

Windows 10 FPP, ESD and COEM Pre-order Marketing Execution Guidance

June 22, 2015



Business requirements

Although there is no embargo for Windows 10 digital software presales, here are the requirements that partners should comply with in order to execute a presale:

1. There is not a pricing embargo for Windows 10, but Windows 10 devices and Windows 10 software may not be delivered to end customers prior to July 29.
2. Please refer to the June 15, 2015 pricelist for FPP pricing. For ESD pricing please refer to the price list that was published on May 15, 2015.
3. COEM pricing is determined by the Authorized Replicator and Distribution Partners, and resellers will need to consult with them on COEM pricing.
4. The reseller should confirm the availability of the Windows 10 software for the relevant market with their distributor and should inform the user accordingly.
5. Use proper legal disclaimers
6. Use approved marketing assets

Creative assets and usage guidelines Windows 10 Home

Asset	Thumbnail/copy	Usage
Windows 10 Home Product Title	Full Packaged Product: Windows 10 Home Product Title ESD: Windows 10 Home – Full Version (Download)	
Windows 10 Home COEM Product Title	Microsoft Windows 10 Home System Builder OEM DVD 32-bit Microsoft Windows 10 Home System Builder OEM DVD 64-bit	
Windows 10 Home Short Description	<p>Windows 10 is your partner in making things happen. Get faster start-ups, a familiar yet expanded Start menu, and great new ways to get stuff done even across multiple devices. You'll also love the innovative features like an all-new browser built for online action, plus Cortana, the personal digital assistant who helps you across your day.*</p> <p>*Cortana available in select markets at launch; experience may vary by region and device.</p>	Please note that even with a disclaimer, Cortana should not be mentioned/marketed in regions where this feature is not available.
Windows 10 Home Product Description	<p>Windows 10. Great for doing all the things you do.</p> <ul style="list-style-type: none"> • Familiar and expanded Start menu for quick access to your favorite things • Fast, smooth and works with more of what you already have • Your own digital assistant, Cortana, to help you get things done* • Microsoft Edge, the all-new browser that makes the web work your way • Lots of great free and paid apps, games, movies, TV, and music in the Windows Store** • Epic gaming with the best games, graphics and Xbox built in • Easy access to your files and photos from anywhere with OneDrive online storage • Automatic updates help keep you current on features and security <p>*Cortana available in select markets at launch; experience may vary by region and device. **App and content availability varies by market.</p>	
Additional Product Description for Windows 10 Home System Builder SKU	Use of this OEM System Builder Channel software is subject to the terms of the Microsoft OEM System Builder License. This software is intended for pre-installation on a new personal computer for resale. This OEM System Builder Channel software requires the assembler to provide end user support for the Windows software and cannot be transferred to another computer once it is installed. To acquire Windows software with support provided by Microsoft please see our full package "Retail" product offerings.	Should be included in the product description when referring to a System Builder SKU

Creative assets and usage guidelines Windows 10 Home

Asset	Thumbnail/copy	Usage
Windows 10 Home What's New With Windows 10	<p>What's new in Windows 10? Windows 10 is the best ever – familiar, easy to use, and packed with great new features for staying organized, having fun, and getting things done. It's the Windows you love – and the Windows you can't wait to get.</p>	
Windows 10 Home Product Features	<p><u>Product Features:</u></p> <p><u>Familiar and better than ever</u> Familiar and easy to use. The familiar Start menu is back and better than ever, to give you quick access to your most important things. And Windows works with more hardware and software, including what you already have. Fast and smooth. Windows 10 starts fast, resumes fast and runs apps so smoothly even older machines feel young again. And the new Battery Saver feature help you work and play longer than before. Peace of mind. Windows 10 has more security features than ever and, with automatic updates, it helps you stay current. Windows 10 compatibility. Windows 10 is designed to be compatible with programs that run on Windows 7 or Windows 8/8.1. And your docs and files are preserved so you don't need to worry about things getting lost.</p> <p><u>The most personal and natural experience</u> Your own digital assistant. Cortana is your truly personal digital assistant who works across all your Windows 10 devices to help you get things done.* A warm welcome. With Windows Hello, your device greets you by name and lets you log in with just a look or a touch – it's faster and more secure and there's no need to type in a password.** Easy access. With a customizable Start menu and Live Tiles, you get an at-a-glance view of the things that matter most to you.</p> <p><i>*Cortana available in select markets at launch; experience may vary by region and device. ** Windows Hello requires specialized hardware, including fingerprint reader, illuminated IR sensor or other biometric sensors.</i></p>	

Creative assets and usage guidelines Windows 10 Home

Asset	Thumbnail/copy	Usage
Windows 10 Home Product Features	<p><u>Work the way you want across all your devices</u> One place for all your stuff. OneDrive storage provides 15 GB of free online storage so you have one place for all your photos and files – easily accessible from your phone, tablet or PC. Epic gaming. From casual games to intense multi-player scenarios, PC gaming is at its best on Windows 10. Get stunning DirectX 12* visuals, the best games to play, and Xbox built-in. Continuum for smooth transitions. A great new feature called Continuum enables your apps and content to display beautifully on all screens and even as you transition from desktop to tablet mode.** Great apps built-in. Windows 10 comes with a great set of apps – including Photos, Maps, and Movies & TV – that share a common design and work the same across your Windows devices.***</p> <p><i>*DirectX 12 only available with supported games and graphics chips. **Hardware-dependent; app experiences may vary. ***App and content availability and experience varies by market.</i></p> <p><u>Be more productive</u> All-new browser. Microsoft Edge is an all-new browser that makes the web work the way you do. You can even write* or type on webpages and easily share the markups with others. More multi-doing. Get great new ways to stay organized and be productive. You can easily snap up to four apps on one screen and create virtual desktops when you need more space. A world of great apps. Windows Store is your one-stop shop for great free and paid apps, games, movies, music, and TV – all certified by Microsoft.** Great for Office. Windows 10 is the perfect partner for running the world’s greatest productivity suite including Word, Excel, PowerPoint and Outlook. License not included; choose from Office 365 subscription or perpetual license versions. <i>*Hardware-dependent. **App and content availability and experience varies by market.</i></p>	

Creative assets and usage guidelines Windows 10 Home

Asset	Thumbnail/copy	Usage
Windows 10 Home System requirements	<ul style="list-style-type: none"> • 1 GHz processor or faster • 1 GB RAM for 32-bit; 2 GB for 64-bit • Up to 20 GB available hard disk space • 800 x 600 screen resolution or higher • DirectX® 9 graphics processor with WDDM driver • Internet access (fees may apply) • Microsoft account required for some features • Watching DVDs requires separate playback software • You must accept the enclosed License Terms, also at microsoft.com/useterms Activation required • Single license • 32 & 64-bits on USB 3.0 included <p>This is a full version of Windows 10; we recommend you back up your files before installing. If you're running Windows 7 SP1 or 8.1 Update, visit windows.com/windows10upgrade for a limited time free upgrade to Windows 10; your files will easily transfer. Windows Media Center is not available in Windows 10. Apps and features may vary by market. Updates are automatically enabled during support period; additional requirements will apply over time. Some features such as touch may require a new device. To check for compatibility, support period, and other important installation information, visit your device manufacturer's website and windows.com/windows10specs.</p>	
Windows 10 Home Downloading over a metered connection (This section is only shown on the Download version of Windows 10 Full Version)	<p>A metered Internet connection is when a service provider charges by the amount of data sent and received by your PC. Windows 10 is a large file: about 3 GB. Before you start the download on a metered Internet connection, be sure to: Check your current usage, and then figure out if this download might result in additional charges. Allow enough time for the download to finish. Most people with a broadband Internet connection complete the download in an hour or two, but download times will vary based on your connection speed and other factors.</p>	

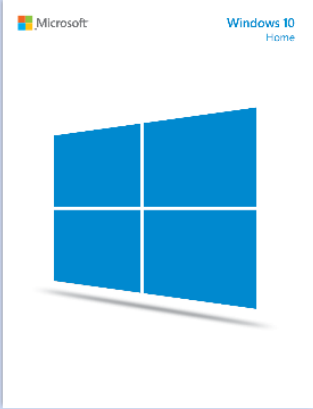

Creative assets and usage guidelines Windows 10 Home

Asset	Thumbnail/copy	Usage
Windows 10 Home System requirements for COEM SKU	<ul style="list-style-type: none">• 1 GHz processor or faster• 1 GB RAM for 32-bit; 2 GB for 64-bit• Up to 20 GB available hard disk space• 800 x 600 screen resolution or higher • DirectX® 9 graphics processor with WDDM driver• Internet access (fees may apply)• Microsoft account required for some features• Watching DVDs requires separate playback software• You must accept the enclosed License Terms, also at microsoft.com/useterms Activation required • Single license • 32 & 64-bits on USB 3.0 included <p>This is a full version of Windows 10, subject to the terms of the Microsoft OEM System Builder License; we recommend you back up your files before installing. If you're running Windows 7 SP1 or 8.1 Update, visit windows.com/windows10upgrade for a limited time free upgrade to Windows 10; your files will easily transfer. Windows Media Center is not available in Windows 10. Apps and features may vary by market. Updates are automatically enabled during support period; additional requirements will apply over time. Some features such as touch may require a new device. To check for compatibility, support period, and other important installation information, visit your device manufacturer's website and windows.com/windows10specs.</p>	



Creative assets and usage guidelines Windows 10 Home

Asset	Thumbnail/copy	Usage
Windows 10 Home product description copy (from FPP box)	<p>With a familiar Windows experience, fast start-up times, and live tiles giving you information at a glance, you're ready for doing with Windows 10.</p> <p>Key features.</p> <ul style="list-style-type: none">- Friendly and easy to use; even the Start menu is back in an expanded way- Microsoft Edge, an all-new browser that's fast, personal, and all about getting things done- A new Windows Store full of free and paid apps, games, and the latest entertainment- Create multiple desktops, snap up to 4 apps on one screen, and use OneDrive to access files across your devices- Regular updates help you stay current on latest features, and built-in security helps keep you safe	
Windows 10 Home System Requirements copy (from FPP box)	<p>System requirements: 1 GHz processor or faster • 1 GB RAM for 32-bit; 2 GB for 64-bit • Up to 20 GB available hard disk space • 800 x 600 screen resolution or higher • DirectX® 9 graphics processor with WDDM driver • Internet access (fees may apply) • Microsoft account required for some features • Watching DVDs requires separate playback software</p> <p>• You must accept the enclosed License Terms, also at microsoft.com/useterms • Activation required • Single license • 32 & 64-bits on USB 3.0 included</p> <p>This is a full version of Windows 10; we recommend you back up your files before installing. If you're running Windows 7 SP1 or 8.1 Update, visit windows.com/windows10upgrade for a limited time free upgrade to Windows 10; your files will easily transfer. Windows Media Center is not available in Windows 10. Apps and features may vary by market. Updates are automatically enabled during support period; additional requirements will apply over time. Some features such as touch may require a new device. To check for compatibility, support period, and other important installation information, visit your device manufacturer's website and windows.com/windows10specs.</p>	

Creative assets and usage guidelines Windows 10 Home

Asset	Thumbnail/copy	Usage
Windows 10 Home FPP box shot to be used prior to July 13	 A white box shot of the Windows 10 Home Full Pack (FPP) software. The front face features the Microsoft logo in the top left and the text 'Windows 10 Home' in the top right. The central graphic is the iconic four-pane Windows logo, rendered in a 3D perspective as if it were a window on the box.	Windows 10 Home Full Version: This box shot should only be used until July 13, 2015.
Windows 10 Home FPP box shot to be used after July 13, 2015	 A white box shot of the Windows 10 Home Full Pack (FPP) software, shown from a 3D perspective. The front face features the Microsoft logo in the top left and the text 'Windows 10 Home' in the top right. The central graphic shows the Windows 10 desktop environment with the Start menu, taskbar, and background wallpaper.	Windows 10 Home Full Version: The primary box shot image should be the 3D angled left image shown below.

Creative assets and usage guidelines Windows 10 Home

Asset	Thumbnail/copy	Usage
Windows 10 Home Product tile for use with ESD	 A blue square product tile for Windows 10 Home. At the top, the word "Home" is written in white. Below it is the Windows logo followed by "Windows 10". At the bottom left is the "Microsoft" logo. At the bottom right is a white circular icon containing a blue download arrow.	<p>Windows 10 Home Full Version (Download): The Windows 10 tile icon is recommended as the primary image. The download arrow icon helps customers understand that they are getting downloadable software, not a physical packaged</p>
Windows 10 Home Product tile for use with COEM	 A blue square product tile for Windows 10 Home. At the top, the word "Home" is written in white. Below it is the Windows logo followed by "Windows 10". At the bottom left is the "Microsoft" logo.	<p>Windows 10 Home Full Version (System Builder): The Windows 10 tile icon without download is recommended as the primary image for COEM/System Builder SKUs. This icon helps differentiate between a download version and FPP.</p>

Creative assets and usage guidelines Windows 10 Pro

Asset	Thumbnail/copy	Usage
Product Title	Full Packaged Product: Windows 10 Pro Product Title ESD: Windows 10 Pro – Full Version (Download)	
COEM Product Title	Microsoft Windows 10 Pro System Builder OEM DVD 32-bit Microsoft Windows 10 Pro System Builder OEM DVD 64-bit	
Windows 10 Pro Short Description	<p>With Windows 10 Pro, you've got a great business partner. Get faster start-ups, a familiar yet expanded Start menu, and great new ways to get stuff done, plus innovative features like an all-new browser built for online action and Cortana, the more personal digital assistant.* Windows 10 Pro offers all the great features of Windows 10 Home, plus important business functionality for encryption, remote log-in, creating virtual machines, and more.</p> <p>* Cortana available in select markets at launch; experience may vary by region and device.</p>	
Windows 10 Pro Product Description	<p><u>Product Description:</u> Windows 10. Great for doing all the things you do. Familiar and expanded Start menu for quick access to your favorite things</p> <ul style="list-style-type: none"> • Fast, smooth and works with more of what you already have • Microsoft Edge, the all-new browser that's all about getting things done • Automatic updates help keep you current on features and security • Join your business or school domain for easy access to network files, servers, and printers • Enhanced security with BitLocker data encryption and protection • Login with Remote Desktop and create virtual machines with Hyper-V 	
Additional Product Description for System Builder SKU	Use of this OEM System Builder Channel software is subject to the terms of the Microsoft OEM System Builder License. This software is intended for pre-installation on a new personal computer for resale. This OEM System Builder Channel software requires the assembler to provide end user support for the Windows software and cannot be transferred to another computer once it is installed. To acquire Windows software with support provided by Microsoft please see our full package "Retail" product offerings.	Should be included in the product description when referring to a System Builder SKU

Creative assets and usage guidelines Windows 10 Pro

Asset	Thumbnail/copy	Usage
Windows 10 Pro What's New With Windows 10	What's in Windows 10 Pro? Windows 10 Pro is familiar, easy to use, and packed with great new features for staying organized, being productive, and managing your business. It has everything that Windows 10 Home has, plus additional capabilities for encryption, remote log-in, creating virtual machines, and more.	
Windows 10 Pro Product Features	<u>Familiar and better than ever</u> Familiar and easy to use. The familiar Start menu is back and better than ever, to give you quick access to your most important things. And Windows works with more hardware and software, including what you already have. Fast and smooth. Windows 10 starts fast, resumes fast and runs apps so smoothly even older machines feel young again. And the new Battery Saver feature helps you work and play longer than before. Peace of mind. Windows 10 has more security features than ever and, with automatic updates, it helps you stay current on the latest and greatest features and security. Windows 10 compatibility. Windows 10 is designed to be compatible with programs that run on Windows 7 or Windows 8/8.1. And your docs and files are preserved so you don't need to worry about things getting lost.	

Creative assets and usage guidelines Windows 10 Pro

Asset	Thumbnail/copy	Usage
Windows Pro Product Features	<p>The most <u>personal and productive</u></p> <p>Your own digital assistant. Cortana is your truly personal digital assistant who works across all your Windows 10 devices to help you get things done.*</p> <p>A warm welcome. With Windows Hello, your device greets you by name and lets you log in with just a look or a touch – it's faster and more secure and there's no need to type in a password.**</p> <p>All-new browser. Microsoft Edge is an all-new browser that makes the web work the way you do. You can even write*** or type on webpages and easily share the markups with others.</p> <p>More multi-doing. Get great new ways to stay organized and be productive. You can easily snap up to four apps on one screen and create virtual desktops when you need more space.</p> <p>Great for Office. Windows 10 is the perfect partner for running the world's greatest productivity suite including Word, Excel, PowerPoint and Outlook. Microsoft Office sold separately.</p> <p><i>*Cortana available in select markets at launch; experience may vary by region and device.</i></p> <p><i>** Windows Hello requires specialized hardware, including fingerprint reader, illuminated IR sensor or other biometric sensors.</i></p> <p><i>***Hardware-dependent.</i></p> <p><u>Right for business</u></p> <p>Join your Domain. You can connect to your business or school Domain or Azure Active Directory to use network files, servers, printers, and more.</p> <p>Enhanced encryption. Get additional security with BitLocker to help protect your data with encryption and security management.</p> <p>Remote log-in. Windows 10 enables you to log in with Remote Desktop to sign in and use your Pro PC while at home or on the road.</p> <p>Virtual machines. Create and run virtual machines with Hyper-V so you can run more than one operating system at the same time on the same PC.</p> <p>Your apps in the Store. Windows 10 lets you create your own private app section in the Windows Store for convenient access to company applications.</p>	

Creative assets and usage guidelines Windows 10 Pro

Asset	Thumbnail/copy	Usage
<p>Windows 10 Pro System requirements</p>	<ul style="list-style-type: none"> • 1 GHz processor or faster • 1 GB RAM for 32-bit; 2 GB for 64-bit • Up to 20 GB available hard disk space • 800 x 600 screen resolution or higher • DirectX® 9 graphics processor with WDDM driver • Internet access (fees may apply) • Microsoft account required for some features • Watching DVDs requires separate playback software • You must accept the enclosed License Terms, also at microsoft.com/useterms Activation required • Single license • 32 & 64-bits on USB 3.0 included <p>This is a full version of Windows 10; we recommend you back up your files before installing. If you're running Windows 7 SP1 or 8.1 Update, visit windows.com/windows10upgrade for a limited time free upgrade to Windows 10; your files will easily transfer. Windows Media Center is not available in Windows 10. Apps and features may vary by market. Updates are automatically enabled during support period; additional requirements will apply over time. Some features such as touch may require a new device. To check for compatibility, support period, and other important installation information, visit your device manufacturer's website and windows.com/windows10specs.</p>	
<p>Windows 10 Downloading over a metered connection (This section is only shown on the Download version of Windows 10 Full Version)</p>	<p>A metered Internet connection is when a service provider charges by the amount of data sent and received by your PC. Windows 10 is a large file: about 3 GB. Before you start the download on a metered Internet connection, be sure to: Check your current usage, and then figure out if this download might result in additional charges. Allow enough time for the download to finish. Most people with a broadband Internet connection complete the download in an hour or two, but download times will vary based on your connection speed and other factors.</p>	

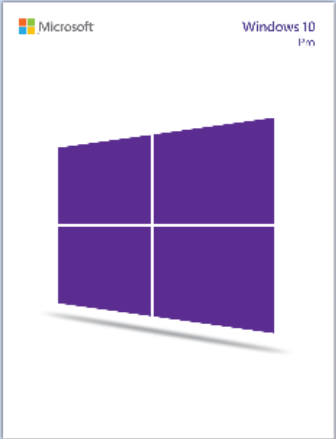

Creative assets and usage guidelines Windows 10 Home

Asset	Thumbnail/copy	Usage
Windows 10 Pro System requirements for COEM SKU	<ul style="list-style-type: none">• 1 GHz processor or faster• 1 GB RAM for 32-bit; 2 GB for 64-bit• Up to 20 GB available hard disk space• 800 x 600 screen resolution or higher • DirectX® 9 graphics processor with WDDM driver• Internet access (fees may apply)• Microsoft account required for some features• Watching DVDs requires separate playback software• You must accept the enclosed License Terms, also at microsoft.com/useterms Activation required • Single license • 32 & 64-bits on USB 3.0 included <p>This is a full version of Windows 10, subject to the terms of the Microsoft OEM System Builder License; we recommend you back up your files before installing. If you're running Windows 7 SP1 or 8.1 Update, visit windows.com/windows10upgrade for a limited time free upgrade to Windows 10; your files will easily transfer. Windows Media Center is not available in Windows 10. Apps and features may vary by market. Updates are automatically enabled during support period; additional requirements will apply over time. Some features such as touch may require a new device. To check for compatibility, support period, and other important installation information, visit your device manufacturer's website and windows.com/windows10specs.</p> <p>BitLocker requires either Trusted Platform Module (TPM) 1.2, TPM 2.0 or a USB flash drive. Client Hyper-V requires a 64-bit system with second level address translation (SLAT) capabilities and additional 2 GB of RAM</p>	



Creative assets and usage guidelines

Asset	Thumbnail/copy	Usage
Windows 10 Pro product description copy (from FPP box)	<p>With a familiar Windows experience, fast start-up times, and live tiles giving you information at a glance, you're ready for doing with Windows 10.</p> <p>Key features.</p> <ul style="list-style-type: none"> - Friendly and easy to use; even the Start menu is back in an expanded way - Microsoft Edge, an all-new browser that's fast, personal, and all about getting things done - Join your business or school domain to get easy access to network files, servers, and printers - Enhanced security with BitLocker data encryption and protection - Login with Remote Desktop and create virtual machines with Hyper-V - A new Windows Store full of apps for productivity, great games, and the latest entertainment 	
Windows 10 Pro System Requirements copy (from FPP box)	<p>System requirements: 1 GHz processor or faster • 1 GB RAM for 32-bit; 2 GB for 64-bit • Up to 20 GB available hard disk space • 800 x 600 screen resolution or higher • DirectX® 9 graphics processor with WDDM driver • Internet access (fees may apply) • Microsoft account required for some features •</p> <p>Watching DVDs requires separate playback software • You must accept the enclosed License Terms, also at microsoft.com/useterms • Activation required • Single license • 32 & 64-bits on USB 3.0 included</p> <p>This is a full version of Windows 10; we recommend you back up your files before installing. If you're running Windows 7 SP1 or 8.1 Update, visit windows.com/windows10upgrade for a limited time free upgrade to Windows 10; your files will easily transfer. Windows Media Center is not available in Windows 10. Apps and features may vary by market. Updates are automatically enabled during support period; additional requirements will apply over time. Some features such as touch may require a new device. To check for compatibility, support period, and other important installation information, visit your device manufacturer's website and windows.com/windows10specs.</p> <p>BitLocker requires either Trusted Platform Module (TPM) 1.2, TPM 2.0 or a USB flash drive. Client Hyper-V requires a 64-bit system with second level address translation (SLAT) capabilities and additional 2 GB of RAM.</p>	

Creative assets and usage guidelines

Asset	Thumbnail/copy	Usage
Windows 10 Pro FPP box shot to be used prior to July 13		Windows 10 Pro Full Version: This box shot should only be used until July 13, 2015.
Windows 10 Pro FPP box shot to be used after July 13, 2015		Windows 10 Pro Full Version: The primary box shot image should be the 3D angled left image shown below.

Creative assets and usage guidelines

Asset	Thumbnail/copy	Usage
Windows 10 Pro product tile For use with ESD	 A purple square product tile for Windows 10 Pro. At the top left is the word "Pro". In the center is the Windows logo followed by "Windows 10". At the bottom left is the word "Microsoft". At the bottom right is a white circular icon containing a downward-pointing arrow and a horizontal line below it, indicating a download.	Windows 10 Pro Full Version (Download): The Windows 10 tile icon is recommended as the primary image. The download arrow icon helps customers understand that they are getting downloadable software, not a physical packaged product.
Windows 10 Pro Product tile for use with COEM	 A purple square product tile for Windows 10 Pro. At the top left is the word "Pro". In the center is the Windows logo followed by "Windows 10". At the bottom left is the word "Microsoft". There is no download icon.	Windows 10 Pro Full Version (System Builder): The Windows 10 tile icon without download is recommended as the primary image for COEM/System Builder SKUs. This icon helps differentiate between a downloadable version and FPP.

Creative assets and usage guidelines Windows 10 Pro

Asset	Thumbnail/copy	Usage
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Windows 10 Home vs. Pro Comparison Chart

Features	Home	Pro
Microsoft Edge All-new browser that makes the web work the way you do.	X	X
Multiple Desktops and Snap¹ Create multiple desktops and snap up to four apps on one screen.	X	X
OneDrive Enjoy free online storage for your photos and files.	X	X
Join a Domain or Azure Active Directory Easily connect to your business or school network.		X
BitLocker² Help protect your data with enhanced encryption and security management		X
Remote Desktop Sign in and use your Pro PC while at home or on the road.		X
Hyper-V³ Create and run virtual machines.		X
Business Store and Private Catalog Access your company's apps through your own section in the Windows Store.		X

1. The number of applications that can be snapped will depend upon the minimum resolution for the application.
2. BitLocker requires Trusted Platform Module (TPM) 1.2, TPM 2.0, or a USB flash drive.
3. Client Hyper-V requires a 64-bit system with second-level address translation (SLAT) capabilities and additional 2 GB of RAM.

