

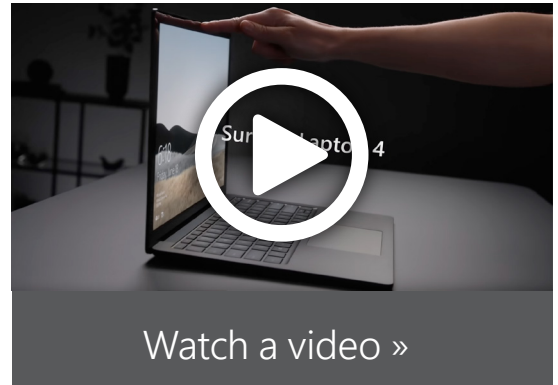
Work Longer in Style and Speed

Introducing the Surface Laptop 4



30 Seconds on Surface Laptop 4:

Stand out on HD video calls backed by Studio Mics. Capture ideas on the vibrant touchscreen. Do it all with a perfect balance of sleek design, speed, immersive audio, and significantly longer battery life than before. The Surface Laptop 4 is now up to 70% faster than before with significantly longer battery life and up to 19 hours of battery life on 13.5" AMD Ryzen™ 5 Microsoft Surface® Edition processor.



Upsell Opportunity:

Pair the Surface Laptop 4 with these accessories:



Surface Arc Mouse



Surface Pen V4 Stylus



Surface Dock 2



Surface Headphones 2



What You Need to Know About Pitching the Surface Laptop 4:



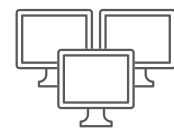
Two great processors, exceptional laptop performance

The Surface Laptop 4 was built with 11th Gen Intel® Core™ and custom AMD Ryzen™ Microsoft Surface® Edition processors for exceptional laptop performance, a smooth flow across browser tabs, and fast, multitasking speed across all applications.



All-day battery life

Up to 19 hours of battery life on 13.5" AMD Ryzen™ 5 Microsoft Surface® Edition processor, up to 17.5 hours on 15" AMD Ryzen™ 7 Microsoft Surface® Edition processor, up to 17 hours on 13.5" Intel® Core™ i5, and up to 16.5 hours on 15" Intel® Core™ i7.



Crisp, clear video calls

Look and sound your best even in low light, with the high-definition camera. Be heard loud and clear with dual Studio Mics.



Key Positioning Tips:

- **Administration:** The Surface Laptop 4 provides fast performance thanks to the Quad-core 11th Gen Intel® Core™ processor or AMD Ryzen 5.
- **Engineering:** For engineers that prefer a clamshell design, they should consider the Surface Laptop 4. The Laptop 4 can handle all the software programs commonly used by engineers.
- **IT:** For general IT work, the Surface Laptop 4 is a great solution. The Laptop 4 can handle the work of IT personnel and can connect to other screens without overheating. Plus, the Laptop 4 has plenty of storage options and excellent graphics which are essential for them to do their work.



Key Features of the Laptop 4:

- Look and sound your best, even in low light. The Laptop 4 has a high-definition camera and Studio Microphones.
- 13.5" and new 15" touchscreens.
- Up to 19 hours of battery life.
- Starting at just 2.79lbs.
- Achieve serious multi-tasking with a choice of 11th Gen Intel® Core™ Processor or AMD Ryzen™ Microsoft Surface® Edition processor.



Common Objections and How to Handle Them:

"What is the battery life like on the Laptop 4?"

The Laptop 4 works up to 19 hours with normal use. Most competitors' laptops have an average run time of 4 hours depending on the applications you're using. You won't have to worry about finding an available outlet because this device is built to last all day. If that's not enough for you, the Laptop 4 has Fast Charging, making it easy to charge quickly between classes.

"The Laptop 4 is expensive."

There are many reasons why you should upgrade to the Laptop 4. It's what's on the inside that counts here. The design of the model hasn't changed, but the inside has. The processor is updated, allowing users to handle all their daily tasks, and more, with speed and ease. One big pain point of laptops is their battery life. The Laptop 4 has the longest battery life of all the Surface devices and out-performs many of its competitors.

"I like to game when I have free time."

The Laptop 4 can handle gaming. Though it's not built for long-term gaming, it will let you get your gaming fix. It has an 11th Gen Processor that can handle a lot, even if you're playing popular games. If you're looking for a better gaming experience, consider upgrading to the Surface Book 3.



Surface Laptop 4 Specifications

	Surface Laptop 4 13.5"	Surface Laptop 3 15"
Dimensions	12.1" x 8.8" x 0.57" (308mm x 223mm x 14.5 mm)	13.4" x 9.6" x 0.58" (339.5mm x 244mm x 14.7 mm)
Display	Screen: 13.5" PixelSense™ Display Resolution: 2256 x 1504 (201 PPI) Aspect ratio: 3:2 Surface Pen enabled Touch: 10 point multi-touch	Screen: 15" PixelSense™ Display Resolution: 2496 x 1664 (201 PPI) Aspect ratio: 3:2 Surface Pen enabled Touch: 10 point multi-touch
Processor	Quad Core 11th Gen Intel® Core™ i5-1135G7 processor Quad Core 11th Intel® Core™ i7-1185G7 processor AMD Ryzen™ 5 4680U Mobile Processor with Radeon™ Graphics Microsoft Surface® Edition (6 cores) Note: AMD Ryzen™ Microsoft Surface® Edition processor only available in select configurations.	Quad Core 11th Intel® Core™ i7-1185G7 processor AMD Ryzen™ 7 4980U Mobile Processor with Radeon™ Graphics Microsoft Surface® Edition (8 cores) Note: AMD Ryzen™ Microsoft Surface® Edition processor only available in select configurations.
Memory	8GB, 16GB or 32GB LPDDR4x RAM	8GB, 16GB or 32GB LPDDR4x RAM
Storage	Removable solid-state drive (SSD)5 options: 256GB, 512GB, or 1TB	Removable solid-state drive (SSD)5 options: 256GB, 512GB, or 1TB
Graphics	Surface Laptop 4 powered by Quad Core 11th Gen Intel® Core™: Intel® Iris® Xe Graphics	Surface Laptop 4 powered by AMD Ryzen™ Microsoft Surface® Edition: AMD Radeon™ Graphics
Battery life	Surface Laptop 4 13.5" with AMD Ryzen™ Microsoft Surface® Edition processor: Up to 19 hours of battery life (for typical device usage) Surface Laptop 4 13.5" with Intel® Core™ processor: Up to 17 hours of battery life (for typical device usage)	Surface Laptop 4 15" with AMD Ryzen™ Microsoft Surface® Edition processor: Up to 17.5 hours of battery life (for typical device usage) Surface Laptop 4 15" with Intel® Core™ processor: Up to 16.5 hours of battery life (for typical device usage)
Connections	1 x USB-C® 1 x USB-A 3.5 mm headphone jack 1 x Surface Connect port	1 x USB-C® 1 x USB-A 3.5 mm headphone jack 1 x Surface Connect port
Cameras, Video, & Audio	Windows Hello face authentication camera (front-facing) 720p HD f2.0 camera (front-facing) Dual far-field Studio Mics Omnisonic Speakers with Dolby Atmos®	Windows Hello face authentication camera (front-facing) 720p HD f2.0 camera (front-facing) Dual far-field Studio Mics Omnisonic Speakers with Dolby Atmos®
Software	Windows 10 Pro Microsoft Office 365 30-day trial	Windows 10 Pro Microsoft Office 365 30-day trial
Wireless	Surface Laptop 4 13.5" & 15": Wi-Fi 6: 802.11ax compatible Bluetooth® Wireless 5.0 technology	Surface Laptop 4 13.5" & 15": Wi-Fi 6: 802.11ax compatible Bluetooth® Wireless 5.0 technology
Sensors	Ambient light sensor	Ambient light sensor
Security	TPM 2.0 chip for enterprise security and BitLocker support Enterprise-grade protection with Windows Hello face sign-in	TPM 2.0 chip for enterprise security and BitLocker support Enterprise-grade protection with Windows Hello face sign-in
What's in the box	Surface Laptop Go Power Supply Quick Start Guide Safety and warranty documents	Surface Laptop Go Power Supply Quick Start Guide Safety and warranty documents
Warranty	1-year limited hardware warranty	1-year limited hardware warranty
Weight	Surface Laptop 4 13.5" in Platinum and Ice Blue Alcantara: 2.79 lbs (1,265g) Surface Laptop 4 13.5" in Matte Black and Sandstone metal: 2.84 lbs (1,288g)	Surface Laptop 4 15" in Platinum and Matte Black metal: 3.40 lbs (1,542g)