Microsoft Surface: From Rags to Riches

The Microsoft Surface Book 2 is on the horizon, to be released on November 17, 2017. That is a statement many tech watchers thought could ever be made. The Surface family is big now. It is successful too and if all is to go according to plan, an ultra-mobile Surface should add to that Success.

This is a far cry from the 900 million dollars writedown that the original Surface, the Surface RT, had to endure. This lost was in part due to Microsoft’s hubris; it believed it could sell six million Surface RTs at launch. At that time, the calls for the discontinuation of the Surface line were very loud. They were not making money, but losing it. They were competing with other PC manufacturers, which could have affected a large portion of Microsoft’s revenue.

The operating system these RT devices were based on was confusing to users. It had a desktop, however, it could not run x86 applications. At the time, Microsoft was not a force in the mobile sector. Therefore, its Windows store did not have enough apps to entice consumers who are used to an almost unlimited number of applications in mobile stores.

Those are the bad old days now. Microsoft has learnt from its past mistakes. It does not make too many Surface units and the Surface line is indeed profitable. All of the Surfaces available comes with the full version of Windows, beside the Surface Hub. Each new Surface brand is innovative or ultra-premium. Microsoft no longer makes me-too device. If a Surface is not special, it will not see the light of day.

This was the case with the Surface Mini that was never released, despite 15,000 units being manufactured for testing and demonstration. It was canned before releasing due to not having any outstanding features.

The Surface devices are hero products that show what Windows is capable of. Before the Surface line, PC makers were only making tradition and boring clamshell laptops. Now OEMs like Dell, HP and Acer are making innovative and premium devices that often goes beyond a clamshell and into realms like 360 degrees conversion and 4k touch screen.

These premium PCs sits perfectly alongside the members of the Surface family such as:

Surface Pro

A hybrid laptop/tablet that has a detachable keyboard whose most standout feature is the its 180-degrees kickstand.

Surface Book 2

This is the ultimate laptop. A powerful machine that can play the latest videos games at high resolution and frame rate. It also has a detachable screen leading to a portable experience after a gaming session or rendering a 4k scene in After effects.

Surface Laptop

This is tradition laptop that is thought by many to be the best Windows laptop on the market.

Surface Studio

An all-in-one desktop PC that comes with an adjustable screen and powerful internal specifications.

Surface Hub

This a smartboard with its own computer, making a self-sustaining unit. It comes in 55 and 84 inches and Windows 10.

The Surface Mouse

A beautiful mouse made by one of the best mouse manufacturers in the world.

Surface Pen

The pen that helped kick off the renaissance of the pen as a means of computer interaction.

The Surface line started as a tabletop computer and in the near future it could reach a 6 inches form factor. The transformation of the Surface line has been something to behold and I cannot wait for the future. I just want to see what Panos Panay, head of Microsoft hardware, and his team have in store for us next.