Upgrade to a new AI era at work
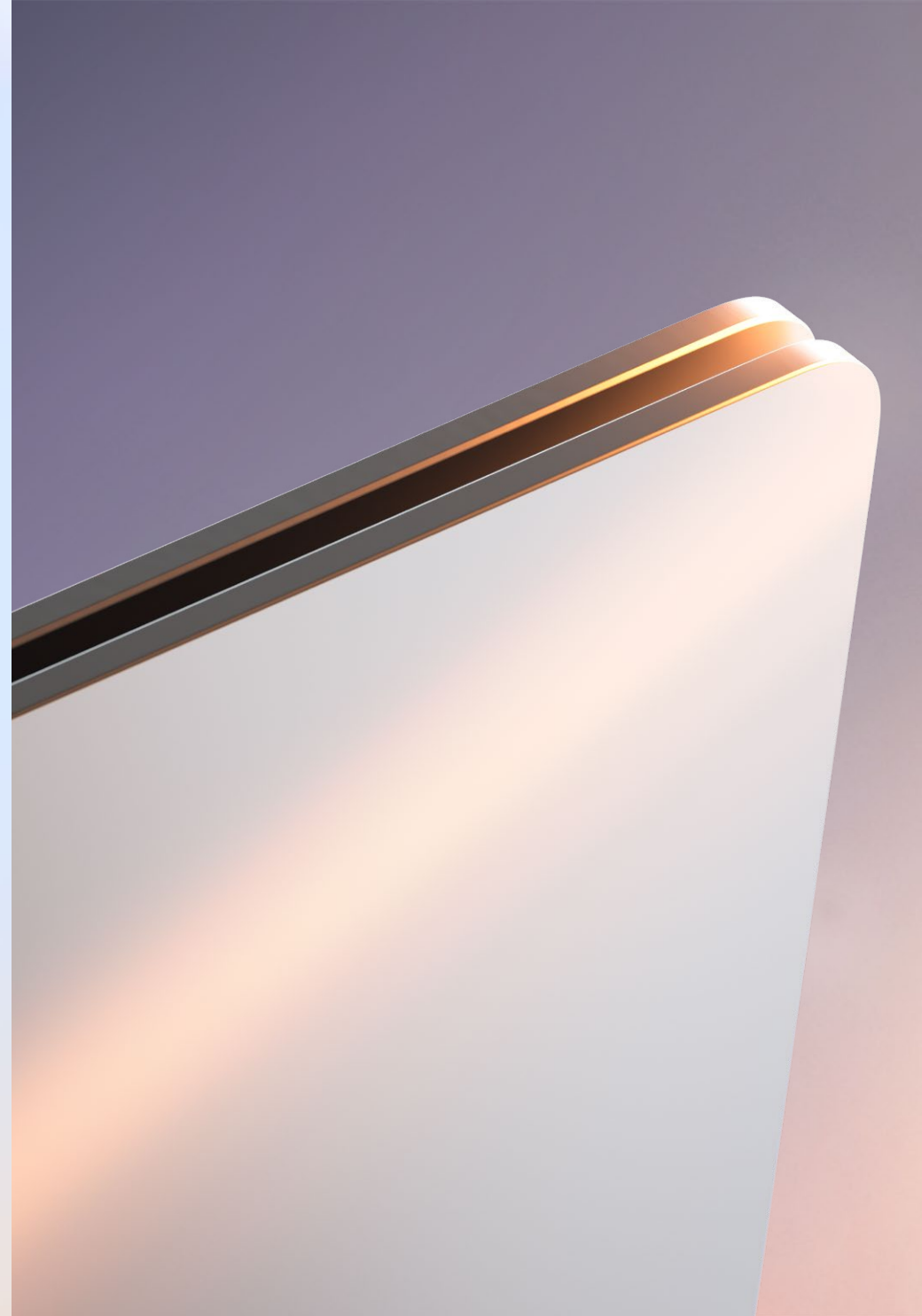
Transform business impact and security before Windows 10 support ends in October 2025

Copilot+PC

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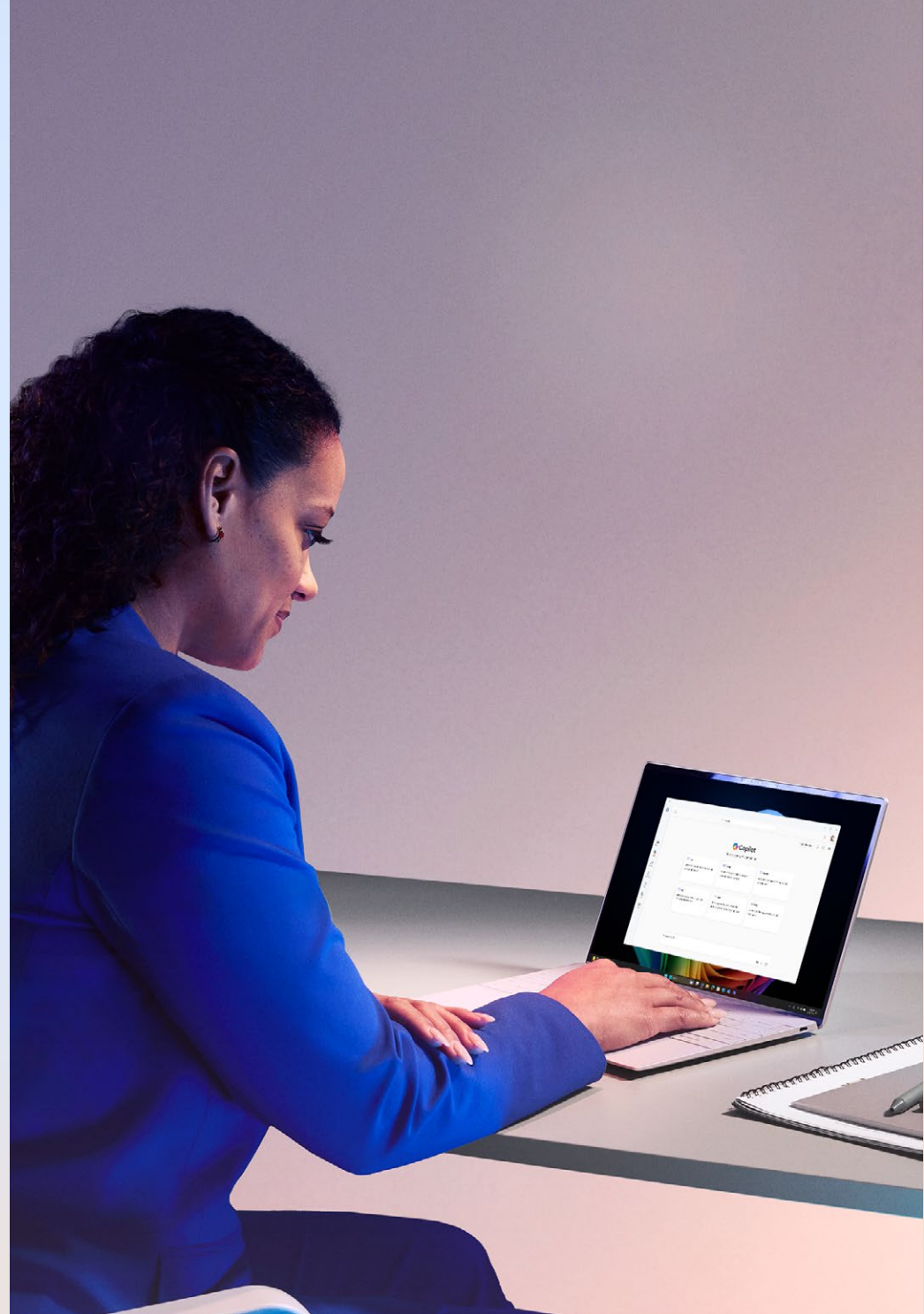# "Generative AI Readiness Is Critical"—IDC[1]

AI has become a business imperative. No other technology has such transformative power to boost ingenuity, enhance productivity, and take business innovation to the next level. IDC explains the value of deploying new AI-centric PCs ahead of the Windows 10 end of support on October 14, 2025.

Read "The Refresh Imperative" by IDC

Get ahead of the curve by upgrading today

Now you can realize the vast potential of AI on the most secure Windows PCs ever with Secured-core PC protection and Microsoft Pluton.

Spark creativity and take business innovation to a new level with Copilot+ PCs.[2] They feature powerful 40+ TOPS NPUs for unique AI experiences and the most advanced Windows security to safeguard your most sensitive data. Maybe that's why nearly 75% of IT leaders surveyed plan to buy Copilot+ PCs in the first year, and more than 90% plan to buy within the first two years.[3]

> **"** Cybercrime is the third largest economy and the fastest growing economy.[4] **"**
>
> — **Charlie Bell**
>   Executive Vice President of Security, Microsoft

Safeguard mission-critical data

Outdated devices put your business at risk. Shield your business information and privacy with Secured-core PC protection, Microsoft Pluton, and granular IT control across data, apps, and AI.

Copilot+ PCs safeguard your most sensitive information. That's the benefit of having the most advanced Windows protection by default. And Copilot+ PCs provide the highest level of Windows cybersecurity to guard against evolving threats.

Highlighted features

- Shield your most sensitive data with Secured-core PC protection and the Microsoft Pluton security processor
- Safeguard your employees with safer sign-in using Windows Hello Enhanced Sign-in Security, hardware-backed mobile device management (MDM)[5] enrollment certificates, and enhanced phishing protection
- Stay ahead of threats with proactive shields like malware safeguards and mission-critical app protection, including App Control for Business[6]

Protect your business information

The growing need for organization-wide, accelerated innovation is shining a light on the need to protect business information. The good news is that you can protect business and personal data by leveraging layers of hardware-backed security augmented by Copilot on Windows with enterprise data protection.[7]

Highlighted features

- Amp up security with Microsoft Pluton to guard passwords
- Augment security using Copilot on Windows with enterprise data protection

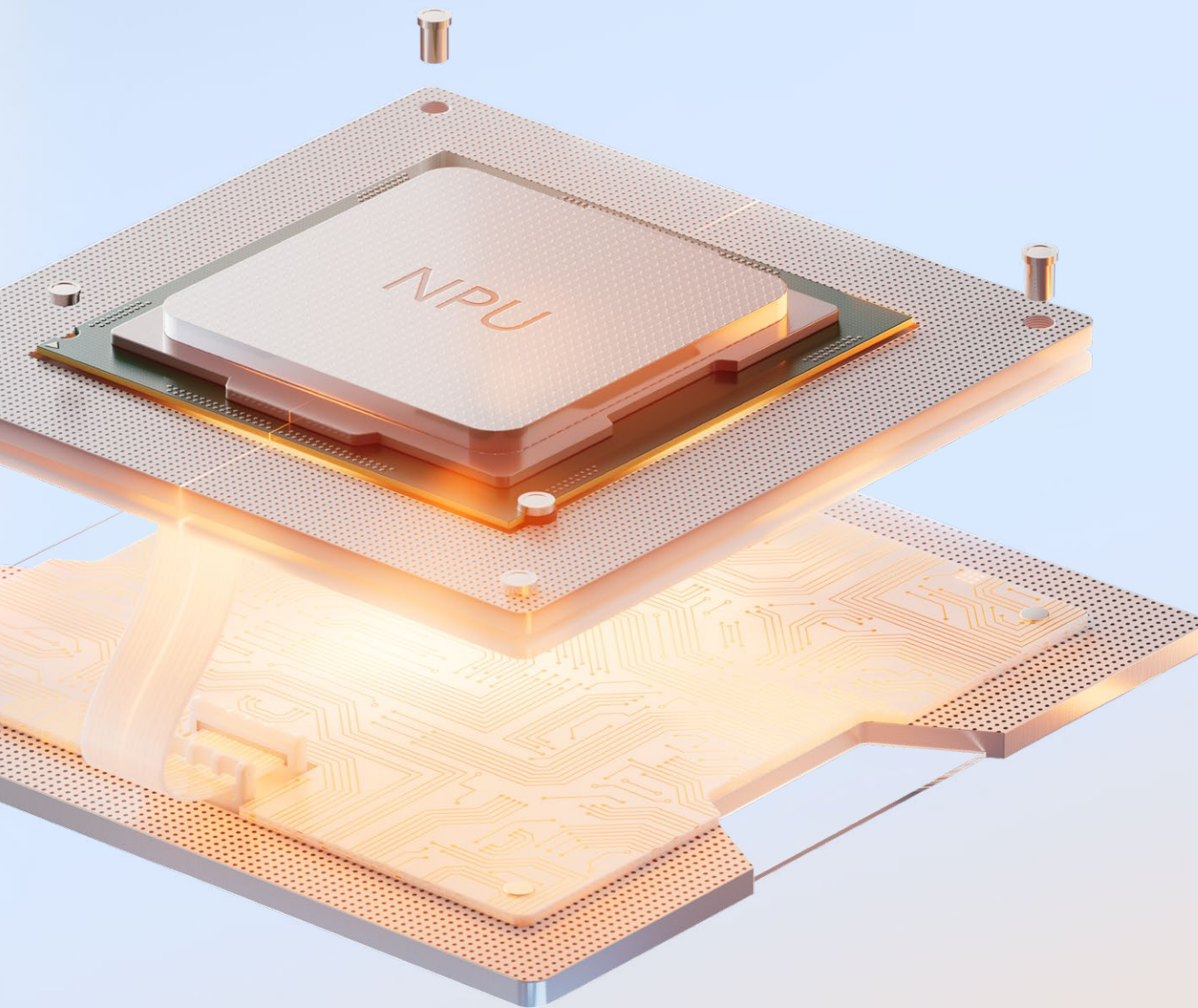# Powerful performance for transformative impact

Copilot+ PCs come with a 40+ TOPS neural processing unit (NPU) designed for AI acceleration.

Unlike CPUs and GPUs, these NPUs are optimized for complex mathematical and data processes, making them ideal for tasks like image recognition, natural language processing, and other AI-related functionality. Copilot+ PCs with these NPUs offer 40+ TOPS, providing more powerful AI experiences, as well as better overall efficiency and performance. In fact, Copilot+ PCs have the best power-to-performance efficiency of any Windows PC.

Thanks to the new turbocharged NPU, you can enjoy new AI experiences and accelerated performance without slowing down your PC. You can enjoy live translation from 40+ languages into English.[9] Teams video calls have super resolution to improve visual quality, while Windows Studio Effects keeps the focus on you with features like automatic framing and a teleprompter for natural eye contact, even when you're reading notes. And, by taking the load off the CPU, the NPU also improves energy efficiency and helps extend battery life.[10]

Think of the NPU as a symbol of the new AI era, enabling new PC experiences, innovation, and exceptional performance.

Copilot+ PCs deliver more than 2x NPU TOPS than MacBook Air with M3[8]

Why NPUs?

- New 40+ TOPS NPUs

- Deliver ultrafast performance and rich AI experiences

- Purpose-built to do the work for AI

- Free up the CPU and GPU to do what they do best
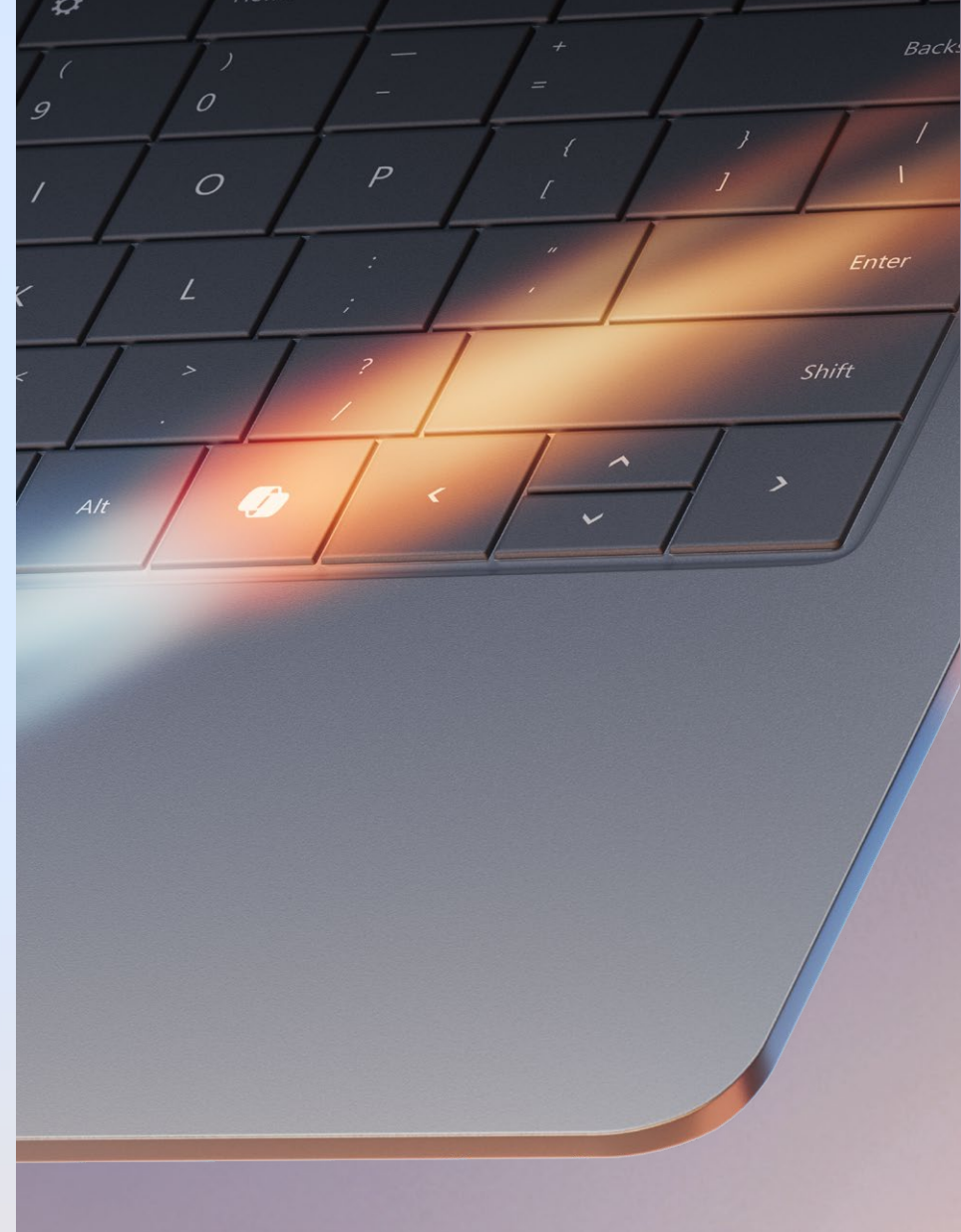
- Reduce impact on battery life

Unlock efficiency and innovation

Nearly two in three people (64%) say they struggle with having the time and energy to do their job.[11] Those people are 3.5x more likely to also struggle with innovation and strategic thinking.[11] Leveraging AI to share some of the workload can empower your teams to focus on what they thrive at: creativity.

For the optimal productivity experience on Windows, combine Copilot+ PCs with Microsoft 365 Copilot.[12] With intelligent assistance to help handle the flood of emails, meetings, and alerts, people can spend their time on things that matter. And they can work all day unplugged with up to 22 hours of video or 15 hours of browsing.[10]

Your ingenuity, amplified

It's amazing how productive your people can be when they're not spending all their time searching for answers. With Copilot on Windows with enterprise data protection,[7] they can get answers to even the most complex questions instantly. And, among other things, they can summarize relevant information and compare, analyze, and visualize data in charts and graphs. In other words, they can be productive.

Unique AI experiences and all-day battery life[10]

Search how you want, level up your writing, and personalize your experience

There are different ways to search, and each has different benefits: For example, Copilot on Windows searches the internet (and generates text and images, edits, summarizes, and analyzes). File Explorer searches your files, people, and organizational information (requires Microsoft Entra ID[13]), and you can get intelligent recommendations such as the files you might need for your next meeting.

Resume projects faster
Search across your personal timeline apps, documents, and communications for the most relevant content.

Make a bigger impact
Even the best writing could be more impactful. You can use Copilot on Windows to draft and edit emails and other content and get insightful suggestions for revision.
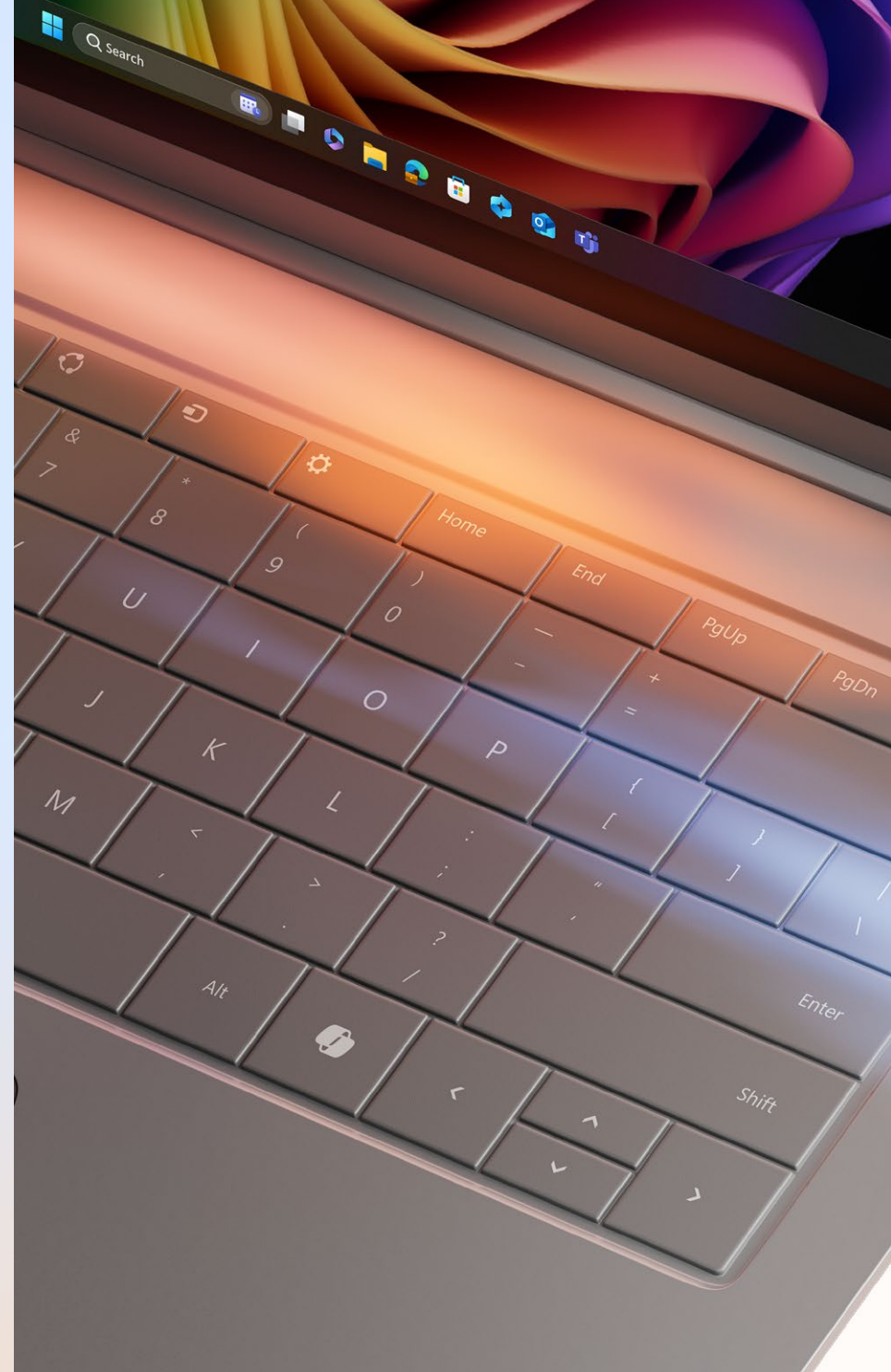
Your Copilot+ PC enables you to have more impactful meetings too, thanks to features like Live Captions with real-time translation from 40+ languages into English.[9] And with Windows Studio Effects, you can put your best face forward with flattering portrait lighting, creative filters, natural eye contact, and more—helping you have super smooth video calls.[14] It's easily accessible in Quick Settings. Finally, with super resolution, your Microsoft Teams video calls will look great even with low bandwidth.

Scale new heights

AI experiences make the workday much more productive. For instance, voice access[15] lets users control their PC and author text using just their voice. And when they're signed in with Microsoft Entra ID, one press of the Copilot key[16] opens Microsoft 365[5] to access productivity apps and Microsoft Copilot. IT admins can configure key behavior on managed devices, and users can personalize the key in Settings to open signed apps such as Microsoft Search.
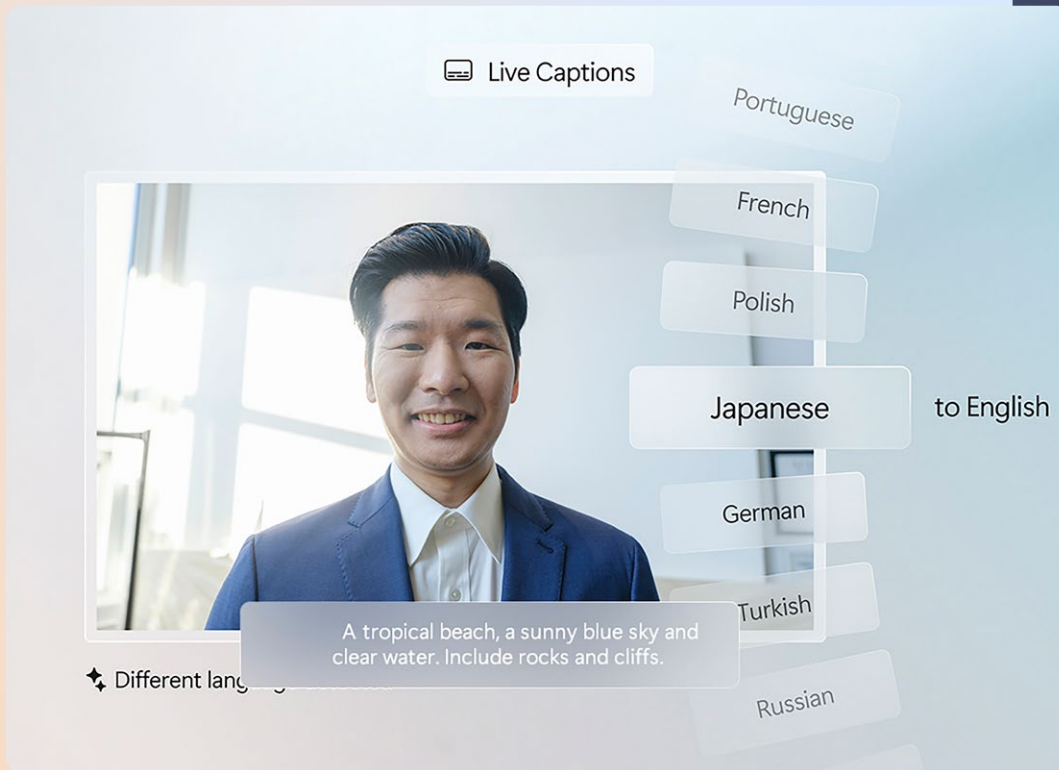
Highlighted features

- Personalize your Windows experience for comfort and efficiency by controlling applications, settings, and AI experiences with your voice[15]

- Copilot helps you save time and polish your work with relevant recommendations based on your tasks and behavior

- Take the next step in your workflow with proactive suggestions and contextual information

Introducing Live Captions with translation to English[9]

Understanding one another is key to successful communication. Sounds obvious, but so much can be lost when communicating, especially between languages. With Live Captions on Copilot+ PCs, you can understand almost any video call or recording with real-time translation from 40+ languages into English.

Everyone, including those who are deaf or have a hearing disability, can better understand audio with real-time live translation. And because this feature integrates with the Windows desktop, you can read translations while working in other apps. Translations can be provided for audio even when disconnected from the internet. Plus, you can personalize how translations are displayed and include microphone audio to make in-person conversations easier. Reducing language barriers can only help increase accessibility.

Introducing Windows Studio Effects

Have better meetings. There's plenty your team can do to make meetings more exciting and energetic, thanks to Windows Studio Effects. Plus, the different effects aren't just for Teams; they can also be used across a variety of video apps.

Eye contact lets you maintain eye contact even when you're reading content on the screen.

Voice focus minimizes background noise for maximum vocal clarity on video or audio calls while using any platform.

Portrait lighting automatically adjusts the lighting on video calls in any app or video platform to lighten yourself against the background.

Portrait blur gives a clearer and crisper outline of the subject against the background.

Creative filters allow you to activate three artistic filters—Illustrated, Animated, and Watercolor—in any video platform and access them in Quick Settings.

Turbocharge your business impact

Copilot+ PCs deliver blazingly fast performance so your team can respond to day-to-day business with speed, agility, and innovation. And because this business-ready AI is easy to adapt, you can even manage these new devices with your existing management tools and processes, including Intune.[6]

Light up your team's potential. Empower your entire workforce with access to powerful AI features on high-performance devices for the most productive Windows experience. Upskill your team and empower them to innovate and take on new challenges.

Improve flexibility and management. Take advantage of edge computing for increased performance, security, and data protection combined with easy remote management, flexible cloud usage, and improved energy efficiency. And optimize your IT environment for performance, security, cost, and efficiency by leveraging modern cloud management tools together with intelligent edge computing.

Ready-to-use AI APIs powered by a 40+ TOPS NPU on Copilot+ PCs

Tailor for your business needs. Put AI to work by easily creating custom, automated workflows and industry-specific solutions with hybrid AI experiences across the cloud and edge devices. For instance, with Windows Copilot Runtime, you can enable real-time assistance and automate tasks by easily integrating AI into NPU-powered apps that run on your device. For cloud-based experiences, you can use Copilot Studio,[17] an end-to-end conversational AI platform that empowers your team to create and customize copilots using natural language or a graphical interface. And Microsoft 365 Copilot[12] delivers AI capabilities at scale in Teams, Word, Outlook, PowerPoint, Excel, and other Microsoft 365 apps.

Time to unleash your team's unlimited potential

A new AI era at work has arrived. There's only one way to go from here, and that's forward. The workplace has experienced a change thanks to the steady flow of data, applications, and communications. Copilot+ PCs shape the new era and the challenges that come with it.

With Copilot+ PCs, you're giving your team more than just the tools to succeed. You're also giving them transformative AI experiences anchored in Windows 11 Pro business fundamentals—not just productivity features but also compatibility, management, and security by default. In return, your team will be empowered to give you their creativity and their 100% unfettered efforts.

Upgrade to the fastest, most intelligent and secure Windows PCs ever

Act now before Windows 10 end of support in October 2025.

With 40+ TOPS NPU-powered performance, enhanced productivity, and powerful security, you can harness Copilot+ PCs to create a more efficient, impactful, and natural work experience.

Choose Copilot+ PCs to accelerate innovation, solve problems faster, and drive business impact.

Upgrade now to unleash your team's potential.

View Copilot+ PCs

Endnotes

1. IDC, "The Refresh Imperative: The Value of New, More Secure, Generative AI-Centric PCs Ahead of the Windows 10 End of Service," 2023.

2. On some devices, Copilot+ PC experiences require free updates available starting later this year and continuing into 2025. Timing varies by device and region. See aka.ms/copilotpluspcs.

3. Understanding Employee Productivity and Satisfaction Benefits of Next-Generation AI PCs as You Plan Your Next Refresh, IDC in partnership with Microsoft, August 2024.

4. Microsoft Ignite: **The Future of Security with AI**, November 16, 2023.

5. Sold separately.

6. Intune sold separately.

7. Requires eligible Microsoft 365 license.

8. Based on comparison to M3 Neural Engine performance data available as of October 30, 2023 at Apple.com.

9. Currently supports translation for video and audio subtitles into English from 40+ languages. **Learn more**.

10. Battery life varies based on settings, usage, device and other factors. **Learn more**.

11. **Will AI fix work? Work trend index annual report**, Microsoft, May 9, 2023.

12. Sold separately and requires either Microsoft 365 Business Standard, Business Premium or Microsoft 365 E3/E5.

13. Enabled, eligible Microsoft 365 license **required**. Sold separately.

14. Videoconferencing apps and services sold separately.

15. Hardware dependent. English language only.

16. Copilot key is available on many new Windows 11 PCs. Copilot key feature availability varies by market. **Learn more**.

17. Requires Microsoft 365 along with tenant and per user licensing.