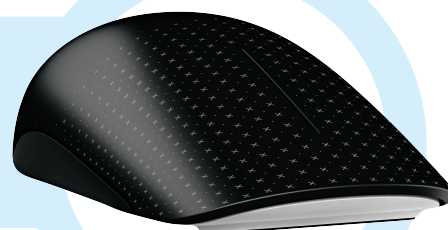


There's a Touch Mouse for Every Customer!

Microsoft® **TOUCHMOUSE**

For customers who own or are purchasing a PC with Windows® 7 and desire the latest and greatest technology. Microsoft Touch Mouse features a responsive matrix of touch-sensing capacitors that enables new and exciting ways to interact with Windows 7, and is a great upsell for customers buying a new PC.



Microsoft® **Explorer Touch** mouse



Customers who want fast performance and style will enjoy Microsoft Explorer Touch Mouse, which features a touch-sensitive strip to easily scroll through documents vertically and side-to-side. With five customizable buttons and up to 18 months of battery life, Explorer Touch Mouse is the right choice for busy lifestyles.

Microsoft® **Arc™ Touch** mouse

Designed with the fashion-conscious in mind, Microsoft Arc™ Touch Mouse will appeal to customers who want style and mobility in a unique mouse. Featuring an innovative touch-responsive strip for easy vertical scrolling, Arc Touch Mouse curves for comfort, and flattens for convenient portability.



bluetrack
TECHNOLOGY™



BlueTrack Technology™ works on virtually any surface*. Use it on a picnic table, the living room floor, carpeting, or even your pant leg. BlueTrack Technology is featured on all Microsoft touch mouse products.

*BlueTrack Technology does not work on clear glass or mirrored surfaces.



Customer Profile: Windows® 7/Technology Enthusiast

Microsoft Touch Mouse features multitouch technology that helps customers interact with their Windows 7 PC in new ways – through simple clicks, flicks, and swipes using one, two, or three fingers. The contoured shape provides comfort for either hand. Works great on virtually any surface¹, including granite counters, bedspreads, carpeting, and more, thanks to BlueTrack Technology™.

¹ BlueTrack Technology does not work on clear glass or mirrored surfaces.

Customer Profile: Social Networking/Style

Microsoft Explorer Touch Mouse is a perfect match for the customer who wants style as well as productivity. Key features include an innovative touch strip for easy vertical and horizontal scrolling as well as five programmable buttons for creating shortcuts. Also comes in four cool colors!*



Customer Profile: Mobile/Style

Taking cues from the fashion industry and industrial automobile design, **Microsoft Arc™ Touch Mouse** strikes a modern, polished pose. Highly portable, Arc Touch Mouse is built with an internal hinge that curves for comfort, and flattens for on-the-go.



Arc™ Touch Mouse



Explorer Touch Mouse



Touch Mouse

Core Customers:	Mobile/Style	Social Networking/Style	Windows 7/Technology Enthusiast
Touch Type	Touch Scroll	Touch Scroll	Multitouch
Battery Life	6 months	Up to 18 months	6 months
BlueTrack Technology	●	●	●
Nano Transceiver	●	●	●
Horizontal Scroll		●	●
Multitouch Gestures			●
Colors	4 colors*	4 colors*	2 colors*

* Color selection may vary by store.

3-year Limited Hardware Warranty²

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Visit microsoft.com/hardware and follow @experienceMSFT on Twitter to stay informed about Microsoft consumer products.

² Limited Hardware Warranty available at microsoft.com/hardware/warranty