

Designed for Surface Program Introduction



WHAT IS DFS?



- Certification program for Partners to ensure
 - Compatibility with Surface
 - Reliability
 - Quality
 - Functionality
 - Regulatory Compliance
- Provide specs and consultation to a better design
- Catalog for reference

Who is eligible to participate in the Designed for Surface program?

- We are interested in talking to all companies who are interested in creating amazing accessories for the Surface family of devices.

What types of accessories are part of the Designed for Surface program?

- The Designed for Surface 3rd party accessories program applies to soft goods as well as a variety of other connected devices.
- Individuals and companies interested in creating accessories that connect via the USB port should leverage the tools and guidelines of the Windows Hardware Certification Program and Industry Standard (self certification – submit CoC).
- Individuals and companies interested in creating electrically-connected accessories that are specifically designed for Surface devices, or accessories that connect to the Surface cover port or charging port may submit a non-confidential proposal DFS Team. Proposals are evaluated on a case-by-case basis.

I already make an accessory that connects via USB and is compatible with Windows 8,10 & Windows RT. Does my accessory also need to be Designed for Surface licensed?

- By leveraging industry standard ports and connections, Surface devices are already compatible with millions of accessories compatible with Windows 8 & Windows RT. Please visit the Windows Hardware Certification Program for the information, tools and resources to help you develop and certify hardware compatible with Windows 8 & Windows RT. The Designed for Surface program is not required for Surface compatibility, and is not an additional step within the Windows Hardware Certification process. The Designed for Surface program provides design guidelines and recommendations so individuals and companies can design amazing accessories specifically made for Surface.

Once my accessory is Designed for Surface licensed, will it be sold in the Microsoft Store or Microsoft online?

- Licensing your product doesn't guarantee that Microsoft will sell or market your accessory, though consideration will first be given to accessories that are Designed for Surface licensed.
- Certified 3rd Party Accessories will be added to the Product Catalog for Microsoft Team to potentially use for Product Bundling purposes.

I already sell an accessory that works great with Surface, why should I participate in the Designed for Surface program?

- Many universal tablet accessories already work well with Surface devices, and many Surface-specific accessories were created before the Designed for Surface program was made available. The Designed for Surface program enables you to ensure compliance with our guidelines, and the Designed for Surface logo that may be used on qualified products allows you to differentiate your accessory from generic or unqualified solutions. Retailers will look for and customers will purchase Designed for Surface accessories with the confidence that they will work great with Surface devices.

How does the Designed for Surface program work?

- All program information, resources and tools are available on the a secure Designed for Surface site.
- The Designed for Surface program design guidelines include device dimensions, port configurations & considerations, and a number of important design notes to carefully observe as you develop an amazing Surface accessory.
- Microsoft will review and reply to qualified submissions with positive confirmation and include logo assets that may be used on product packaging, advertising, digital and visual merchandising, and other marketing collateral in accordance with the Designed for Surface branding guidelines.

If my accessory only fits one particular Surface device – for example, my leather case only fits Surface Pro – how can I communicate device-specific compatibility to customers?

- The Designed for Surface artwork and packaging guidelines describe how you can specify device compatibility on packaging and marketing materials. In many cases, you may have a solution that only fits one particular device – or you may have different versions of your products that apply to different Surface devices. Our logo artwork and packaging assets guide you through the proper way to localize your product packaging and marketing materials, and to specify device compatibility.

How do I get started with the program?

- Follow the link to the "Submit Proposal" site on the next page. Requests are reviewed weekly. Someone from the Designed for Surface team will get back to you.

Sign me up!



- Featured Accessories on Surface.com
 - http://aka.ms/DFS_Featured
- Submit a Hardware Proposal
 - http://aka.ms/DFS_Proposal