

**For immediate release**

## **Microsoft introduces Surface 3: The thinnest and lightest Surface yet** *Officially arriving in Hong Kong on May 5*

**Hong Kong, April 23, 2015** — Microsoft Hong Kong today announced the general availability of Surface 3 in Hong Kong beginning May 5. The new Surface 3, like Surface Pro 3, is a tablet that can replace your laptop but is thinner, lighter and even more affordable. Customers can get their hands on the two models of Surface 3 (64 GB of storage, 2 GB of RAM and 128 GB of storage, 4 GB of RAM) from [microsoftstore.com](http://microsoftstore.com) and Surface designated retail partners, including Fortress, Suning and Wilson Communications. All Surface 3 (64 GB or 128 GB) pre-ordered with the HK\$1,048 Type Cover from the above authorized retailers come with a FREE silver Surface Pen (worth HK\$408)\*.

“We’ve taken everything we learned making Surface Pro 3 and poured that innovation into this newest Surface. It’s beautiful, versatile, powerful and productive, and even more affordable. Surface 3 brings what customers love about Surface Pro 3 to more people, delivering the premium design and productivity of Surface in a more affordable device,” said Horace Chow, general manager of Microsoft Hong Kong. “You’ll love being able to carry just one device for your next class, workday or weekend getaway knowing you have all the power you need.”

And with Surface 3, businesses and schools will now enjoy a broader array of options. Surface 3 can help working professionals in Hong Kong lighten their loads while keeping them more productive on the go. Surface 3 offers multiple RAM and storage options in a sleek design that, with a simple click, transforms from a perfectly balanced tablet to a full-functioning laptop: -

- **The tablet that can replace your laptop**

With the integrated Kickstand, the ability to run desktop software and touch apps, and a full-size USB port, Surface 3 is a perfect mix of innovation and practicality. As thin and light as it is, you will be amazed at all you can achieve with this device.

- **The best of a tablet**

Surface 3 is built around a durable magnesium body that's incredibly light and thin, so you will feel confident taking it anywhere. With up to 10 hours of battery life<sup>1</sup>, a beautiful 10.8" display, and integrated Kickstand, Surface 3 is perfect for hands-free entertainment wherever you go.

- **Works like a laptop when you need it**

Powered by a fast Quad Core Intel® Atom™ x7 processor<sup>2</sup> 1.6Ghz, touch apps and Windows desktop software like iTunes and Photoshop Essentials work seamlessly. Click in a backlit keyboard<sup>3</sup> to type faster than on-screen and connect easily to your accessories with the full-size USB 3.0 port.

- **Runs Windows & Office**

With full Windows 8.1 and a free upgrade<sup>4</sup> to Windows 10 when it's available, Surface 3 is compatible with virtually all your favorite software and lets you run apps and desktop software

side-by-side. It also includes a one-year Office 365 Personal subscription and OneDrive storage<sup>5</sup>, so you can create, share, edit and present the way you're used to.

- **Great Pen experience**

With a Pen<sup>3</sup> that feels like an actual pen, this is the most natural writing experience on a tablet. With one click of the Pen, a blank sheet is available for notes, even if Surface is asleep. Easily mark up presentations, sign documents, or enjoy art apps.

### Surface accessories

Surface 3 can be paired with new accessories<sup>6</sup>: **Surface 3 Type Cover** is offered in a variety of colors and features an improved trackpad and responsive keyset for fast, accurate typing, alongside four vibrant **Surface Pen** colors — silver, black, blue and red. The **Surface 3 Docking Station** lets people easily connect to an external monitor and all their desktop devices, and Surface 3's full-size USB 3.0 port, Mini DisplayPort, microSD™ card reader and Micro USB charging port make it compatible with the Surface Pro line of adapters and ready for quick and easy connections to a variety of accessories. Surface accessories specifics can be found [here](#).

### Pre-order details

Customers can pre-order both versions of Surface 3 from April 15 to 28 online at [microsoftstore.com](http://microsoftstore.com) and at the retail stores of three Surface designated retail partners, Fortress, Suning and Wilson Communications, for delivery beginning May 5. All Surface 3 (64 GB or 128 GB) pre-ordered with the HK\$1,048 Type Cover from the above authorized retailers come with a FREE silver Surface Pen (worth HK\$408)\*. Act now while stock lasts. Please visit <http://www.microsoft.com/hk/s3/english/> for full details.

\* Offer valid while stocks last.

### Local pricing details

Surface 3	Estimated retail price (HKD)
64 GB of storage, 2 GB of RAM	\$ 3,888
128 GB of storage, 4 GB of RAM	\$ 4,688

Surface 3 Accessories	Estimated retail price (HKD)
Surface Type Cover (Bright Blue, Red, Black)	\$1,048
Additional Surface Pen (Silver, Dark Blue, Red, Black)	\$408
Additional 36W Power Supply	\$648
Additional Pen Loop	\$38
Docking Station for Surface 3	\$1,618
Surface Ethernet Adapter	\$328

More information on Surface can be found at <http://www.microsoft.com/surface/en-hk>.

<sup>1</sup> Surface 3: Up to 10 hours of battery life for video playback. Battery life for other uses will vary.

<sup>2</sup> Intel, Intel Atom and the Intel logo are trademarks of Intel Corporation in the United States and other countries.

<sup>3</sup> Keyboard and pen sold separately.

<sup>4</sup> Free upgrade to Windows 10 for qualified Windows 8.1 devices that upgrade in the first year. More information and additional offer terms available in the coming months. See [http://windows.microsoft.com/en-us/windows-10/about?ocid=WIN10\\_0\\_WOL\\_Hero\\_Home\\_Windows-10\\_Null\\_01](http://windows.microsoft.com/en-us/windows-10/about?ocid=WIN10_0_WOL_Hero_Home_Windows-10_Null_01) for more information.

<sup>5</sup> Available on Surface 3 with Windows 8.1 purchased prior to Dec. 31, 2015. While supplies last. Office activation required within six months of Windows activation date.

<sup>6</sup> Accessories sold separately.

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## **About Microsoft**

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. Microsoft Hong Kong was established in 1991.

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