Partner Expo

- Intel
- UniStrong
- Rockchip
- Emdoor
- TONLY
- Hampoo
- roobo
- Haier
- IDEMIA
- Weibu
- ThunderSoft
- seeed
- Maxeye
- GOODiX
- iNet
- 清华同方
- Lenovo
- SUNJODA
- DJI ENTERPRISE
- NXP
Event Schedule

aka.ms/WinHEC2018

Get the latest hardware development kits and tools for Windows 10, version 1803

- **Windows Driver Kit**
  The Windows Driver Kit (WDK) is used to develop, test, and deploy Windows drivers. Download the latest public version here or join the Insider Program to get access to Insider builds.

- **Windows Hardware Lab Kit**
  The Windows Hardware Lab Kit (WHKL) is used to validate hardware and drivers for Windows compatibility. Download the latest public version here or join the Insider Program to get access to Insider builds.

- **Windows Assessment and Deployment Kit**
  The Windows Assessment and Deployment Kit (ADK) is used to customize, deploy and benchmark Windows 10 images. Download the latest public version here or join the Insider Program to get access to Insider builds.

- **Windows Debugging Tools**
  Windows Debugging Tools (WinDbg) can be used to debug kernel and user mode code, analyze crash dumps and to examine the CPU registers as code executes. Download the latest public version here or join the Insider Program to get access to Insider builds.
WinHEC Events

The Windows Hardware Engineering Community (WinHEC) is where experts from around the world come together to make Windows devices great for customers. WinHEC provides events and online content designed to help educate, facilitate the exchange of ideas, and give people a venue to share best practices and discuss future opportunities.

WinHEC Online - Spring 2018

Enabling our hardware ecosystem partners to design, build, manufacture, and test Windows devices and peripherals is critical to our success. We've created WinHEC Online to share information and help our hardware partners deliver Windows devices, peripherals, and platforms on the latest Windows updates. Thank you for taking the time to check out WinHEC Online. For more information, please contact us.

WinHEC Online & Windows 10 April 2018 Update

Mark Reinsel talks about the Windows 10 April 2018 Update and introduces WinHEC Online, where our hardware ecosystem partners can find more information about the update.

Windows 10 in S mode

We launched Windows 10 S with the Creators Update and keep evolving to enhance the experience. This video gives an overview of the updates to help you plan and develop high-quality devices.

Windows Defender Security Center Updates

The Windows Defender Security Center makes it easy to view and manage security settings and device health from a single location. Learn how to enable new security features in the Windows 10 April 2018 Update.

www.winhec.com
Our Commitment to Partnership

Cindy Wu
Global ODM Lead
Welcome
Mission
Empower every person and every organization on the planet to achieve more.

Our World View
Intelligent Edge
Intelligent Cloud
Accelerate market growth through Modern PC units while maintaining overall Ecosystem Health
Portfolio Trends

CY 2019 CONSUMER PC MARKET

Modern form factors

- Detachable: 17M units, +8% YoY
- Convertible: 11M units, +23% YoY
- Ultraslim: 35M units, +12% YoY
- All-in-One: 6M units, 3% YoY

Traditional form factors

- Notebook: 42M units, -13% YoY
- Desktop: 20M units, -8% YoY
FY18 Results

Product Shipments
9.42 million Windows device shipped to LOEMs
6.78 million Windows device shipped to MNAs

Highlighted Wins

**EDU**: Cameroon, Argentina, & Kenya

**Retailers**: Walmart Black Friday, Amazon UK, & Dixons

**HMD**: 3Glasses Blubur v2
2018 ODM Hero Devices

Modern CP
With S mode

Cube i112
11.6” Modern Detachable

Vastking S132
13.3” Modern Ultraslim

Emdoor YS13G
13.3” Modern Convertible

Techvision TVE1026E
10.1” Modern Detachable

Bmorn Y13DM0
13.3” Modern Convertible

Modern PC
new designs
Microsoft’s $5 billion investment in IoT
IoT Value Chain
Solution Aggregator
Microsoft is simplifying IoT

- Easier to build secure, scalable solutions from device to cloud
- Easier to provision devices at scale
- Easier to secure devices at scale
- Easier to manage devices at scale
- Easier to find insights from your IoT devices
- Easier to run cloud services on devices
- Easier to benefit from IoT
Azure Capabilities

Example text that could be from the image:

- Consistent
  - App platform
  - Security
  - Identity
  - Management

- Intelligent cloud
- Intelligent edge
- Comprehensive

- Azure Sphere | Azure IoT Edge | Windows IoT | Windows Server | Azure Stack
- Sensors | PC-class | Server-class | Hybrid server

For WinHEC 2018
Shared under NDA
11-05-18
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Microsoft Shenzhen
New Office & Labs
Microsoft Shenzhen

Vision Lab
AI Vision, IR, Camera enablement

Intelligent Edge Lab
IoT and Edge devices enablement

Speech Lab
Far-Field, Mic-Array, Cortana, enablement

MR Lab
Mixed reality devices enablement

Partner Engineering Team
Shenzhen
Engineers: 40
Labs: 8

WER Lab
Windows Experience Review enablement

Silicon & SVR Lab
Silicon enablement, WSSD certification

HW Component Lab
Pen, Touch, eSIM, Windows Hello etc... enablement

Azure Lab
Building Azure services on IoT. AI Solutions to support partner products
Building the Future Together
Keynote

Erin Chapple
CVP Program Management
THANK YOU
Mission
Empower every person and every organization on the planet to achieve more.

Our World View
Intelligent Edge
Intelligent Cloud

Intelligent Cloud
Intelligent Edge
Ubiquitous computing

Data & Artificial Intelligence

Multi-sense, multi-device experiences
Ubiquitous computing

Data & Artificial Intelligence

Multi-sense, multi-device experiences

Intelligent Cloud

Intelligent Edge
Ubiquitous computing

Data & Artificial Intelligence

Multi-sense, multi-device experiences

Intelligent Cloud

Intelligent Edge
Ubiquitous computing

Data & Artificial Intelligence

Multi-sense, multi-device experiences
WinHEC Tracks

Building the Intelligent Edge from Server to Sensor

Intelligent Edge
- Azure IoT and Intelligent Edge Devices
- Building IoT devices for easy integration with Azure
- Azure Sphere
- Modern Industry with Drones

Always Connected PC
- Simple and Fast Connectivity
- Convenient Data Plans
- Secure Devices Customers Love

Windows Server
- Hybrid Cloud Security
- Application Platform
- Azure Inspired Infrastructure

Security
- Intelligent security, built-in Microsoft-verified security
- Platform-level security

Fundamentals & Experiences
- All-day battery life
- Windows as a service
- Modernizing deployment
- Performance
- Inking
Windows China Ecosystem Partners

Windows Client
- Lenovo Miix 630
- Lenovo 720S

Pilot Program
- Emodoor
- HQ
- Techvision
- WEIU

Priority Device Projects
- Lenovo Miix 630
- Qualcomm

Windows Server
- WSSD
- Huawei
- Lenovo

Windows IoT
- NXP

Master Reference Design

HBI: Microsoft Confidential
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NXP Connects China 2018
China IoT Ecosystem Partners
Intelligent Edge

Sessions
- Azure IoT and Intelligent Edge devices
- Azure Certified for IoT device program and test kit
- Secure and power the intelligent edge with Azure Sphere
- Modern Industry with Drones
- Build rich speech enabled experiences with Speech Devices SDK and Dev Kits

Lab
- Windows Machine Learning
- Windows 10 IoT Core Device Development
- Develop your first Azure Sphere application
- Vision AI DevKit
- Microsoft Speech Dev Kits
- Modern Industry with Drones
Secure and power intelligent edge to cloud.
Sessions
- Launching Great LTE Connected Devices
- Modern Connectivity for LTE Connected Devices
- Windows 10 on ARM for Driver Developers

Lab
- eSIM and Mobile Broadband
Connectivity Transforms Work and Life

**Today**
- **Creativity & Teamwork**: Reliance on Wi-Fi at fixed locations
- **Simplicity**: End users and IT maintain the network
- **Security**: Increased concerns around security threats

**Vision**
- **Any Device, Any Place**: Mobile connectivity drives a cultural shift enabling individuals and teams to be creative and productive across devices anywhere.
- **Network as a Service**: 5G allows customers to move network infrastructure “to the cloud” and reduce capital expenses and operating costs.
- **Always Secure and Trusted Connectivity**: Easy access to fast, reliable cellular networks enables safe connectivity everywhere, bypassing untrusted networks and leveraging cloud-based security technologies.
Always Connected Commitments

- Always Connected PC Collection
- Mobile Plans App (Consumer eSIM)
- Enterprise eSIM and Management
- New PC and Phone Experiences
Windows Server

Sessions

Lab
- Windows Server 2019 Admin Center
- Windows Containers on Windows Server
Microsoft Azure

Hybrid Datacenter ↔ Hybrid Cloud

Windows Server/WSSD, SQL/.NET/Containers → Azure Stack

On-premises
Windows Server 2019

Hybrid

Hyper-converged Infrastructure

Security

Application Innovation

Generally available in October.
Track

Security

Sessions

Windows 10 Device Security and Services

Windows 10 in S mode
Intelligent Security, Built-In

Latest Protection from Advanced Threats

Policy Options to Further Harden the Platform

Powered by the Intelligent Security Graph
Windows 10 in S mode
Streamlined for security and superior performance

- Microsoft-Verified Security
- Performance that Lasts
- On a Range of Modern Devices
- Choice and Flexibility
Modern Servicing

Mark Doran
Intel Fellow
Chief Platform Software Architect
Staying Secure

- Attackers take advantage of periods between releases.
- Stay ahead of the attackers with continual software improvements.
Modern Servicing

Staying Secure and Up to Date

Microsoft & Intel working together to advance the state of art servicing across ecosystem.

- Reduce Protection Gap
- Reduce Complexity
- Reduce Total Cost
### Modern Standby Improves the PC User Experience

<table>
<thead>
<tr>
<th>Today</th>
<th>Vision</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Responsiveness</strong></td>
<td><strong>Consumer Electronics On/Off Experience</strong></td>
</tr>
<tr>
<td>Resume from Legacy Standby (ACPI S3)</td>
<td>Modern Standby power model designed for quick on/off transitions; Resume to productivity 3X faster than Legacy Standby.</td>
</tr>
<tr>
<td><strong>Features</strong></td>
<td><strong>Wake Scenarios and Other Key Features Enabled</strong></td>
</tr>
<tr>
<td>Legacy Standby incapable of many new usages</td>
<td>“Wake on” scenarios such as Wake on Voice; Windows Defender System Guard security also dependent on the Modern Standby power model.</td>
</tr>
<tr>
<td><strong>Regulation</strong></td>
<td><strong>Positioned to Comply with Coming Energy Regulations</strong></td>
</tr>
<tr>
<td>Challenged to meet coming gov’t energy usage requirements</td>
<td>Ability to quickly go into and resume from standby allows for more aggressive power management meaning that idle devices are far less often fully-powered.</td>
</tr>
</tbody>
</table>
Go-Dos

Building the Intelligent Edge from Server to Sensor

Attend and Learn from the sessions and labs
Experience the Windows 10 October 2018 Update (version 1809) and Join the Windows Insiders Program
Design and Build Modern Device with Modern Capabilities