## Market Be Valued





## Copilot

## Your everyday AI companion

hardware and

icrosoft have just held a

it's vision for AI with Copilot hosted by Chief Product Officer

ago tweeting that he was excited to appear at the next Surface event. Could Amazon be planning to enter the laptop market? Maybe, maybe not,

11s next update, which is due

for a TL;DR or executive

Be Valued



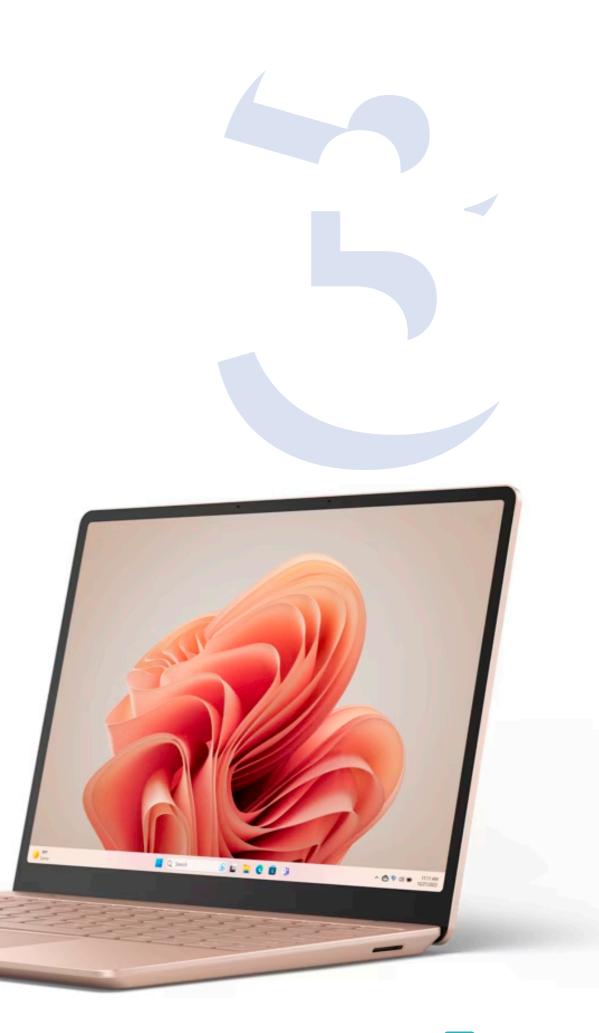
announced their latest model at this year's event.

The latest model looks largely the same as the previous model coming in four colours: Sandstone, Sage, Ice Blue and Platinum. The PixelSense Touchscreen display's resolution is still a rather low 1536x1024 in a familiar 3:2 ratio. This is low by today's standards and is pretty poor given the price point of these laptops, starting at a not so budget £799.00/AU\$1,429.00 for the model with 8GB RAM, or £999.00/AU\$1,729.00 for the model that comes with 16GB of RAM. The display is protected by Corning Gorilla Glass 3. Both come with a 256GB SSD but users can swap in a larger drive if they want to, however Microsoft warn that this needs to be carried out by "Authorised technicians following Microsoft provided instructions". This is a shame as users used to be able to do this sort of thing on laptops years ago. Fingers crossed in subsequent models this will be loosened as right to repair gains momentum and manufacturers adjust their devices accordingly

Powering the new Go 3 Laptop are 12<sup>th</sup> Gen Intel i5-1235U processors with Intel Iris Xe graphics. The new chip supposedly makes the new laptop 88% faster! Connectivity remains the same as the previous model with the same (awkward) Surface Connect port on the right side, one USB-A (3.1) port and a USB-C (3.2) port and headphone jack on the left side. There is also a fingerprint reader built-in to the power button.

Also featured is a 720p HD webcam accompanied by dual far-field microphones with Voice Clarity and Omnisonic speakers with Dolby Audio Premium so video calls and conferencing should be competent.

The new Surface Go 3 Laptop can be ordered now and will launch early October.











ot announced at the actual event but in a press release instead was a much needed urface Go.

update to the Surface Go. However, this model will not be sold to consumers, and instead is aimed at businesses and frontline workers.

Gone is the dual-core Pentium processor, which is replaced by a new four-core N200 chip which are based on 12<sup>th</sup> and 13<sup>th</sup> Gen CPU architecture and their E-cores. These should ensure the new system is fast enough to handle everyday tasks with ease. The onboard RAM has also been doubled to 8GB LPDDR5.

The 10.5-inch display features a resolution of 1920x1280 which to me makes the lower resolution display on Laptop Go 3 all the more strange.

There is a USB-C (3.1) port, headphone jack, and microSD, with the Surface Connect port. There are two 1080P cameras which are accompanied by dual far-field mics with Voice Clarity and a 2w stereo system with Dolby Audio Premium which gives this the edge over the Laptop Go 3 for video calls.

Because the Surface Go 4 is aimed at business it comes with a suite of security features: Chip-to-cloud security with secure sign-in by an NFC badge; Windows Hello with facial recognition; a secure PIN or multi-factor authorisation. IT dept's will be able to deploy and manage from anywhere via the cloud down to the firmware layer.

The Surface Go 4 is available for businesses to purchase now. Pricing is expected to be around £500/AU\$775.



he other major announcement of the event was the introduction of the Surface Laptop Studio 2. On the outside not much has changed with the laptop featuring the same folding design as before. Internally there are some significant upgrades that should make this a powerhouse for years to come.

Powering the new laptops are the Intel's 13<sup>th</sup> Gen i7 H processors. Built-in to this chip is an NPU chip also built by Intel. The chip is the Intel Gen 3 Movidious 3700VC AI accelerator. There was nothing demoed that highlighted the benefits of this AI acceleration, but with Windows 11 featuring the new Copilot feature, and even more AI features rumoured to be arriving in Windows 12, this is not likely to go to waste.

The base model comes with Intel Iris Xe graphics which will be fine, but creators will likely want to upgrade to either the NVIDIA RTX4050 with its 6GB GDDR6 vRAM or RTX4060 8GB GDDR6 vRAM. These are the latest games and will also aid in running video editing and photo editing apps. The Studio 2 can also be configured with the NVIDIA RTX2000 ADA Generation GPU; a professional Gpu designed for professional workflows as opposed to highest configuration that features a 1TB SSD. This

combination of the latest Intel processors and NVIDIA graphics have Microsoft claiming a 2x performance increase over the first Surface Laptop Studio .

The 14.4-inch PixelSense Flow display is impressive with a 2400x1600 resolution for 200PPI with a 120Hz refresh rate. It is VESA Display400HDR certified with DolbyVision IQ support. It also supports 10point multi-touch and is protected by Corning Gorilla Glass 5. Above the display is a 1080p wide FOV webcam with Windows Hello 2.0 face authentication and this is paired with dual studio mics with Voice Clarity and Quad Omnisonic speakers with Dolby Atmos.

The Surface Laptop Studio 2 features 2x USB-C supporting both USB4 and Thunderbolt 4, 1x USB-A 3.1 port, a 3.5mm headphone jack and a microSDXC port. Oh, let's not forget about the Surface Connect Port. Finally, the Surface Laptop Studio 2 features Surface Slim Pen 2 compatibility as well as integrated storage and charging under the keyboard

The Surface Laptop Studio 2 is available to pre-order now starting at £2,069.00/ AU\$3,519.00 although the model with that can be configured with NVIDIA RTX2000 does not appear as a purchasable option in Australia at this time.



f interest to businesses, Microsoft also announced two new Surface Hub 3s which come in at 50-inch and 85-inch screen sizes.

8:41 AM Conf Room #

Immediately obvious is the new Hub 3s capability to rotate to a vertical portrait orientation. There's a high resolution 4K PixelSense display. which features an antiglare coating as standard, and there's 20 points of multi-touch with built-in palm rejection. The Hub 3 supports two surface Hub pens at the same time and even supports Surface Slim Pen 2. This allows two presenters to share the screen and add content at the

same time for even more immersive collaboration than was possible than before. There's a dual microphone array and sound intelligently adjusts using the Smart AV feature when switching between landscape and portrait views providing the best stereo sound regardless

of orientation.

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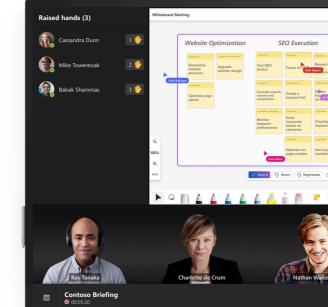
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Microsoft have taken onboard feedback from existing Surface Hub users so features like persistent Chat and the Front Row layout which places the content at the front and centre of the screen have been added. Also from now one, new Teams features will be added to Surface Hub on day 1 of their release.

Surface Hub 3 also performs better than the last generation with a 60% increase in CPU performance and a massive 160% GPU performance increase on the previous generation.

The Surface Hub 3 is available to order now starting at AU\$16,349.00 for the 50-inch model and AU\$43,249.00 for the 85-inch model. They come with one Surface Hub camera two Surface Hub pens, whilst official UK pricing but I suspect they will sit around the same costs as the Hub 2S at £8,999.99 and £21,499.00





The new front row feature in action

