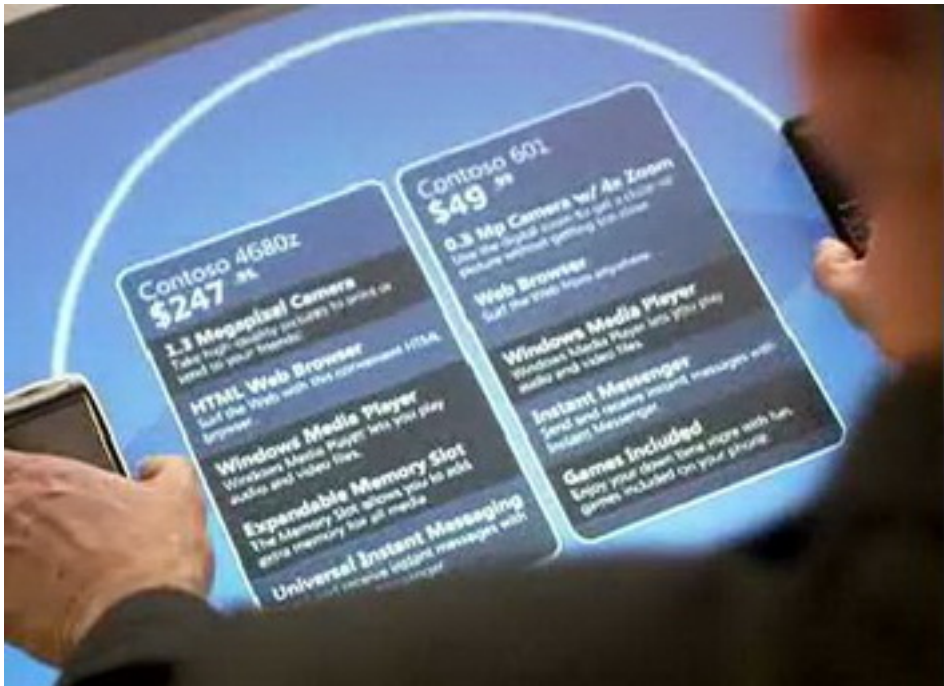


Microsoft Surface Launches in 12 EMEA Markets

Written by Bob Snyder
25 March 2009

Microsoft Corp. announces expanded commercial availability of Microsoft Surface to 12 select markets in EMEA (Austria, Belgium, France, Germany, Ireland, Italy, Netherlands, Qatar, Spain, Sweden, UAE and UK.)



Microsoft Surface is a surface computing platform that responds to natural hand gestures and to the placement of real-world objects on the display. With a large, 360-degree, horizontal user interface, Microsoft Surface creates a tabletop computing platform where multiple users can collaboratively and simultaneously interact with information, content and physical objects. Microsoft sells Surface as an enabler that lets companies attract and convert new customers as well as cross-sell products and services, drive customer loyalty, and achieve operating efficiencies.

As content and applications provide the real context of the Microsoft Surface experience, developers are critical. The Microsoft Surface partner program has expanded to include more than 120 partners from 11 countries

One example: Telefónica I+D is working on the development of Microsoft Surface applications for the retail, banking, digital signage, leisure and entertainment sectors. The Telefónica flagship store in Madrid, Spain, features a Microsoft Surface app that lets customers have a personalized shopping experience (lets buyers shop by accessing info about multiple mobile devices by placing them on the display.)

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