams offer high-end design, comfort, and performance to enhance your Windows 7 experience.

BANGKOK, 15 OCT 2009 — To mark the launch of Microsoft's newest operating system Windows 7 in Thailand, the Microsoft Hardware division is launching new PC peripherals that will enhance the new features in Windows 7 and provide premium comfort and performance. The Wireless Comfort Desktop 5000 is a keyboard and mouse combo that features new Taskbar buttons that allows users to quickly navigate through multiple windows in Windows 7. The Bluetooth Mobile Keyboard 6000 is Microsoft's thinnest keyboard ever, offering a detachable number pad and ergonomic performance on-the-go. The LifeCam Cinema breaks new ground by being the first consumer webcam with high-definition 720p quality and incredible low-light performance. And the new Wireless Mobile Mouse 4000 brings Microsoft's advanced Bluetrack tracking technology to the masses at an affordable price.

Mr. Ian Tan, Marketing Communications Manager, SEA, Entertainment & Devices Division, Microsoft, said "For the past 26 years, Microsoft Hardware has led the way with performance, design and innovation. We are pleased to announce all our current products are compatible with Windows 7 and together, Microsoft hardware and software provide you with the best computing experience."

Wireless Comfort Desktop 5000

The contoured Wireless Comfort Desktop 5000 is the perfect companion for Windows 7 because it gives people smart ways to make everyday computing tasks easier.

A new time-saving feature called Taskbar Favorites gives Microsoft keyboard users an easy way to access their open programs. Instead of the traditional My Favorites Keys with stored locations, Taskbar Favorites will map to the location of open applications on the improved Windows 7 taskbar. The icons in the taskbar can be easily rearranged just by clicking and dragging; the keyboard's Taskbar Favorites will instantly adapt to the new icon locations. Other Windows 7 integration features include these:

- **Device Stage.** Microsoft Hardware mouse and keyboard products will support Device Stage, a Windows 7 feature that gives customers quick and easy access to common tasks, including product information, registration, settings and more for popular device categories such as cell phones, cameras, printers, portable media players and input devices.
- **Windows Flip.** Microsoft mouse and keyboard users can easily see a thumbnail preview of all open windows with the press of a button. A full-screen preview of the application will automatically display, enabling the user to better identify and select the desired application.

The Wireless Comfort Desktop 5000 also combines the Microsoft Comfort Curve keyboard layout with a soft-touch palm rest to make the PC experience more comfortable. Since the Comfort Curve design launched five years ago, more than 10 million units have been sold.

The included Wireless Mouse 5000 features Microsoft BlueTrack Technology, which lets consumers go anywhere and work with confidence on more surfaces than when using optical and laser mice. (BlueTrack does not work on clear glass or mirrors)

Bluetooth Mobile Keyboard 6000

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. With mobile PCs getting more compact, the Bluetooth Mobile Keyboard 6000 addresses consumers' need for comfortable and portable computing accessories.

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.

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.

LifeCam Cinema

Microsoft Hardware has set a new standard for consumer webcams with the launch of LifeCam Cinema, the first consumer webcam on the PC to offer widescreen video with a 720p sensor,

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autofocus capability as close as 10cm from the webcam, and new ClearFrame technology to boost video quality.

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LifeCam Cinema webcam's 16:9, native 720p widescreen sensor will deliver clear, quality videos — without leaving anyone out of the shot.

The LifeCam Cinema also excels in low-light conditions. In common indoor settings which are poorly-lit, the webcam will produce top-notch video quality. Maintaining a high frame rate even in the lowest lighting, LifeCam Cinema helps ensure that users look well lit and that video remains smooth.

LifeCam Cinema contains Microsoft's ClearFrame Technology, which offers faster image processing technology to help deliver smooth and sharp video at any resolution with minimal image noise.

Wireless Mobile Mouse 4000

Microsoft's award-winning BlueTrack Technology is the perfect netbook companion because it lets people use their mouse virtually anywhere.

The technology works on more surfaces than optical or laser mice and performs flawlessly on smooth and shiny surfaces such as granite and marble and uneven surfaces such as carpet and unfinished wood.

Priced at less than 1,390 THB (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.

Pricing and Availability

Wireless Comfort Desktop 5000: 2,990 THB

Bluetooth Mobile Keyboard 6000: 3,390 THB

LifeCam Cinema: 2,990 THB

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Wireless Mobile Mouse 4000: 1,390 THB

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These products come with a worldwide three-year limited hardware warranty, More information about these and other Microsoft Hardware products can be found at www.mshardwaresea.com and <http://www.microsoft.com/hardware>.

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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.

Established in 1993, Microsoft (Thailand) Limited provides world-class software that is easy to use and localized to suit the local market's needs. It also has a compelling and consistent platform to build powerful business solutions that can scale from a notebook computer to a mainframe – class multiprocessor systems using Microsoft technology. For further information, information, please visit the Microsoft (Thailand) website at: <http://www.microsoft.com/thailand>.

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