

Microsoft Doubles Down: Two-Faces of Surface Duo

Written by Bob Snyder
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Starting at \$1399, Microsoft's Surface Duo opens into the thinnest mobile device on the market and connects two PixelSense™ Fusion Displays to create one expansive 8.1-inch screen.



With Qualcomm Snapdragon 855 and dimensions of 145.2 mm (H) x 93.3 mm (W) x 9.9 mm (T at hinge), there's room for an eSIM5 and one Nano SIM. It runs on Android 10.

But don't call it a smartphone. Microsoft really, really wants to create a new category of mobile device-- that is, a popular new category.

"We designed Surface Duo for people who want to get more done with the device in their pocket. Our internal research shows that 3 out of 4 people report struggling to complete complex tasks while away from their computer. That's because smartphones with a single screen aren't designed for you to easily do multiple things at once," says Panos Panay, Chief Product Officer for Windows + Devices.

"Think about it. You continually have to switch between apps to get even the most essential things done – breaking focus, breaking flow. Just like using two monitors at your desk, having two distinct screens lets you open up two apps side by side..."

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He goes on “..as we look ahead to the next wave of mobile productivity and creativity, we see an opportunity to create something new with Surface Duo-- not to reinvent the phone, but to inspire people to rethink how they want to use the device in their pocket.”

Folded up, the Duo is 9.9 mm hick. Unfold and the Surface Duo's 360-degree hinge allows you to use each screen individually or together, across a variety of modes. Most smartphones sport a tall, pocket-wide size but Microsoft went wider--for an aspect ratio more similar to a laptop or monitor. Like your old iPhone, Duo its slip showing with bezel above and below the screen.

This creates **new ways to work while we are mobile** and Microsoft offers these examples:

- Join a Microsoft Teams meeting and see participants on one screen while you present your PowerPoint slides on another.
- Open the Amazon Kindle app and read a book like a book.
- Position Surface Duo's screen like a tent and watch a video hands-free.
- Use Surface Duo in Compose mode to quickly respond to an email--or tilt it into portrait for a more immersive way to scroll through web pages or photos.
- Pair your Surface Duo with a supported Bluetooth controller to play games on Xbox Game Pass Ultimate or with Surface Earbuds, coming Sept. 10 in Graphite Grey, to listen to your favorite playlist or podcast.
- Or easily take notes with the Surface Slim Pen, sold separately.

Panay adds, “The ability to use two screens together on a mobile product has a real impact on how you create, how you share, and how you feel when using the product. Just like cooking, when you combine two flavors that perfectly complement each other, some apps light up in new ways when you use them side by side. Watch a video without missing out on the text thread with your friends. Read and take notes. Look at your calendar while you respond to an email to schedule a meeting. ...

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