The Mobile PC Future

Otto Berkes, Microsoft

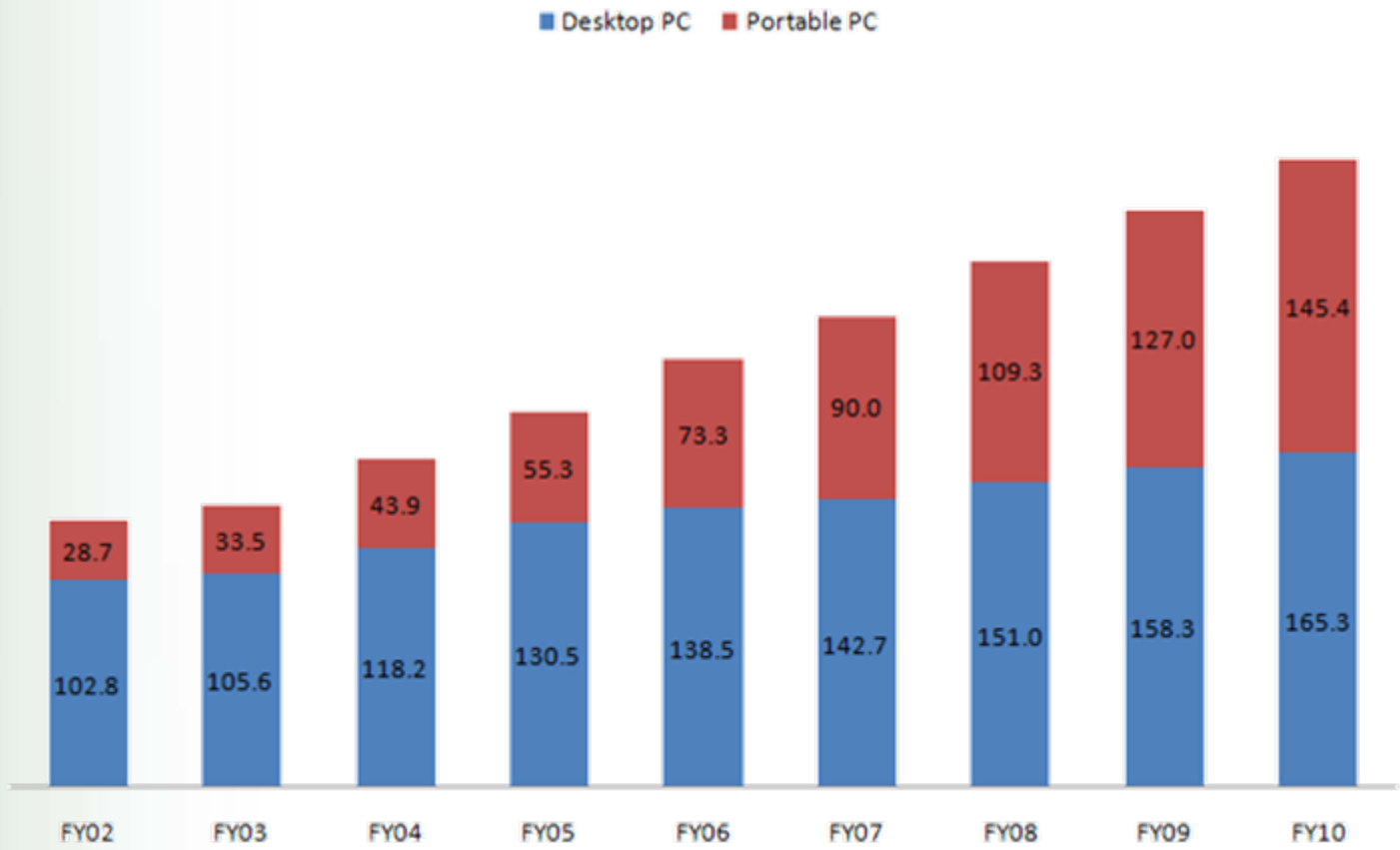
Ultra Mobility

The mobile PC vision

Full-capability mobile computing in the hands of every person for every place and every need

Mobile PC designs limited only by the imagination

Mobility is fueling PC growth



Accelerating mobile PC growth

- Ultra-mobile and ultra-portable products available across broader range of price points
  - PC mobility (not portability) is still a cost premium
- Improved functionality basics
  - All-day battery life
  - Lighter weight
  - Ubiquitous connectivity
  - On-the-go usability
- Exciting and desirable form factors and designs
  - Ultra-mobile and ultra-portable designs with same physical appeal as devices
  - Thinner, lighter, physically robust products
- New markets, new applications
  - Education, navigation, personal entertainment

CPU/chipset miniaturization is a catalyst for mobile PC growth

- Full PC functionality can be delivered in smaller, more efficient packages
- Higher functional integration
  - Lower cost, lower complexity of new designs
  - Smaller board area
  - Greater form factor flexibility
- Lower power consumption
  - Greater battery life
    - Battery life needs to be addressed on the demand side of the equation
  - Better ergonomics (cool, fanless)

Other hardware trends

- More efficient displays
  - LED backlit, thinner, brighter, integrated touch
  - Improved resolution, optical characteristics
- WWAN integration
  - Always connected
- Solid state memory
  - Flash cost/storage continues to fall
  - Creates potential for mainstream solid-state PC

UMPC experience evolution (HW)

- Display
  - Size, resolution, glance-able mode (convertible, pure slate, auxiliary display), outdoor-viewable, etc.
- Device interaction
  - Touch
  - Handheld controls
  - Thumb and full keyboard
  - Microphone, camera
- Peripheral connectivity
  - Device docking, wireless expansion (UWB, Bluetooth), ID-specific accessories
- Industrial design, physical attributes
  - Form, color, material, finish
  - Durability
  - Weight

UMPC experience evolution (SW)

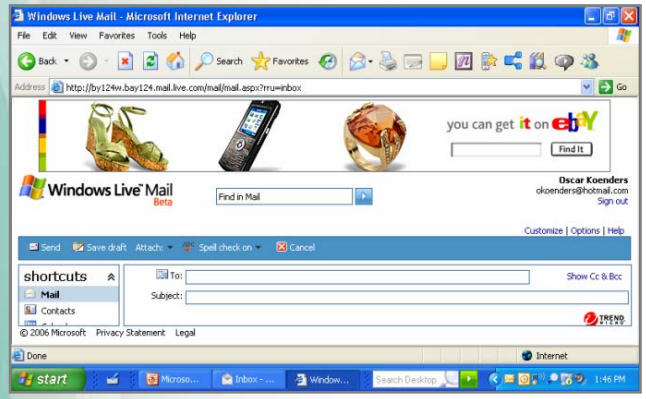
- **Applications optimized for:**
  - **Small display sizes/resolutions**
  - **New interaction models**
  - **Ubiquitous connectivity**
    - But possibly lower bandwidth, higher latency
- **Fast time to task, instant access to information**
  - **Software experience engineered for mobile interaction**
- **Windows enhancements for mobile use**
  - **Vista examples: touch integration, fast resume, improved ink support, power state simplification**

Mobile-optimized software

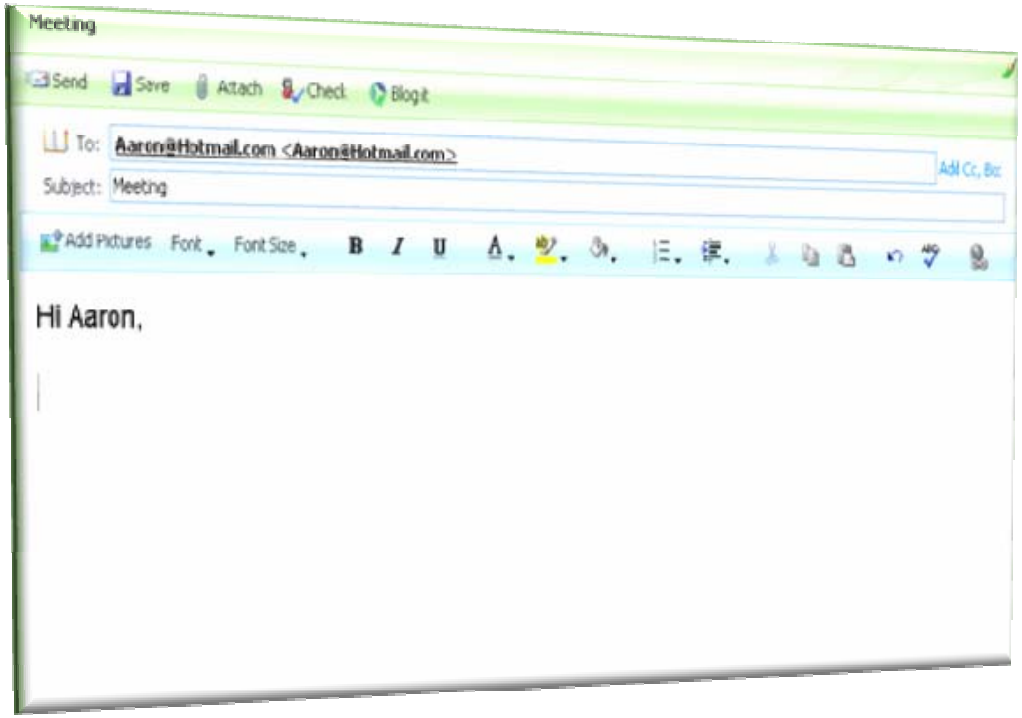
THE ORIGAMI EXPERIENCE ™

Microsoft Live Mail 2007

Previously:



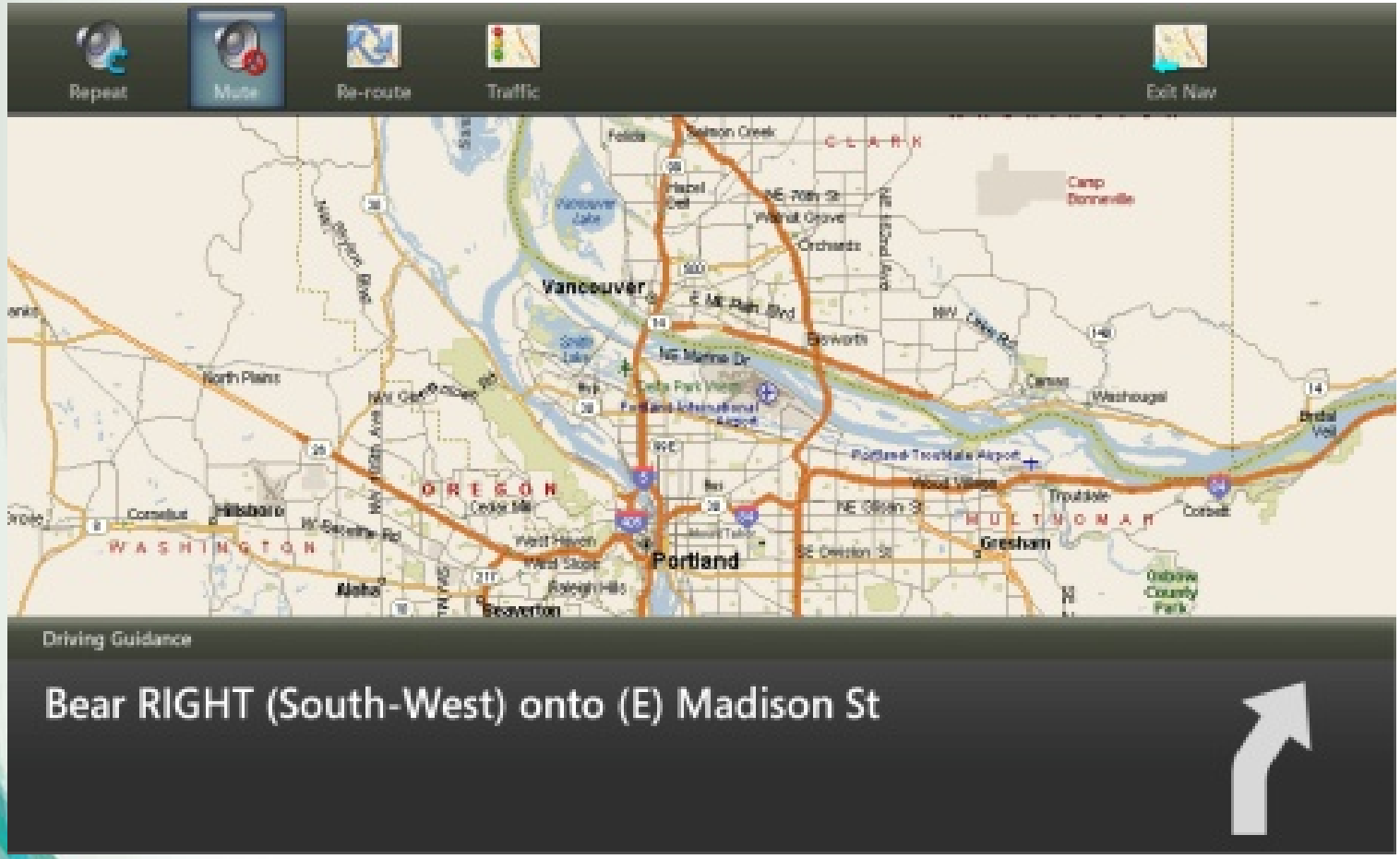
Now:



Microsoft Reader 2007

Touch optimized ebook, newspaper reader

Microsoft Streets and Trips



Great progress since last year

- Second-generation UMPC hardware and software is available
- New optimized CPU/chipsets
- Improved battery life, display quality, usability

The future

We will continue to see the PC evolve in exciting new ways that will redefine the meaning of “personal computer”.