

THE FUTURE IS HERE

DELIVERING SEAMLESS, AI-ENABLED EXPERIENCES WITH MICROSOFT SURFACE

MAKING AI WORK FOR WORKPLACES

AI is transforming the world. To truly transform the workplace and drive competitive advantage, it needs to be accessible, easy to use and engaging. And for that you need the right devices.

Copilot+ PCs are about empowering people to get more from AI – with seamless, end-to-end experiences.

Imagine giving your teams all the processing power they need for key AI workloads on-device – from pixel-perfect presentations to frictionless data analytics – all via one appealing, intuitive interface. And doing it while increasing privacy and performance, minimising latency, and reducing cloud costs...

The Neural Processing Unit (NPU) represents a new frontier in processing innovation – specially designed for executing complex machine learning and AI algorithms while freeing up traditional CPUs and GPUs to increase device-wide efficiency.



Surface AI PCs include the clamshell Surface Laptop 6 and detachable Surface Pro 10



AI PC

<40 TOPS NPU [Intel]

VS.



Copilot+ PC

40 TOPS NPU [Qualcomm]

AI WITH SURFACE – BETTER EXPERIENCE, BETTER PERFORMANCE

Designed by Microsoft, Surface brings software and hardware together – from device to cloud – to build an end-to-end AI experience that supports users, IT, and organisations. Work traditionally done on the CPU or GPU, or the cloud, is offloaded to the NPU – elevating performance for heavy workloads, enhancing security, and increasing endpoint efficiency.

ENHANCED PRODUCTIVITY

Experience the productivity of Copilot in Windows with commercial data protection and Microsoft Copilot for Microsoft 365 thanks to Surface, features that support inclusive styles of work.

Use Copilot with voice commands through finely tuned far field Studio Microphones, or touch gestures and inking on the Surface PixelSense touchscreen, eliminating the need for a physical keyboard. Create shortcuts to quickly engage with the Microsoft Adaptive Hub. Surface lets you engage with Copilot in a way that's most effortless to you.

WHY RUN AI MODELS ON SURFACE?

With the In-built GPUs and NPUs for processing AI-workloads means that Surface can offer:



LESS LATENCY

By running AI models locally, the latency associated with sending data to and receiving results from a third-party service may be eliminated or reduced, potentially resulting in faster processing times.



GREATER PRIVACY

Running AI models locally on a device can provide greater privacy as data is processed on the device itself, without the need to send it to a third-party service for processing.



COST SAVINGS

Running AI models locally may reduce the need to pay third-party services for their compute power, potentially resulting in cost savings.

- As the cost of running AI increases, running smaller, specialised models locally on a device helps organisations realise economic scalability.
- Can also reduce your Copilot license spend.



EFFICIENT PROCESSING

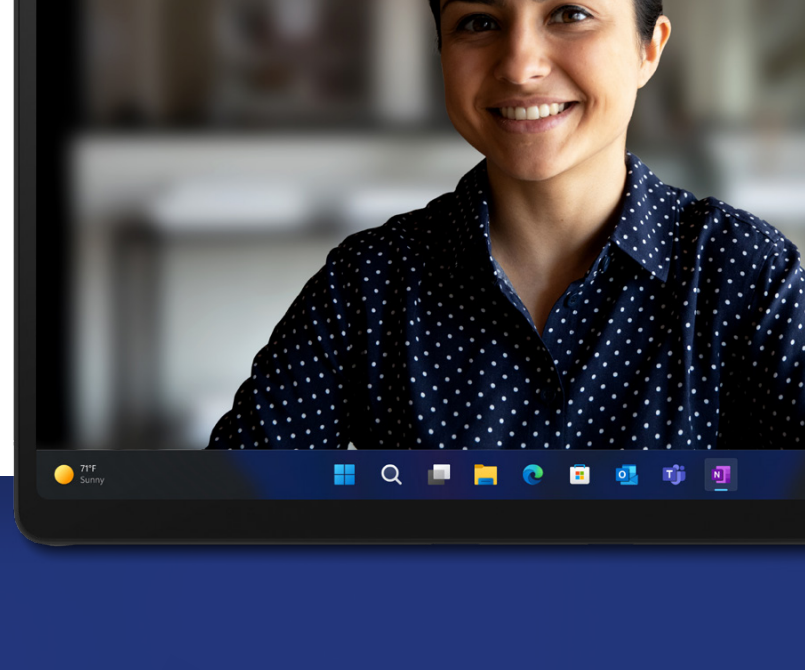
Running AI models locally on a device can deliver more efficient processing by offloading workloads to the device. This can be applied to visual inferencing, audio inferencing, live translation, and transcription.

AI EXPERIENCES

Slicker, more professional collaboration

Windows Studio Effects and AI-enhanced experiences

- Automatic framing
- Portrait blur
- Eye contact
- Voice focus
- Live captions
- Better background blur [CPU vs NPU images]



AI ACCELERATED

MODERN EXPERIENCES



WHO BENEFITS?

EMPLOYEES

Better collaboration with faster, more polished video conferencing and less latency for complex AI workloads, while keeping data secure.

IT

Chip-to-cloud security to help organisations maintain data privacy and control.

ORGANISATIONS

Empower employees now and become future-proof/ ready for early adoption as new innovations arrive.

THE PERFECT PROCESSOR FOR THE JOB

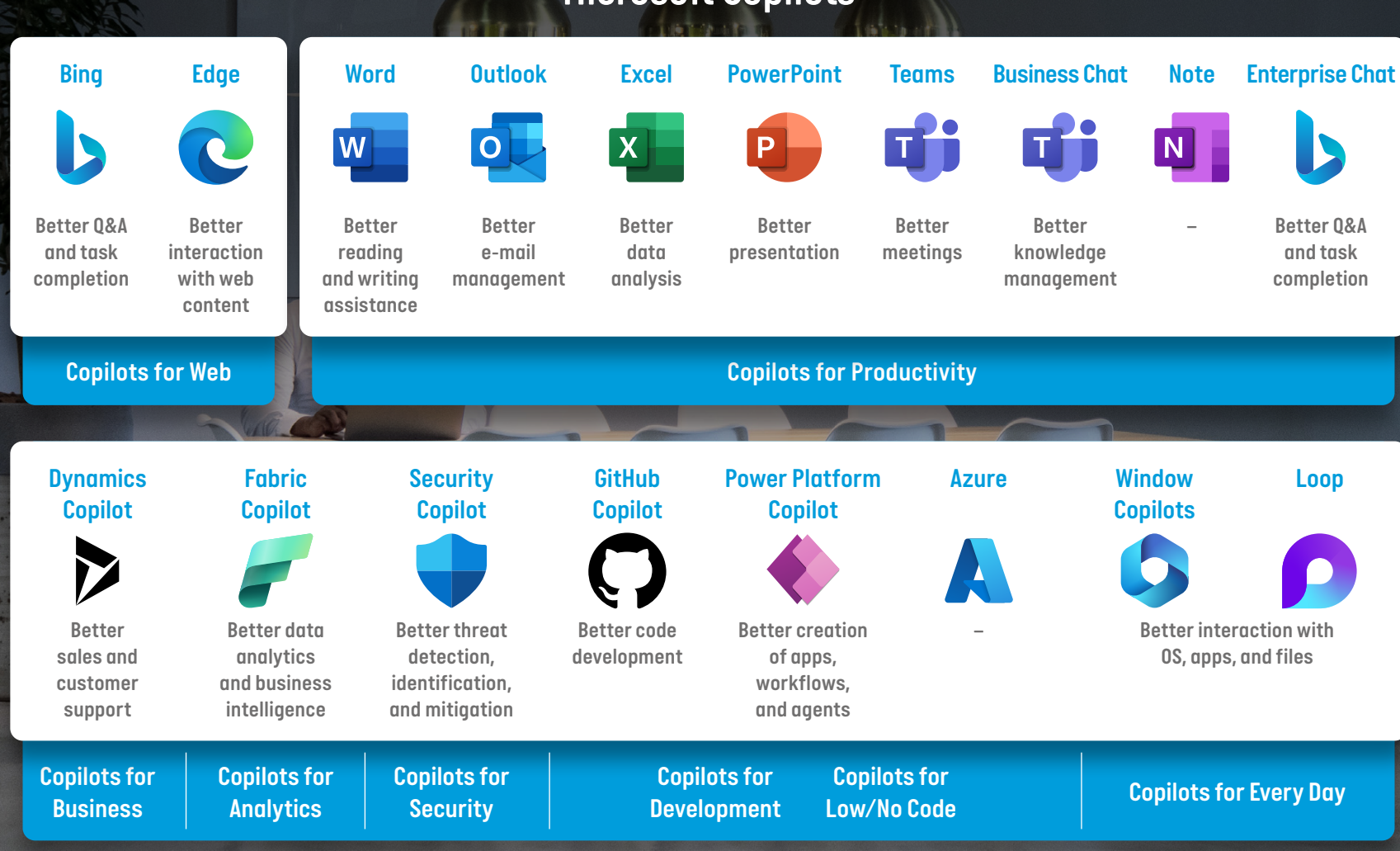
NPUs free your CPU and enable enhanced AI experiences.

	CPU Central Processing Unit	GPU Graphics Processing Unit	NPU Neural Processing Unit
History	<ul style="list-style-type: none"> Foundational to computing Iterative updates in recent years 	<ul style="list-style-type: none"> Provided significant boosts in graphical and data processing Similar iterative trajectory now turning interest towards AI 	<ul style="list-style-type: none"> New frontier in processing innovation Exponential improvements in just a few years
Purpose	<ul style="list-style-type: none"> Brain of the computer Performs basic operations from software instructions, loaded from memory 	<ul style="list-style-type: none"> Specialized to render 2D and 3D objects Can perform operations in parallel, processing vectors of data simultaneously 	<ul style="list-style-type: none"> Specific architecture for deep learning Integrated as an element of the SoC Hardwired matrix without need for memory access, reduced precision Trained specifics, Inference operations
Positives	Can execute any line of software	Efficient for repeatable calculations	Audio, Video, Data inspection
Negatives	Not efficient at specific operations	Floating Point, not needed for AI	Generic code execution

NAME YOUR USE CASE

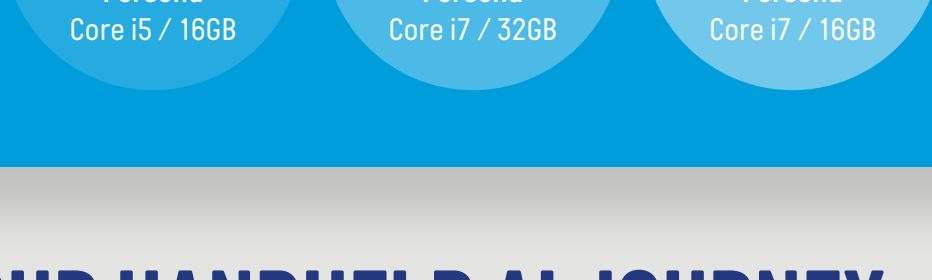
AI is embedded into everything that Microsoft do.

Microsoft Copilots



POWER YOUR PERSONAS

Anticipating current and future AI demands, here are some example setups for different users:



A HELPING HAND FOR YOUR HANDHELD AI JOURNEY

Computacenter helps you every step of the way...



82% of executives say their employees need new skills to be prepared for the growth of AI

Source: Microsoft, Work Trend Index Annual Report: Will AI Fix Work? 2023.

DISCOVER MORE

Discover the power of Copilot+ PCs and transform your workplace with Computacenter and Microsoft Surface. For faster, more efficient and more secure AI experiences, devices are instantly engaging and easy-to-use. Get in touch to find out more. Please contact your Computacenter Account Manager on **01707 631000** or email **enquiries@computacenter.com**

www.computacenter.com