

Microsoft: "We're Just Getting Started"

Written by Marco Attard
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"There's a lot yet to come," Microsoft Windows unit CFO Tami Reller tells Reuters-- the company hopes for a boost in Windows 8 sales after a "solid" start as more W8 devices from Acer and HP should hit the market.



Reller continues "over the next couple of selling seasons we'll have [touch laptops and convertibles] across all form factors and all price ranges."

Microsoft says Windows 8 device sales were not hit by consumer preference to the alternatives (as in iPads or Android devices) or the current negative market outlook. Instead the company blames a limited device volume due to a constrained touchscreen component supply.

Mind, the Surface tablet still has to set the market on fire-- [IDC estimates Q4 2012 Surface shipments total just 900000](#) (compared to 22.9 million iPads in the same period), even if the more business-friendly Surface Pro only launches this week.

Reller also promises more retail-side involvement, saying "we'll work with [retailers] to do better... we are definitely going to do more at retail to make that experience better."

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