



# Embracing the Consumerization of IT!

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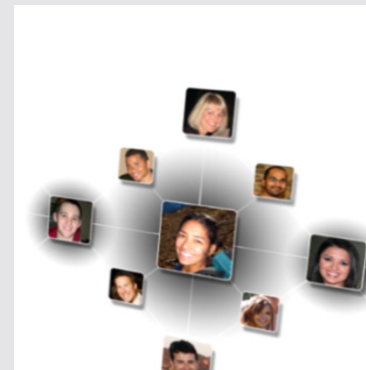
# Microsoft Is Innovating Around Important IT Trends



Cloud computing



Data explosion



Social computing



Browser Based Apps



Ecosystem of computers



Personal devices in the workplace



Ubiquitous connectivity



Natural interaction

# App Development

## Tools That Simplify and Enrich the Developer Experience

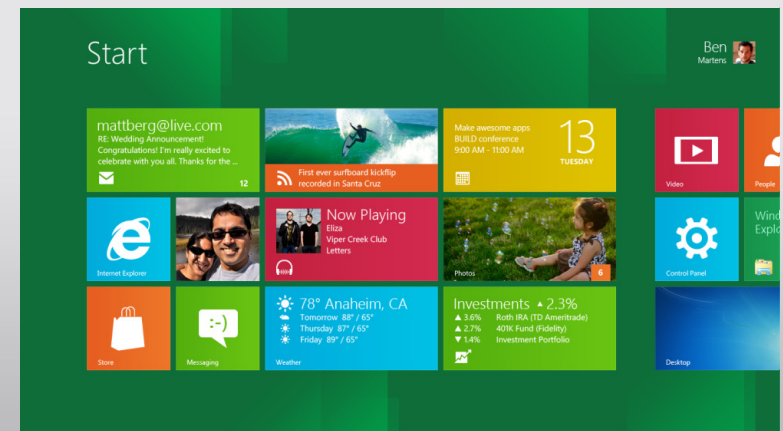


- One development environment for all devices
- Ability to enhance and extend apps with the cloud

Consistent, connected experiences across the PC, Phone and browser



A look ahead...





# Metro Design Principles

Clean, Light,  
Open, Fast

Alive in Motion

Celebrate  
Typography

Content, Not  
Chrome

Authentically  
Digital

