

William Yen – 109879163

CSE 300 News Release – 11/22/16

Microsoft Announces Their Most Innovative Product Yet – The Surface Studio Lets The User Create and Experience Their Creative Work

The Surface Studio is the desktop that can turn its screen into a full-fledged art studio in a matter of seconds.

Redmond, WA - November 18, 2016 – Microsoft has just revealed their latest product on their Surface line—the Surface Studio. Following the success of the Surface Pro 4 and the Surface Book revealed in October of last year, the Surface Studio is a desktop all-in-one with a focus on 3D and aimed toward professional or hobby artists and creative users alike. The Surface Studio allows the user to truly experience their creative works with its beautiful and large display and its assortment of peripherals, such as the Surface Pen and the new Surface Dial. With a simple push of a finger, the upright screen folds down into a large work surface.

Satya Nadella, CEO of Microsoft, says that “at Microsoft, our mission is to empower every person and every organization on the planet to achieve more...aim[ing] to empower the builders, the makers and the creators with the tools to create, collaborate and express themselves in new ways” (Microsoft Corp.), The Surface Studio is the newest addition to Surface product and is arguably the most innovative product of this year. Microsoft has announced that it will be available for purchase starting Tuesday November 22, but only in limited quantities for now.

With its full aluminum body weighing only 21 pounds, the 28-inch screen is attached by the Zero Gravity Hinge to the base that houses all the powerful hardware needed to drive the

display and provide the user with a seamless experience. The screen folds down to a 20-degree angle, ideal for writing or illustrating. A variety of upgrade options are available to suit the needs of the user, whether it's for light photo editing or heavy video or 3D modeling work. The Surface Studio is available starting from 8GB to 32GB of RAM, a 6th generation Intel Core i5 or i7 chip, and either a NVIDIA GeForce GTX 965M or a GTX 980M graphics card.

The Surface Studio boasts a stunning 28-inch 4.5K display that can easily be converted to a 28-inch canvas that allows the user to easily put whatever is in their imagination onto the 13.5-million-pixel screen. Microsoft's devices team lead, Panos Panay, says "[the Surface Studio]'s got the best screen in its class" (Microsoft News Center), with 63% more pixels than a 4K TV while also being razor thin, at only 12.5mm thick. The screen is designed to work with the user, with built-in palm rejection technology and a set of peripherals to aid in the creative process. Like previous products in the Surface line, the Surface Studio will include the Surface Pen with 1024 levels of pressure sensitivity, as well as a newly introduced accessory, the Surface Dial. The Surface Dial is a revolutionary piece of technology that changes the way the user can interact with their work, allowing the ability to change menus, adjust settings, colors, brightness, and many other features by simply placing the Dial on the screen.

The Surface Studio is truly a masterpiece in terms of hardware and software with a clear focus on user experience in the design. With its state-of-the-art technology, Microsoft plans to revolutionize the way artists can unleash their creativity and allow them to experience their work like they've never done before.

About Microsoft

Mission Statement: “At Microsoft, our mission is to empower every person and every organization on the planet to achieve more.”

Microsoft Corporation is a technology company with its headquarters in Redmond, Washington. Started in April 1975, Microsoft has focused mainly on software like Windows operating system, which currently makes up almost 90% of the market share, and the Microsoft Office suite, but more recently has been adding a focus on hardware, as well, with the Xbox and Surface line. Microsoft has made its name as the worldwide leader in software and technology, making its way into almost every home and bringing technology into the lives of billions.

Media Contact

<https://www.microsoft.com/>

Microsoft Media Relations: 425-638-7777

References

Microsoft Corp. *About Microsoft*. 2016. Web. 22 11 2016.

Microsoft News Center. *Microsoft introduces Surface Studio and the Windows 10 Creators Update / News Center*. 26 October 2016. Web. 22 November 2016.