

The Next Generation of Surface

Written by Bob Snyder
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The next generation of Microsoft Surface lets people to collaborate using a large, thin LCD that both senses your touch and sees things set on its screen.

And Samsung is the partner, making available a 40" Full HD 1080p screen with a 16:9 aspect ratio and 1920x1080 resolution.

The original surface was clunky, expensive, and had a very limited number of demo programs. Designed for demanding locations such as retail, hospitality and education, the new surface is only 4" thick, can be mounted vertically or horizontally. It can both sense your touch and see things set on it (that's Samsung's Pixel Sense technology). It costs about \$6000 less than the original (manufacturer's suggested price for Samsung SUR40 starts at \$7600 in USA).

The Samsung SUR40 for Microsoft Surface will reach business customers later in 2011 in 13 European countries and 10 others including USA and some Middle East markets. Dassault Aviation, Fujifilm, Red Bull GmbH, Royal Bank of Canada and Sheraton Hotels & Resorts Worldwide Inc. announce signed up to deploy the new product.

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Microsoft and Samsung worked closely to develop the LCD panel which is being manufactured by Samsung and will be sold to business customers through its distribution network.

"With Samsung's cutting-edge interactive LCD technology and Microsoft's innovation in vision-based systems, together we were able to define a new LCD architecture," said HyungGuel Kim, senior VP Samsung Electronics LCD Business. "This brand-new concept of LCD provides image-sensing technology along with massive multitouch capability and enhanced horizontal durability, which are specialized for the Microsoft Surface experience."

Thin form factor, 4" thin, makes it easy to use horizontally, hang vertically with the VESA mount, or embed in walls or custom enclosures. Standard legs are available or customers can design and attach their own.

If SU40 takes off, you can say that Red Bull "gave it wings."

Red Bull, a producer of energy drinks, and Red Bull Media House, provider of media content from Red Bull extreme sports events, have selected **T-Systems Multimedia Solutions**, a Surface Strategic Partner, to develop a Surface application in an innovative project for use in bars and clubs.

Red Bull is investing in Surface for its ability to enhance the brand experience in a variety of locations, as well as its presence at worldwide extreme sports events. Using the Microsoft Surface application, fans of Red Bull will be able to interact with the product and multimedia content at the same time. When guests place their tagged Red Bull cans on the display, video content of Red Bull events and current news is shown on the display and can be saved for viewing later by snapping a photo of a QR tag with a smartphone.

Microsoft will also showcase Samsung SUR40 in its Microsoft Stores where they intend to deploy two to four Samsung SUR40 units per location.

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EDITOR's NOTE: Microsoft changed the name in JULY 2012. It's now called **"Samsung SUR40 with Microsoft PixelSense."**☐