

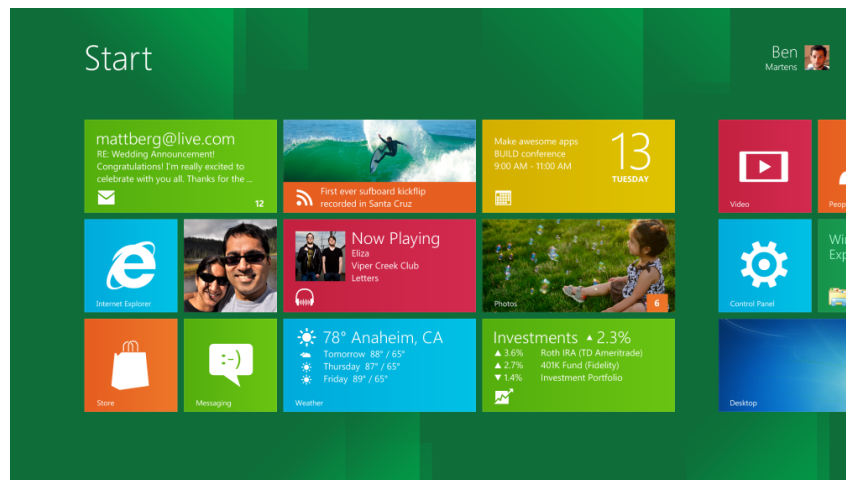
Microsoft Windows 8 Developer Preview Fact Sheet

September 2011

Today at it's first-ever, developer-focused BUILD conference, Microsoft Corp. showcased a preview of the next major release of Windows, code-named "Windows 8." The company also offered new tools for developers to help write applications for more than 1 billion people around the world who use Windows every day. **This is Windows reimagined.**

Your PC Reimagined

From the chip to the user experience, Windows 8 reimagines Windows. Windows 8 builds on what is great about Windows 7 while creating a modern platform designed for a new generation of hardware experiences. **Your PC experience is fast and fluid, beautiful, effortless and improves upon the Windows 7 fundamentals like speed, reliability and security.**



Metro Style UI

Windows 8 introduces a beautiful new user interface (UI) designed specifically for touch. From typography to animations, Windows 8 allows you to experience your PC effortlessly and simply.

Intuitive touch gestures	Virtually everything you can do with a mouse and keyboard happens with the swipe of your hand — panning, zooming, organizing and arranging your apps so they're customized to your preference. With an innovative on-screen touch keyboard, Windows 8 devices are effortless to navigate and interact with on the go. At the same time, using a keyboard and mouse to interact with your PC is better than ever. You choose which experience you prefer for your hardware and applications — you don't compromise because your PC doesn't.
All the content you care about at a glance	The new Start screen is customized with your live tiles and provides a fast, easy way to view and interact with all your favorite apps, people and content. Live tiles provide a glimpse into the information you care about most, all at a glance. The Start screen unifies app launching, switching, notifications and gadgets into a single, fast and fluid experience that is equally at home with touch or a mouse.

<p>Internet Explorer 10: Metro-style browser</p>	<p>The developer preview includes Platform Preview 3 of Internet Explorer 10. With Internet Explorer 10, the reimagined Metro style UI immerses you in your favorite websites with a site-centric design and fluid user experience. When browsing with Internet Explorer 10 you will find a truly immersive (no chrome at all) experience that puts the most common tasks at your fingertips — page navigation, tab switching, integrated spellcheck and finding text on the page are all readily accessible.</p> <ul style="list-style-type: none"> • The Metro style UI that fuels the clean aesthetic and experience of Internet Explorer puts the emphasis on your favorite sites, not the browser. The navigation bar appears only when you ask for it, and the touch keyboard is intelligently integrated into the browsing experience, with Snap and charms just a swipe away offering quick access to the most common tasks. • A safe, reliable and secure browser with hardware acceleration and the most robust family of services that make browsing great, Internet Explorer 10 showcases a pure HTML5 browsing experience free of add-ons and plug-ins that can slow performance
<p>Desktop at your fingertips</p>	<p>In addition to the Metro style UI, Windows 8 incorporates the familiar PC desktop. Virtually all the apps and utilities you rely on today are compatible with Windows 8. The desktop is simply another app you switch to, and within it you can work with the universe of Windows 7 apps and devices just as you have with full compatibility and not a single click less efficiently.</p>

Powered by Apps

Immersive apps in Windows 8 are the focal point of your PC experience. Apps are clean, beautiful, dynamic, and effortlessly keep you up-to-date on the latest news, weather, social media updates and more.

<p>Great apps from the start</p>	<p>From your first login, Windows 8 gives you a rich selection of apps for your everyday needs</p> <ul style="list-style-type: none"> • Mail, Calendar, Photos and Messaging are just a few of the new essential apps for Windows 8 powered by Windows Live. • A new Windows app store will make available a library of apps from developers all around the world.
<p>All apps are connected</p>	<p>Apps are part of a web of apps, not a silo of unrelated apps. Apps can communicate with one another in Windows 8. Rather than switching apps to share information, you stay immersed in your app and share the information to another app right in that context, never losing your place. So if you want to share a photo from a social network app, you just swipe the share charm and share to the app. No burdensome and baroque cut and paste.</p>

Your apps come with you	<p>With Windows 8, all your favorite content — Photos, Music, Documents, Contacts, Calendar, Mail, apps and settings — stays up-to-date and can roam with you so you have a seamless, cloud-powered experience that you carry with you across all your devices.</p> <ul style="list-style-type: none"> • Live Connect makes sure that the cloud services you use the most are fully integrated into your computing experience. Your Facebook and LinkedIn contacts (or information from over 100 other services around the world) are automatically added to Live Contacts, so you can see social feeds, send an SMS, or post to Facebook quickly and easily • With Windows Live SkyDrive, your apps, content and settings are synched across any Windows 8 PC associated with your Microsoft account.
--------------------------------	--

Enhanced Fundamentals

Windows 8 is built on the rock-solid foundation of Windows 7, and it features many improvements in performance, security, privacy and system reliability.

The best of Windows 7, only better	In addition to a beautiful, fluid look and feel, Windows 8 also builds on Windows 7 in its focus on improving speed, reliability and security. Your PC boots quicker, your apps run faster, you are more secure from startup to shut down.
Making the most of your hardware	Windows 8 maximizes the hardware you already own and works great on the same hardware that powers earlier versions of Windows. Windows 8 does not require more system resources than Windows 7 and even leaves more room for your apps and data.
Preserving power-user favorites and making them better	For those who want to push the limits of their PC experience, Windows 8 includes improvements on core desktop tools including Explorer, Task Manager, multimonitor support, and even Hyper-V virtualization.

Developing for Windows 8

Great apps start with great developers. Windows 8 gives developers a modern platform and wealth of tools to create rich app experiences that come alive with vibrant, dynamic content. Apps truly take center stage, allowing for fluid, lively experiences.

State-of-the-art development and design tools	Visual Studio 11 Express provides all the robust coding resources you would expect from a market-leading development tool, including a superb code editor, code auto-completion, debugging support and code hints. Blend provides a modern design environment that enables you to drag and drop elements, then move, style and refine them via the interactive design surface of Blend.
All the tools and resources you need in one place	<p>The new Windows Dev Center provides everything you need to start building your apps, including the latest tools, APIs, compilers, debuggers, sample apps and documentation.</p> <ul style="list-style-type: none"> • Live SDK makes it easy for developers to add connected cloud capabilities

	to their apps, from virtually any device, on any platform.
Increase distribution using the Windows Store	The Windows Store will allow developers to distribute their apps everywhere Windows is sold worldwide, whether they're creating new games or familiar productivity tools.
Build using more languages	Windows 8 lets you code using the programming language(s) you prefer. Whether you're a Web developer who's adept with HTML5 and JavaScript, or a .NET developer who prefers XAML, C#, C++ or a Visual Basic developer, Windows 8 Runtime allows you to choose the language that you know best, making app development efficient, easy and an overall great experience. <ul style="list-style-type: none"> • Microsoft is continuing to deliver on its commitment to HTML5 with Internet Explorer 10 and Windows 8, providing a compelling platform that promises to push the Web forward once more. For Web developers using Windows 8, Internet Explorer 10 is the best browser with support for modern standards like HTML5, CSS3 and SVG, as well as hardware-accelerated graphics and compiled JavaScript.
Enable software developers to take advantage of the full power of the PC	Whether you're building an app to edit home movies or creating the next great game, Windows 8 Runtime allows developers to not only work with sensors, audio and video on their PCs, but also other peripherals that run alongside, such as cameras and printers. <ul style="list-style-type: none"> • Developers can take full advantage of modern sensors like accelerometers, gyrometers and compasses. • Game developers can build stunning games using the new DirectX 11.
Tools to create adaptive apps	Windows 8 runs on a variety of form factors limited only by the creativity of an array of hardware partners, and allows you to adapt your app experience dynamically to reflect different screen areas, changes in orientation and different display capabilities, making customization easy and efficient.

A New Generation of Hardware

Windows 8 works beautifully across a wider choice of devices and chipsets.

One Windows — many shapes and sizes	Support for ARM-based chipsets, x86 devices, touch and sensors means Windows 8 works beautifully across a spectrum of devices, from tablets to laptops and all-in-ones with large, high-definition screens.
Always connected	With Windows 8, you can expect a wide range of devices that power on and power down in an instant, provide all-day battery life and offer constant access to your favorite content.
Tap the full power of your PC	All the applications you knew and loved with Windows 7 are still there, without the need to compromise. Windows 8 is compatible with the devices and third-party software you use today delivering the full performance you expect of a PC.

For more information, visit the [Windows page](#) on the Microsoft News Center.

