

How to use this deck

Title	Windows 11 and Windows 11 SE for education instructor-led training (ILT) deck	
Last modified	December 2021	
Ways to use this deck	 90-minute session where you cover all content and engage participants in interactive exercises 15-minute session where you cover specific sections, as needed 5-minute "quick reference" session where you cover one topic or slide For deep dives in a particular area For tackling a specific sales challenge 	
Audience	Microsoft reseller	
Level	L100-L150	
State	<tbd></tbd>	
Deck owner	<contact name="">: user@microsoft.com</contact>	
Version	1.0	

Agenda

- 1 Course overview
- 2 Know your customers
- 3 Education market landscape
- 4 Get to know Windows 11 & Windows 11 SE
- 5 Microsoft Education solutions
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- 7 Licensing
- **8** Solution summary
- 9 Connect with your customers
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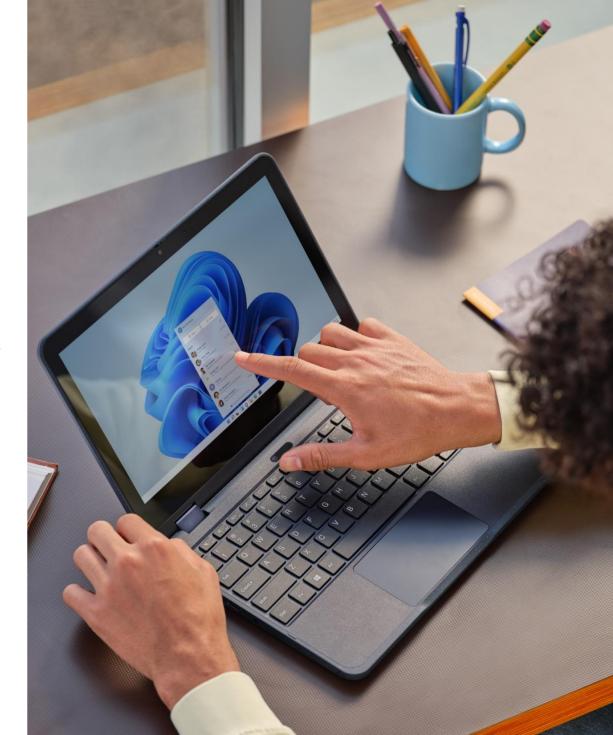


Course overview

Your takeaways

After this training, you'll be able to:

- Recognize the needs of education customers
- Identify new market opportunities
- Discuss the benefits of Windows 11 and Windows 11 SE
- Discuss the benefits of Microsoft's education solution
- Explain key licensing options for Microsoft for Education offerings
- Better connect with customers
- Constructively address customer concerns





Prerequisites

You should be familiar with:

- Windows operating system, specifically
 Windows 11 and Windows 11 SE and their features
- Microsoft for Education licensing options
- How hybrid learning impacts educators and students
- Common education scenarios, including remote learning, the need for assistive learning tools, and the challenges of achieving digital equity

Resources:

Microsoft Education Hub

Know your customers



Educators today face significant challenges in providing a high level of education for all their students

HYBRID LEARNING

70%

of educators are worried about delivering engaging, high-value hybrid learning experiences.¹ **ACCESSIBILITY**

2.5M

Students in the U.S. have a learning disability such as dyslexia.³

SECURITY

\$3.7M

lost by a Kentucky school district in 2019, due to phishing.⁴

LOW COST

60%

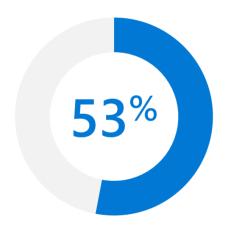
of schools worldwide and 72% of U.S. schools spend <\$300 per device.²

1 National Alliance on Mental Illness 2 FutureSource August 2021 3 U.S. Department of Education Statement on Learning Disabilities 4 Part III: Cybersecurity Incidents: 2019 – The K-12 Cybersecurity Resource Center (k12cybersecure.com)



The need for remote learning diminished student outcomes

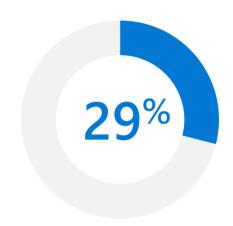
The impact of the pandemic has been far-reaching for educators and students alike



of remote high school students felt less motivated.¹



drop in math learning among U.S. 3-8 graders vs. pre-pandemic.²



of parents say their child is experiencing emotional harm from social distancing and school closure.³

^{1.} student-engagement-during-the-pandemic-final-10.13.21.pdf (brightspotcdn.com)

^{2.} https://www.nwea.org/content/uploads/2021/07/Learning-during-COVID-19-Reading-and-math-achievement-in-the-2020-2021-school-year.research-brief-1.pdf

^{3.} https://namica.org/blog/impact-on-the-mental-health-of-students-during-covid-19/

However, school communities adapted and realized new possibilities



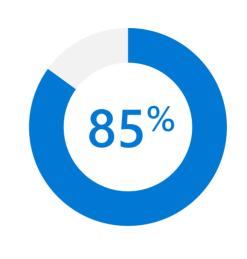
Delivered remote & hybrid learning successfully



Proved they can accommodate accessibility needs



Focused on collaboration, community, & social growth



of surveyed teachers favored increased use of digital learning tools.¹



of surveyed principals and administrators favored increased use of digital learning tools.¹

Education customers have specific device needs that Microsoft is uniquely positioned to meet

- Simplified communication
- Equity and accessibility for all
- Secure data
- Less clutter, simplified desktop
- Efficient, cloud-based management



Education market landscape



Today's education market is experiencing extraordinary growth

DEMAND

51M

Units sold in 2020, for 92% year-over-year growth.*

LOW-COST DEVICES

>50%

Worldwide devices sold for education cost <\$300 USD.*

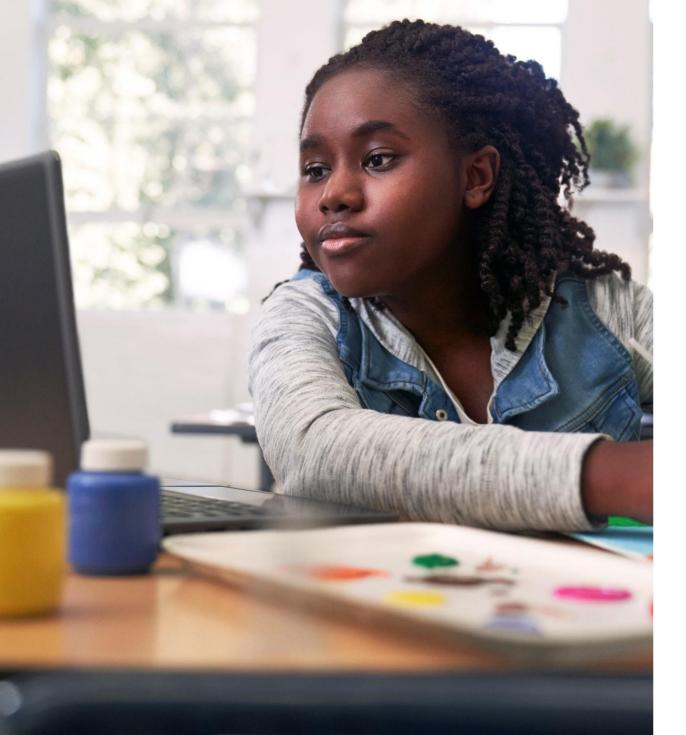
WINDOWS EDUCATION DEVICES

+43%

Unit volume year-over-year growth.*

*Futuresource Mobile PC in K-12 Tracker (futuresource-consulting.com)





Customers are receptive to what Microsoft for Education is offering

- K-12 IT decision makers are highly receptive to device-based software subscriptions.
- Device-based productivity apps, security, and game-based learning are attractive features.
- U.S. customers may have COVID stimulus funds they may need to spend by 2024 or sooner.

Get to know
Windows 11 and
Windows 11 SE



Welcome to Windows 11

We reimagined Windows for a new era of the digital classroom, helping educators unlock the full potential of every student giving them powerful tools to learn, collaborate, and create in a secure and trusted environment.

Welcome to Windows 11

Unlock the full potential of every student

Education experiences designed for all

Simple to deploy, manage, and secure

Optimized performance for low-cost devices



Education experiences designed for all

Deliver high-quality learning tools for students of all abilities, at school or online.



High-definition videoconferencing^{1, 2}



Accessibility features



Ease of Access settings



One-click access to mic controls and sharing in Microsoft Teams³



More adaptive touchscreen & pen functionality



^{1.} Hardware dependent.

^{2.} Fees may apply.

^{3.} Coming soon.

Simple to deploy, manage, and secure

Safeguard students, teachers, and schools from cyberthreats, no matter where they are.



Detect and block malware



Defend against unsafe web content



Enable single sign-on



Manage access and identities



Simplify management and deployment



Optimized performance

Gain performance on affordable devices that are built for education.





Optimal experience with familiar apps¹

>10-hour battery life²

Apps in use designed to run faster



^{2.} Battery life varies significantly with device, settings, usage, and other factors



Welcome to Windows 11 SE

For education customers seeking costeffective devices, Microsoft Windows 11 SE offers a simplified, secure experience that is optimized for a cloud-first world featuring modern management.



Optimized performance for low-cost devices

Helping bridge the digital divide with affordable PCs



Curated, education-first apps and productivity tools



Faster start times



Better performance and improved fundamentals



Simplified licensing and no letter of eligibility required



Optimized performance for low-cost devices

A simplified, secure experience on devices built for education.



Pre-loaded Microsoft Office*



Designed to improve focus



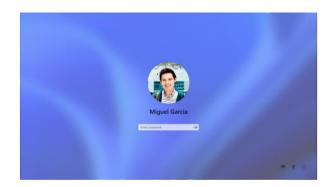
IT maintains control over devices and downloads with Intune for Education (subscription required)*



Works seamlessly with familiar third-party apps



Key optimizations of Windows 11 SE devices that benefit K-8 students



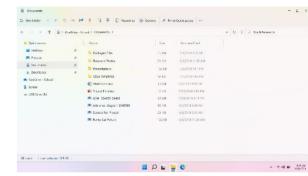
Designed for 1:1 deployment



IT programmable start + taskbar



Locked apps



Cloud backed



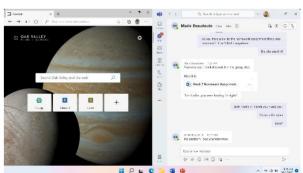
Windowing optimized for screen size and performance



Guided learning



Focused



Performance enhancements for low-cost devices

Which version of Windows is right for your customers?

Features and benefits	Windows 10	Windows 11	Windows 11 SE
Education experiences designed for all			
Online and offline productivity backed up by the cloud	•	•	•
Improved accessibility with touch screen and voice typing		•	•
Simple to deploy, manage, and secure			
Cloud-first device management supported by Intune and Azure Active Directory	•	•	•
Cloud managed only, through Intune for Education			•
Runs all Windows applications (UWP, PWA, and Win32)	•	•	
Optimized performance for low-cost devices			
Simplified User Experience (UX) with the versatility of Windows tuned for education		•	•
Foreground application boost		•	•
Devices with > 128GB storage, or > 8GB memory, or higher performance CPU	•	•	
Upgrade from Windows 10		•	



Microsoft Intune is required to manage Windows 11 SE devices

Intune is a cloud-based service that enables organizations to easily control how their devices are used.

There are four simple steps for using Intune:



Easily migrate identities to the cloud





Set up the Microsoft 365 tenant



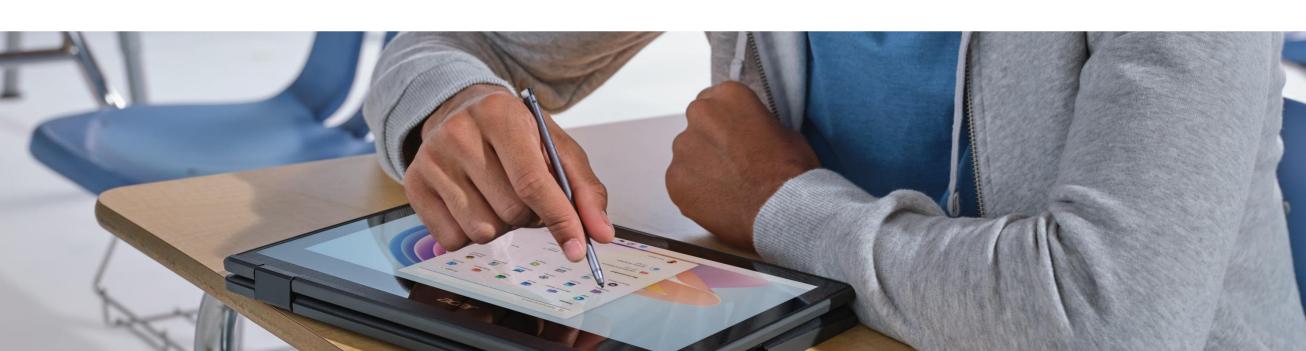


Enroll devices at scale





Deploy the right apps & policies to all devices



Microsoft Education solutions



Designing an equitable learning environment

One unified platform for teaching, learning, and work

Inclusively designed

Accelerate learning

Foster well-being

Secure and future-proof IT*

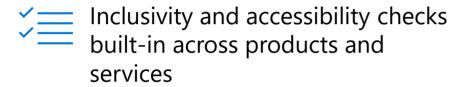


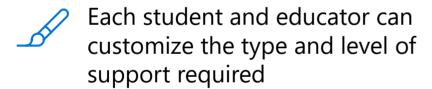


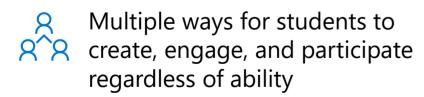


Inclusively designed

for the benefit of all







Aicrosoft Teams Live Captions		
Windows Ease of Access Center		
Microsoft Editor		
Immersive Reader		
Dictation		
Math Assistant		

Accelerate learning

with actionable insights



Visibility and real-time feedback to improve literacy and build foundational skills



Insights with actionable intelligence so educators and students can track progress and take action



Data and insights tools that offer views into key indicators such as student performance and organizational and operational activities

Reading Progress
Insights in Microsoft Teams
Speaker Coach

Foster well-being

for long-term impact on success



Feedback and data insights on social-emotional skills to build self-awareness and self-regulation



Immersive learning experiences to develop skills to negotiate, share resources, and solve challenges, together



Facilitated reflections to develop social-emotional skills to better navigate emotions, social situations, and conflict

	Praise
	Reflect
	Communications Compliance
	Minecraft Social and Emotional Kit
	Stickers

Windows 11 and Windows 11 SE devices



Windows 11 Pro Education devices provide a full spectrum of capability for every school



Balance value and simplicity

Usage	Dedicated student devices for online and offline classroom learning experiences
At-a-glance	Best for equitable student solution Ideal for K-8 student devices Full Microsoft Office apps and Microsoft Teams
Pricing	Devices starting at \$249 USD Microsoft 365 A1 at \$38 USD per device Management included
Windows OS	Windows 11 SE

New device improvements enable every student to achieve more

All-day battery life



Anchored keycaps safe to clean



Military standard ruggedization, over 1-meter drop tested



802.11AX, WiFi6

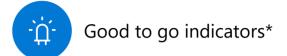


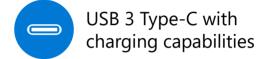
< 6 seconds fast resume

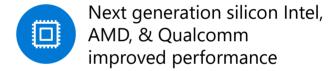


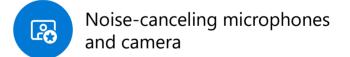
LTE / 4G GCF, PTCRB certified SKUs

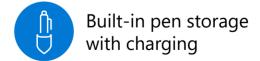


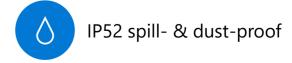












Power & Connectivity

^{**} compared the previous generation

Windows 11 SE devices offers a simplified, secure experience for K-8 students

Ten models from eight top device manufacturers, with state-of-the-art hardware features:



Windows Ink



Microsoft Pen Protocol



Voice Assistant Support



Mobile broadband



Touchscreen enabled



Windows Hello



Precision Touchpad



Licensing

Low-cost Windows 11 devices priced for education customers



The **Shape the Future Program** offers **discounted licensing** for specific models running Windows 11 Pro Education

- Apply for Letter of Eligibility
- For K-12 institutions

aka.ms/shapethefuture



Windows 11 SE devices automatically come at affordable prices, starting at \$249 USD

To prepare students for tomorrow, give them Windows 11 at the best prices today.

Adding Microsoft 365 delivers Microsoft's complete education solution

Choose from multiple licensing options

TOP SELLERS

- **)** A1
- **)** A3

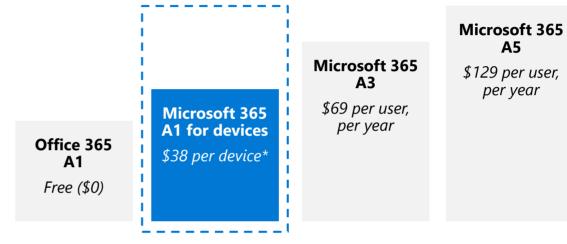


Free Microsoft 365 Education - Microsoft Education

Introducing the new A1: A license designed for education*

- Great value for device-based pricing
- Available only to cloud service providers (CSPs) < 1,000 units
- Adds desktop Microsoft Office apps & Minecraft Education Edition to prior A1 "legacy" license
- Not suitable for shared-device scenarios

Microsoft 365 for education license offerings



^{*\$38 &#}x27;one-time' pricing for up to 6 years

Included in Microsoft 365 A1 Intune for Education Microsoft Teams Microsoft 365 Apps for Enterprise Minecraft: Education Edition

A1: A license designed for education

A simple and cost-effective solution to support all learners with dedicated (1:1) devices.



Simple and cost effective

- One-time purchase of \$38/device that lasts up to 6 years.
- Invest time-limited stimulus awards or capital funds to lock in cloud management and a broad set of apps for multiple years.



Supports all learners

- Support online and offline learning experiences with desktop Microsoft Teams, Microsoft Office apps, and OneNote Class Notebook.
- Unlock an immersive learning experience in a game students love with Minecraft: Education Edition.
- Get accessibility and inclusivity features like Learning Tools and accessibility check.



Easy deployment and support

- Manage all your Windows and iOS devices, users, and apps from a single cloud dashboard using Intune for Education.
- Access comprehensive online training resources and professional development with the Microsoft Educator Center.

Comparing
Microsoft 365 for
Education licensing
options with Chrome
Education Upgrade



	Mic		
	Microsoft 365 A1 for devices	Microsoft 365 A1 Legacy	Chrome Education Upgrade*
One-time Cost	\$38 per-device	\$30 per-device	\$38 per-device
Duration	Up to 6 years	Up to 6 years	Up to 8 years
Device-based license	•	•	•
Device Management	•	•	•
Web-based productivity apps	•	•	•
Desktop Office Apps (Microsoft 365 Apps for Enterprise)	•		
Minecraft: Education Edition	•		
Dedicated (1:1 learning) device	•	•	•
Shared device functionality		•	•

^{*}Source: Google for Education One-pager. Information current as of 12/21/21.

Microsoft 365 for Education offerings

SKU details

		Microsoft Office 365 A1	Office Pro Plus 2019	Microsoft 365 A1	Microsoft 365 A3	Microsoft 365 A5
	Price per year	Free for all users	\$83 per user (perpetual)	\$38 per device (6 years)	\$69 Per faculty (year year)	\$129 Per faculty (year year)
	GA date	Current	Current	November	Current	Current
	Device	No device purchase necessary	No device purchase necessary	Tied to the purchase of a device	No device purchase necessary	No device purchase necessary
Core apps, management and security	Collab & Classroom tools (Teams, Office web apps)	•		•	•	•
	Desktop Office Apps (Microsoft 365 Apps for Enterprise)		•	•	•	•
	Device Management (Intune)			•	•	•
	Minecraft: Education Edition			•	•	•
	Windows Upgrade				•	•
	Core Identity/Security (EMS A3)				•	•
Operating System	Windows Pro Education/Enterprise				•	•
Advanced SCI	Advanced security					•
	Advanced compliance					•

Solution summary

A unified experience for greater value



One unified platform for teaching, learning, and work















Learning Tools built-in for students of all abilities



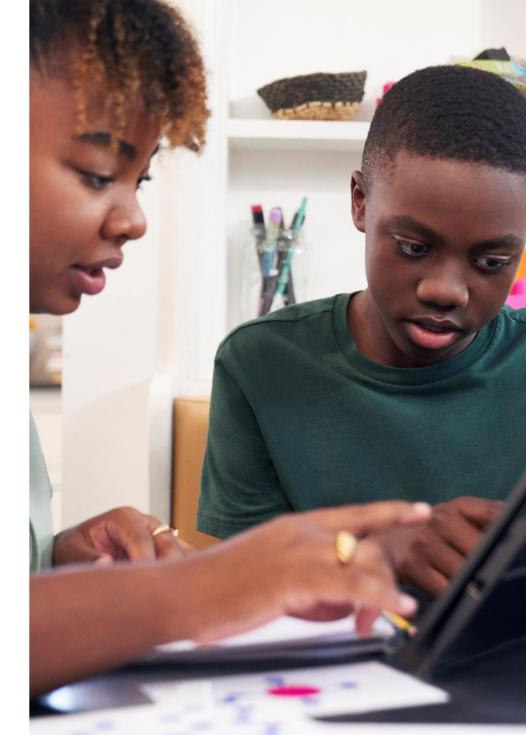








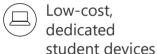




A unified experience for greater value - continued



Innovative devices with accessibility for all





Powerful, versatile devices with ink and touch



Performance devices for STEM, eSports, VR



Security, privacy and streamlined management



School Data Sync



Azure Active Directory



Exchange Online



OneDrive



SharePoint



Intune for Education



Microsoft Defender



Connect with your customers



Energize the sales cycle with the 4Es

Engage

Explore

Excite

Empower



Engage

Learn about your customer by asking simple questions:

- What makes your school system unique?
- Describe your student body and teaching staff.
- How have you helped students get personalized devices for school?
- Could you talk a bit about your budget? Do you have ample funding for your IT needs?



Explore

Strive to truly understand your customer's challenges by asking deeper questions:

- What stories have you heard about students having trouble accessing online classes or their work?
- What concerns do you have about safeguarding student data, especially in remote or hybrid learning environments?
- How did you keep students and instructors connected when they had to learn remotely?
- What was it like to deploy and manage devices for remote learning?
- How well can you handle special learning needs and styles in your classrooms? Have you added 3rd-party software?



Excite

Highlight Microsoft for education capabilities that specifically address your customer's needs, such as:

- Show quick-access accessibility options, available from the control center.
- Highlight the Microsoft Teams icon that connects teachers and students right from their task bar.
- Demonstrate how to deploy and update devices with simple, handsfree tools.
- Point out the student protection features of Windows Defender SmartScreen, which is built into Microsoft Edge.
- Illustrate how students can access Microsoft Office apps both online and off.
- Showcase the new Reading Progress tool within Microsoft Teams, which helps teachers assess student reading fluency remotely.



Empower

Help your customer get the most from the Microsoft for education solution:

- Build conversation around the features and benefits of Windows 11 devices and the complete Microsoft for education solution.
- Reinforce the ease of hybrid learning and ability to stay connected and engaged with Microsoft Teams.
- Highlight the importance of supporting accessibility and equity in education.
- Reinforce Microsoft's commitment to student privacy as well as chipto-cloud protections.
- Convey the simplicity of device management and deployment for busy IT departments, using Microsoft Intune for Education.



Targeting

We've identified four key categories of prospective customers that we feel are most valuable for targeting

Target	Strategy	Key results
Cloud -ready education customers ✓ Microsoft 365 usage (high) ✓ Microsoft Intune-managed devices	Extend Windows platform with streamlined deployment of Windows 11 SE devices using the credentials and configurations already in place with Microsoft Office 365 and Intune.	Windows 11 SE device sales Windows 11 SE operating system activations Microsoft 365 A1 license for devices sales
Cloud- capable education customers ✓ Microsoft 365 usage (high) ➤ Lack identity ➤ Lack Intune-managed devices	Target Microsoft customers who already have credentials and configurations in place for their Microsoft Office 365 subscription. Highlight the benefits of the Microsoft for Education comprehensive solution using low-cost Windows 11 SE devices to initiate a pilot (or proof of concept) of cloud-based deployment with Intune.	Windows 11 SE device sales Windows 11 SE operating system activations Microsoft 365 A1 license for devices sales
Education customers using mixed operating systems ✓ Chromebook (student) ✓ Windows (educator) ✓ Microsoft 365 usage (High-moderate)	Target education IT and business decision makers. Communicate the benefits of the Microsoft for Education comprehensive solution using low-cost Windows 11 SE devices to drive consolidation on a single operating system and offer affordable PCs for students.	Windows 11 SE device sales Windows 11 SE operating system activations Microsoft 365 A1 license for devices sales
Education customers using Chromebooks and Google management systems	Target education IT and business decision makers who operate within severe budget constraints. Communicate the benefits of the Microsoft for Education comprehensive solution using low-cost Windows 11 SE devices. Be confident that our product is better than Google's.	Windows 11 SE device sales Windows 11 SE operating system activations Microsoft 365 A1 license for devices sales Market share gains against Chromebook

Addressing customer concerns



Address concerns in four steps

Listen completely to your customer's "no" Don't interrupt

2

Acknowledge their concerns and show you understand Repeat back in your own words

3

Suggest a solution that meets their specific needs Make it a conversation, not a pitch 4

Close by answering all concerns and asking for the sale Be direct, relevant, and kind

Anticipate and address top concerns

Why might educators hesitate to upgrade?



Cost

Belief that new devices are too expensive

Microsoft offers a wide range of devices that enable high-quality learning at affordable prices.
Windows 11 SE devices are priced specifically for education.



Fear of switching

Belief that it would be disruptive, costly, and difficult to switch to new technology.

Microsoft's education solution offers a complete, secure platform for learning, teaching, and work. Plus, we offer all the tools you need to set up, configure, deploy, and manage your devices, right out of the box.*



Prefer competitor

Belief that a competitor's product is a better value

Microsoft devices are more inclusively and securely designed than competitors'. Our devices can work offline and include more built-in accessibility features and educational tools that support student well-being and help develop skills for future success.

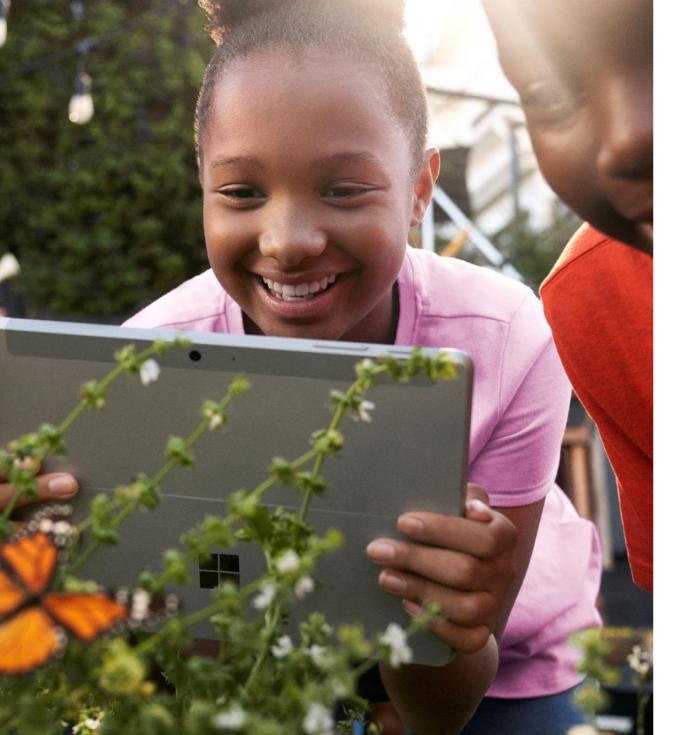


Confusion

Feeling unsure of what else to invest in

Our education experts can help you choose the tools that fit both your budget and the needs of your school system.

Course summary



Outcomes

In this training, you learned how to:

- ✓ Recognize the priorities and needs of education customers
- Identify new market opportunities for education customers
- ✓ Discuss the benefits of Windows 11 and Windows 11 SE
- Discuss the benefits of Microsoft's education solution
- Understand the features and benefits of Windows 11 and Windows 11 SE devices
- Explain key licensing options for Microsoft for Education offerings
- ✓ Better connect with customers
- Constructively address customer concerns



Q & A

What's next?

Additional resources for the Microsoft Education K-12 solution here.

- Pitch deck
- Compete guide
- Conversation guide

Set up your demo environment at aka.ms/cdx in Education Industry.

Share this link with customers for self-guided, interactive demos. https://aka.ms/edu-interactive-demos



CY22 Windows 11 SE for K-8





Acer TravelMate B3/Spin B3

USD 279 - 449

intel



ASUS BR1100C/BR1100F USD 279 - 369

BBBQ WB



Dell Latitude 3120 & 2-in-1 USD 249 - 659



Dynabook E10-S USD 249 - 299

\$ \$ **! !**



HP Pro x360 Fortis 11 G9 **USD 399**









Windows Ink

Voice Assistant Support

Touchscreen Enabled

Microsoft Pen Protocol







JP-IK Turn T303 USD 269 - 314



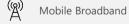
Lenovo 100w/300w Gen3 USD 279 - 379



14w Gen3 USD 349 - 379

R







Windows Hello





JP-IK Leap T304 USD 219 - 269







CY22 Windows 11 Pro for Education K-12 (1 of 2)





Acer TravelMate B3/Spin B3 USD 279 - 449





ASUS New Detachable 2-in-1 USD TBD - TBD AB B D L B



ASUS BR1100CKA/BR1100FKA USD 279 - 369

intel



Dell Latitude 3120 & 2-in-1 USD 249 - 659



Voice Assistant Support

Touchscreen Enabled

Windows Ink

Precision Touchpad



Microsoft Pen Protocol

Mobile Broadband

Windows Hello

intel

Dell Latitude 3310 USD 299 - 699





Dynabook E10-S USD 249 - 299





HP Pro x360 Fortis 11 G9-G10 USD TBD - TBD





HP ProBook Fortis 14 G9-G10 USD TBD - TBD

CY22 Windows 11 Pro for Education K-12 (2 of 2)



intel



Qualcomm



intel



intel



Windows Ink



Voice Assistant Support





Touchscreen Enabled



Precision Touchpad



Microsoft Pen Protocol



Mobile Broadband



Windows Hello

JP-IK Leap Connect T304 USD 269 - 283







JP-IK Leap T304 USD 219 - 269





JP-IK Slide S301 USD 249 - 274









AMD



intel



Lenovo New Detachable 2-in-1 USD TBD - TBD





Samsung Galaxy Book Go USD 349 - 399





Lenovo 100w Gen3 USD 279 - 379











Lenovo 300w/500w Gen 3

USD 379 - 399











CY22 Education collection for teacher & ITDM





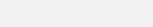
AMD



intel

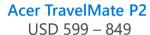






Voice Assistant Support

Windows Ink





Acer TravelMate P4/Spin P4
USD 849 – 1129







Dynabook Tecra A50 USD 549 – 599



HP 240/245/250/255 G8USD 299 – 799









HP ProBook 430/440/450/455 G8

USD 499 – 1239





HP ProBook 435 x360 G8USD 599 – 1039





Lenovo 14w Gen2 USD 299 – 499





Lenovo New Convertible 2-in-1 USD TBD – TBD









CY22 Education collection for higher education (1 of 2)





AMD intel

Acer TravelMate P2 USD 599 - 849







intel

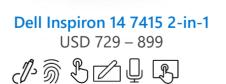
ASUS X415/M415 USD 449 - 699 \$ \$ **! !**

AMD



ASUS Vivobook Flip TP1400 USD 349 - 499 \$ 5 \(\overline{\pi} \overline{\pi}







Dell XPS 13/15" 9310/9510 USD 999 - 1979







CY22 Education collection for higher education (2 of 2)





HP ENVY x360 15

USD 699 - 849

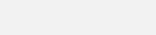
intel

intel



HP ENVY x360 13 USD 799 - 899

HP Pavilion x360 14/15 USD 599 - 799



Voice Assistant Support

Windows Ink

Touchscreen Enabled

Precision Touchpad

Microsoft Pen Protocol

Mobile Broadband

Windows Hello

intel



intel

Samsung Galaxy Book Pro 360 USD 999 - 1399

Lenovo IdeaPad 5 14/15 Lenovo TianJiao ALC/ITL 14/15 USD 479 - 899

3 5 4 5







Visit Featured Devices.com for device specs and assets / Devices in Grey are currently under Embargo / Images in this presentation may not be final (FPO) | Microsoft Confidential—Shared under NDA—Information subject to change

CY22 Windows 11 Pro for Education Japan K-12





Dynabook E10-SUSD 249 – 299





Dynabook Satellite Pro C40/C50 14"/15" USD 449 – 599



Fujitsu ARROWS Tab Q5011 USD 400 - 500





JP-IK Leap T304 USD 219 – 269





JP-IK Slide S301 USD 249 – 274





Windows Ink



Voice Assistant Support



Touchscreen Enabled



Precision Touchpad



Microsoft Pen Protocol



Mobile Broadband



Windows Hello

intel



JP-IK Turn T303 USD 269 – 314





Lenovo New Detachable
2-in-1
USD TBD – TBD



Lenovo 300w/500w Gen3 USD 279 – 399





NEC type VR USD 399 – 699



CY22 Windows 11 SE for Japan K-8





Dynabook E10-S USD 249 - 299





JP-IK Turn T303 USD 269 - 314





Fujitsu ARROWS Tab Q5011 USD 400 - 500





USD 329 - 379





JP-IK Leap T304 USD 219 - 269





Windows Ink



Touchscreen Enabled

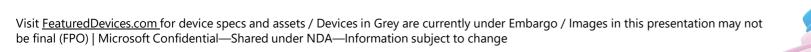












CY22 Education collection for Japan teacher & ITDM





Dynabook Tecra A50 15" USD 549 - 599









Lenovo 14w Gen2 USD 299 - 499





Lenovo New Convertible 2-in-1 USD TBD - TBD





Windows Ink



Voice Assistant Support



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Precision Touchpad



Microsoft Pen Protocol



Mobile Broadband



Windows Hello