

IE9 Performance & Pinning Demo
Microsoft – 08.15.11

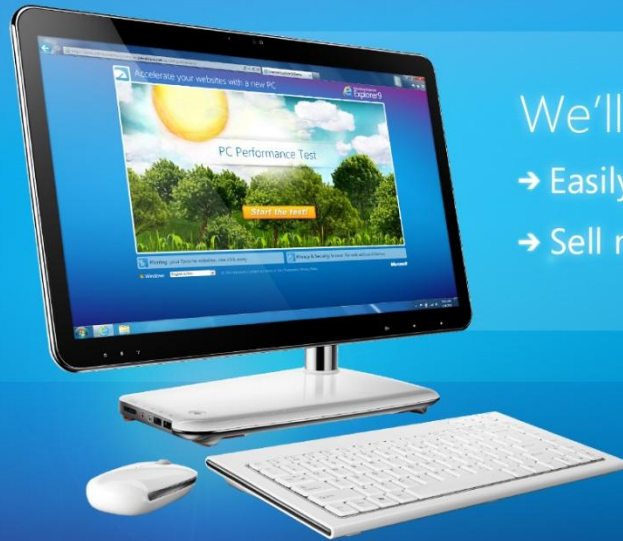


It's new...



and it's on the PCs
in your store





We'll show you how it works to help you:

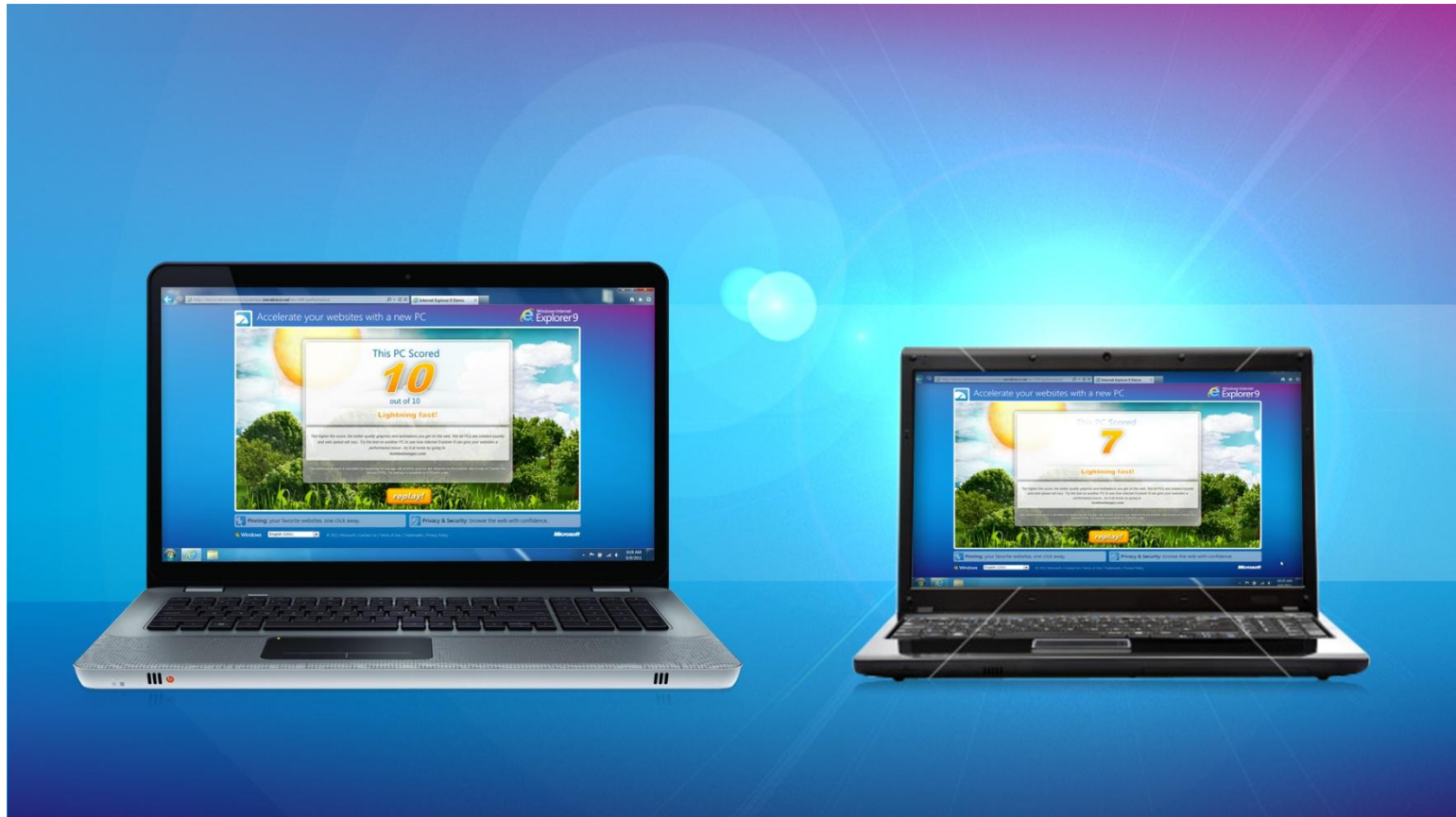
- Easily upsell to premium Windows 7 PCs
- Sell more PCs by upgrading Windows XP users



Performance Test



Premium PCs deliver
a better, faster
browsing experience



Will add some motion to the screen-captures on the PCs when they appear.

Used a generic PC from 2010 . Will replace current comp image with high resolution image once storyboards are approved.

Introduce side by side PCs when VO discusses comparing scores. PCs will slide to right so that we can show bullet points for faster PC.

A more powerful PC means

- Better, faster browsing
- Higher quality graphics
- Smoother video, faster animations



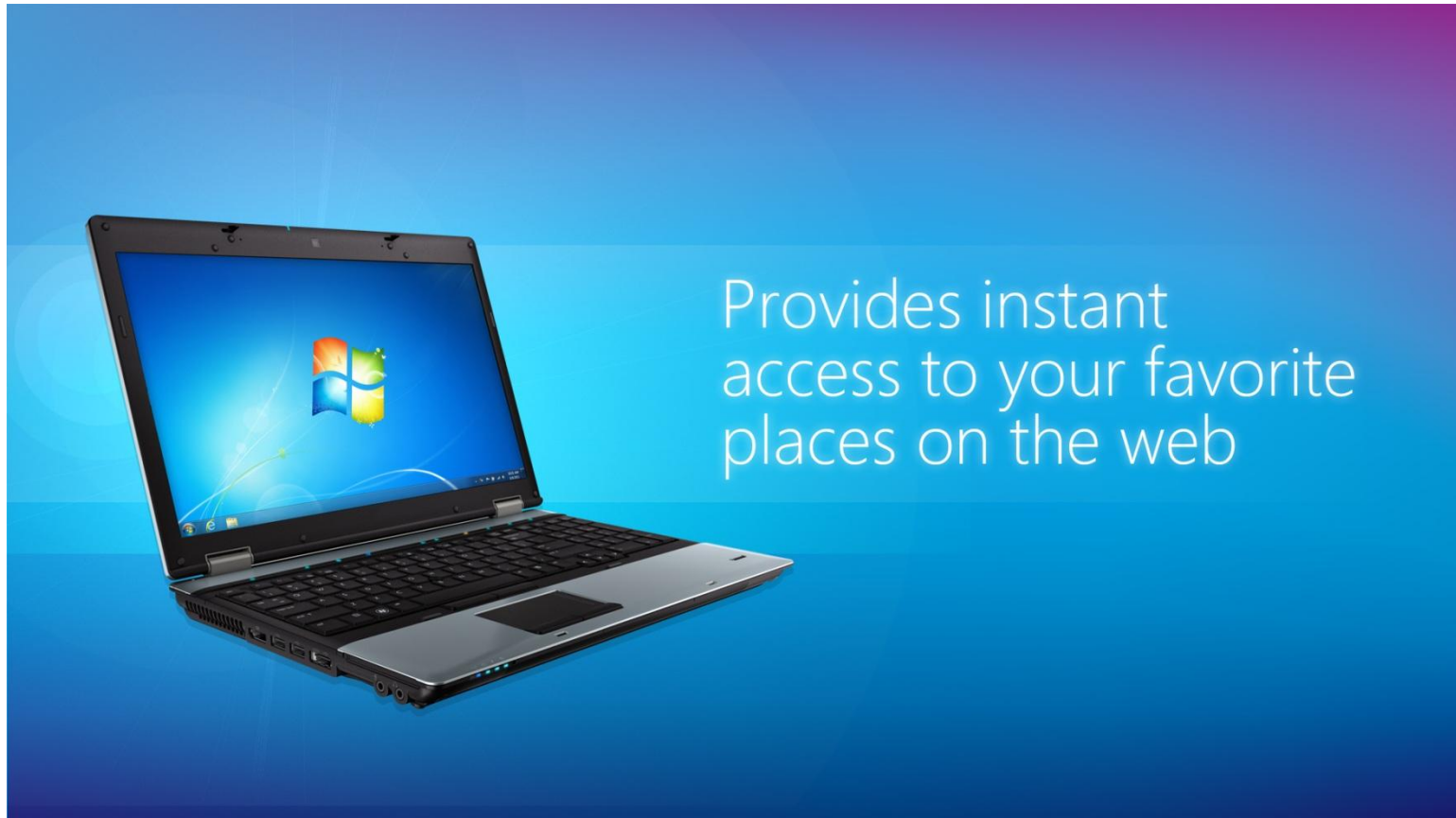


URL will appear on screen in time with VO.

This section will show the motion screencapture of the entire process from launching the browser through the end of the demo.



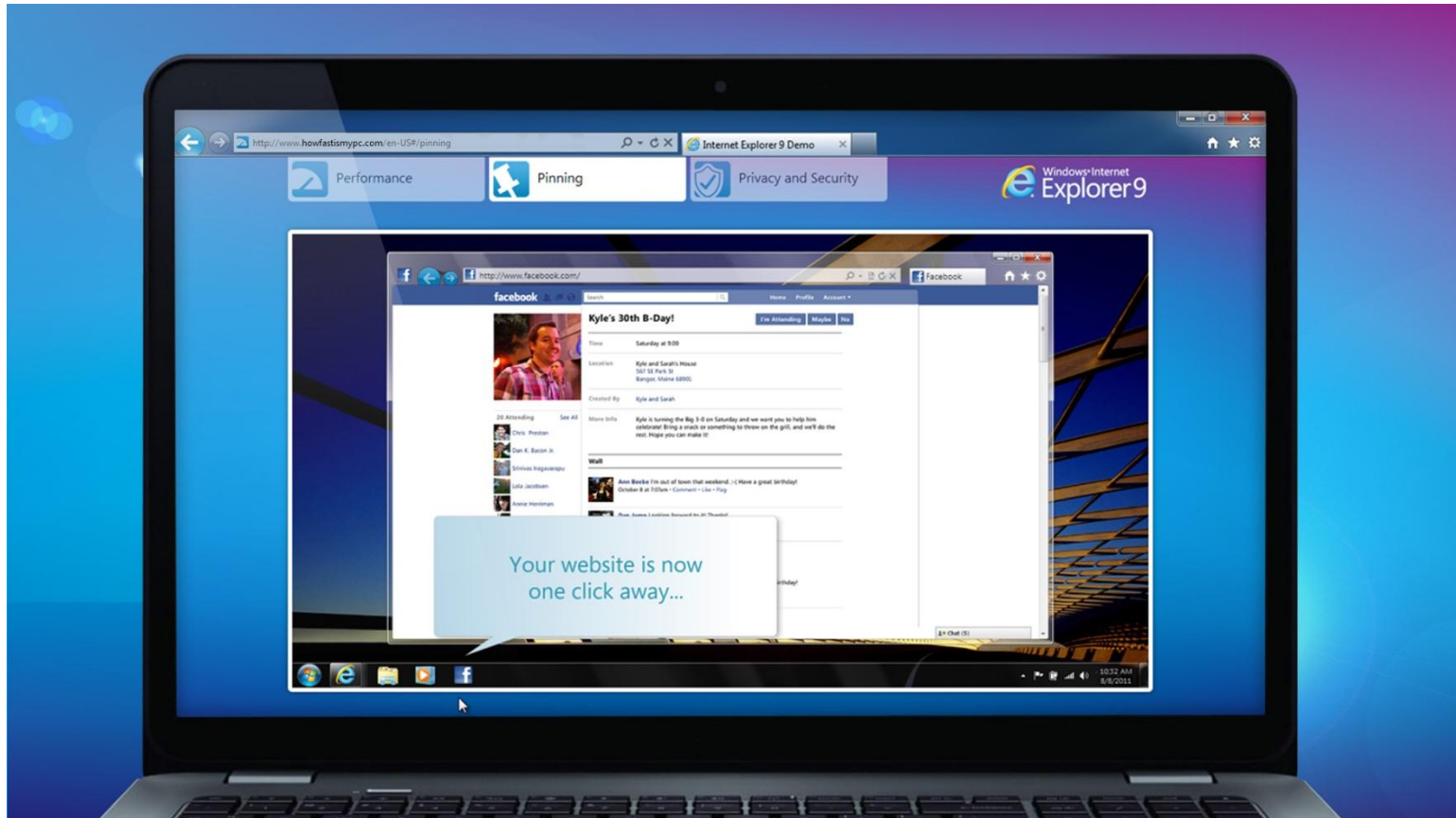
Pinning



Replaced tablet device, but kept angled view. We will show the full pinning demo very soon in the script, so makes sense to keep more dramatic layout here.



Pinning is only available
on a Windows 7 PC with
Internet Explorer 9



Will show entire pinning demo in this section from clicking on “pinning” label in speed test through end of demo.



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