

# Key Customer Benefits by SKU

Windows® 7 Ultimate	<b>Enthusiasts who might otherwise choose Home Premium will choose Ultimate because...</b>	<ul style="list-style-type: none"> <li>• Ultimate gives users everything Windows 7 has to offer by combining all of the features of Home Premium and Enterprise (without a VL agreement).</li> <li>• Ability to use multiple languages</li> </ul>
Windows® 7 Enterprise	<b>Business customers who might otherwise choose Professional will choose Enterprise because...</b>	<ul style="list-style-type: none"> <li>• BitLocker™ data protection on internal and external drives</li> <li>• DirectAccess provides seamless connectivity to your corporate network.</li> <li>• Decrease time branch office workers wait to open file across the network with BranchCache™.</li> <li>• Prevent unauthorized software from running with AppLocker™.</li> </ul>
Windows® 7 Professional	<b>Small business customers who might otherwise choose Home Premium will choose Professional because...</b>	<ul style="list-style-type: none"> <li>• Ability to join a managed network with Domain Join</li> <li>• Protect data with advanced network backup and Encrypted File System</li> <li>• Print to the right printer at home or work with Location Aware Printing</li> </ul>
Windows® 7 Home Premium	<b>Customers of standard PCs (who might otherwise choose Mac) will choose Home Premium because...</b>	<ul style="list-style-type: none"> <li>• Aero® Glass &amp; advanced windows navigation</li> <li>• Easy networking &amp; sharing across all your PCs &amp; devices</li> <li>• Enhancements to Windows Media Center and media streaming, including Play To, and improved media format support</li> <li>• Multi-touch and improved handwriting recognition</li> </ul>
Windows® 7 Home Basic	<b>Emerging market customers of value PCs who might otherwise choose Starter will choose Home Basic because...</b>	<ul style="list-style-type: none"> <li>• No limit on number of programs you can run</li> <li>• Live Thumbnail Previews &amp; enhanced visual experience</li> <li>• Advanced networking support (ad-hoc wireless networks and internet connection sharing)</li> <li>• No hardware restrictions</li> </ul>
Windows® 7 Starter	<b>Customers of small notebooks who might otherwise choose Linux, will choose Starter because...</b>	<ul style="list-style-type: none"> <li>• Broad application and device compatibility, with up to 3 concurrent programs</li> <li>• Safe, reliable, and supported</li> <li>• Ability to join a HomeGroup</li> </ul>

**Improved Fundamentals Across All SKUs**