



MEDIA RELEASE  
OCTOBER 2000

## SHORTCUT TO CYBERSPACE WITH MICROSOFT INTERNET KEYBOARDS

*The days of the standard keyboard that has barely evolved from the typewriter are history.*

Microsoft refines one of the most over-looked elements of the computer and puts Cyberspace within easy touch of a key with the range of Internet keyboards.

The Microsoft Natural Keyboard Pro, Internet Keyboard Pro and Internet Keyboard feature Internet and multimedia Hot Keys along with built in Universal Serial Bus (USB) ports to give PC users complete control over the technology that enhances their lives.

Microsoft allows users to get to their favourite site, check email and even control the volume of their DVD player simultaneously with a single button for each operation.

Richard Hirst, Product Manager for the Microsoft Home and Retail Group, believes that the innovative design coupled with the affordability of the Internet Keyboard range will give users unprecedented control over their PCs.

“Today, PC’s perform the roles of work tools, entertainment units and Internet terminals. The Internet Keyboard range ensures PCs are increasingly efficient and user-friendly,” Richard said.

Microsoft Natural Keyboard Pro (RRP \$109.00) adds 19 Internet, email and multimedia Hot Keys and two USB ports to the ergonomic design of the original Natural Keyboard and the Natural Keyboard Elite. As well as being attractive, the streamlined shape of the Natural Keyboard Pro encourages users to place their hands, wrists and forearms in a natural, relaxed position for greater comfort and useability.

The Internet Keyboard Pro (RRP \$79.00) brings 19 Internet, email and multimedia Hot Keys and 2 USB ports to a comfortable standard keyboard design that also includes a detachable palm rest.

The Internet Keyboard (RRP \$49.00) has 10 Internet and email Hot Keys on a comfortable standard keyboard design that also includes a detachable palm rest.

Internet Hot Keys allow users with Internet access to launch a browser and surf the Web directly from the keyboard. Internet Hot Keys include Back, Forward, Stop, Search, Favorites and Web/Home.

The Email Hot Key opens email programs with a single keystroke, while two custom Hot Keys can be programmed with Intellitype Pro Software to launch programs of choice.

Control key shortcut labels make common CTRL-Key shortcut tasks such as cut, copy and paste even easier.

The Sleep Hot Key puts PCs with built-in power management and supporting operating systems into energy-saving 'sleep' or 'suspend' mode or activates the screen saver on PCs without power management capabilities.

Microsoft's Hardware Group strive to make using technology more efficient, pleasant and fun and Microsoft is confident that this has been achieved with the latest range of Internet Keyboards.

The basis of the team's work is a strong commitment to understanding how people use technology and what can be done to enhance the experience for users.

Design Manager of the Microsoft Hardware Group, Steve Kaneko's team focuses on world-class industrial design, while working in conjunction with a team of mechanical and electrical engineers who constantly push the boundaries of hardware, integrating the latest technology advances in new ways.

A key initiative which Microsoft established in 1988, is the Usability Group, where participants are eligible to be involved in product evaluations, usability lab sessions, site visits and focus groups. By demonstrating the value of user-centred design and providing the appropriate skills and information at the appropriate time, the Usability Group has become an integral part of the product design process at Microsoft bringing user-feedback into the design of Microsoft products throughout the development process.

Microsoft acknowledges that excellent design alone cannot produce world-class products. Ergonomics Manager Edie Adams leads a team of over 100 ergonomists and usability specialists who study real-world users as they work with product prototypes in one of Microsoft Corporation's 25 usability labs. Usability engineers, user-interface designers and other product team members translate this information directly into product design improvements.

The Microsoft Natural Keyboard Pro, Internet Keyboard Pro and Internet Keyboard are now available from Microsoft stockists nationally.

---

Microsoft, Windows and Windows NT are either registered trademarks or trademarks of Microsoft Corp. in the United States and/or other countries. Other product and company names herein may be trademarks of their respective owners.

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and Internet technologies for personal and business computing. The company offers a wide range of products and services designed to empower people through great software -- any time, any place and on any device.

---

Prepared for Microsoft Corp.  
Prepared by Spin Communications  
For further information contact Em Leiding or Pam Thornback  
on 02 9360 3377 or [e.leiding@spin.com.au](mailto:e.leiding@spin.com.au) or [p.thornback@spin.com.au](mailto:p.thornback@spin.com.au)