

For immediate release

## **Microsoft Launches Surface Pro 3 and Celebrates 11<sup>th</sup> Anniversary in Macau**

**Hong Kong and Macau, June 11, 2015** — Microsoft Hong Kong today announced the official launch of Surface Pro 3 for commercial markets in Macau, while celebrating the company's 11<sup>th</sup> year in the locale. Microsoft first established its presence in Macau in June 2004. Since then, the company has experienced significant development and growth in Macau, where the staff size has increased five times, and revenue multiplied by eighteen times.

"We now live in a 'mobile-first, cloud-first' world, where the combination of mobile devices and cloud services are generating and consuming data more abundantly than ever, creating unique opportunities around mobility and productivity. Our focus in Macau is closely aligned with the company's mission, 'empowering every person and every organization to do more and achieve more,'" said Horace Chow, general manager of Microsoft Hong Kong and Macau. "Today, we are very pleased to announce the availability of Surface Pro 3 in Macau, a device that is built for productivity in an incredibly mobile, lightweight, and versatile form. Together with the upcoming availability of Windows 10 on 29 July, this will mark a new era of personal computing and reinvention of productivity."

### **Surface Pro 3 builds strong momentum before Windows 10 launch**

Surface Pro 3 is a strong evidence of how Microsoft is furthering its 'mobile-first, cloud-first' strategy, and it has achieved great momentum around the world and in Hong Kong. Surface Pro 3 sales have outpaced prior versions of Surface Pro in the first two quarters after its launch. Driven by Surface Pro 3 sales worldwide, the global Surface revenue has increased to US\$713 million, up 44% in Q3 earnings report, with consistent increases year-over-year. Additionally, since Surface Pro 3 is running on Windows 8.1 Pro, customers can enjoy free upgrade<sup>1</sup> to Windows 10 when it becomes available on 29 July, and unlock more personal and natural experiences across their devices, through Windows Hello, Cortana, Microsoft Edge and much more.

### **Surface Pro 3, a perfect companion to Office 365**

Furthermore, Surface Pro 3 is also the perfect complement to Office 365, which was launched last May in Macau to bring unparalleled cloud and mobile benefits to businesses, academic and non-profit organizations. Because Surface Pro 3 runs Windows 8.1 Pro, people can run the

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<sup>1</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.

desktop software they rely on, including Microsoft Office and Office 365, multitask with side-by-side windows, and maximize productivity at work or at home. Surface Pro 3 delivers the best writing and drawing experience with Surface Pen included and an amazing new capability where with just a click of the pen, Surface launches a fresh page in OneNote, so people can capture their thoughts anytime, anywhere — as quickly as a pen and piece of paper.

### **Surface Pro 3 for businesses**

People and businesses love their Surface Pro 3 as their laptop replacements, and Microsoft has kept its commitment to business customers, ever since the device was first launched a year ago. Today, Surface has expanded into 31 commercial markets, celebrating new customers along the way. Surface Pro 3's versatile features allow commercial customers to deploy a laptop replacement that delivers the power, manageability and security they need to conduct business with confidence. Global companies such as BMW Group, The Coca-Cola Company and LVMH – Moët Hennessy Louis Vuitton have purchased and deployed the device as one of the choices inside their organizations." Surface Pro 3 is a truly innovative device that will replace both a tablet and a powerful laptop," said Mario Müller, vice president IT infrastructure, BMW Group. Microsoft is proud that these esteemed brands have used and loved Surface Pro 3 to harness the promise of mobility to transform their customer experiences.

"Over the past 11 years, through our people and technology, Microsoft has supported different industries and business sectors of Macau, from government to hospitality to entertainment, which has helped Macau transform into a unique and competitive city in Asia," said Chow. "In this new era of cloud and mobility, Microsoft will continue to empower Macau's businesses and the society as a whole to drive their transformations through the power of digital technology. I believe through our partnerships with government and businesses of Macau, we can help drive sustained growth and competitiveness through innovations over the next decade and many more to come."

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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.

**For more information, press only:**

**Microsoft**  
Alice Li

Tel: (852) 2804 4130

Email: [alicali@microsoft.com](mailto:alicali@microsoft.com)