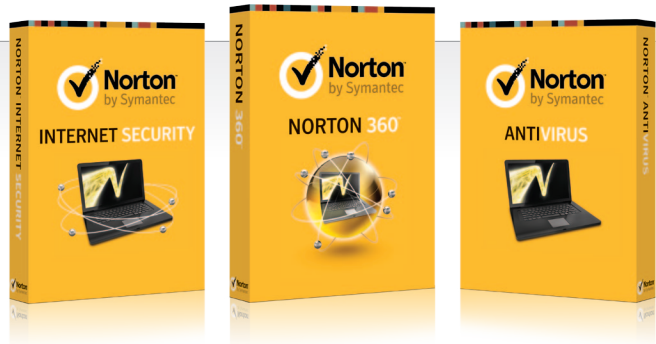


# Norton™ and Windows® 8. Better Together.

**Windows 8 is coming October 2012**

The team at Norton is working hard to ensure your customers are safer and running faster on Windows 8 and their new device than ever before. You can be sure that all of our PC security products, Norton™ AntiVirus, Norton™ Internet Security and Norton 360™ will provide the robust security solution you expect from an industry leader.



## What's Different About Windows 8?

Windows 8 will be essentially two separate operating systems with separate user interfaces. First, the traditional Windows desktop interface as used in Windows 7 and a second “modern” interface that emulates the tiles seen on Windows phones and Xbox® consoles.



**Traditional Desktop**



**Metro (touch screen)**

Source: Windows 8 Consumer Preview

## New Opportunities for Retail



### What's going on?

Microsoft® will finish work on Windows 8 this summer, setting the stage for personal computers and tablets with the operating system to go on sale around October. (Source: Bloomberg.com, March 19, 2012)

### Why is Microsoft making these changes to Windows?

A scrolling, touchscreen interface, used in smartphones or tablets for both Apple® and Android™ products, is becoming the standard computing experience. Microsoft and PC manufacturers need to modernize or risk being left behind as more users move towards non-PC based solutions as their primary device. Additionally, Microsoft hopes to popularize a single user interface across multiple devices including PCs, tablets, and phones to allow users to have a consistent experience. (Source: InformationWeek.com, February 4, 2012)

### How quickly will consumers adopt Windows 8?

After the Windows 8 launch, the vast majority of PCs sold to consumers will be equipped with Windows 8. However, the installed base representing those PCs sold with previous versions of Windows will be significant. Windows 8 won't be the dominant operating system until 2015. (Source: Gartner)

### Will PCs have to be equipped with touch screens to use Windows 8?

The traditional desktop will be unchanged as far as navigation in the user interface. But a touch screen interface is the best experience when using Metro. PC Manufacturers are coming up with new and exciting designs to maximize this new user interface.



## Why Norton™ is Best for your Customer

### Norton security products are ready for Windows® 8

- Norton protection is centered about the individual's needs—for all of their devices whether PCs, Macs, or mobile—including the cloud.
- Norton can protect where Windows 8 can't: on Macs, mobile devices, multiple browsers and previous Windows versions.
- Norton protection<sup>1</sup> and performance<sup>2</sup> is hand's down the best in the industry.
- Norton 24x7 free support is best in class.

## More Opportunity

### Increased attach and in-line sales for Norton

- Increased excitement around new PC hardware form factors and touch ready software.
- Anticipating significant Microsoft and hardware media spend to drive consumers into store.
- Economic outlook and holiday timing predicted to be the highest in years.



## Frequently Asked Questions

### Will customers have to buy Norton again if they decide to upgrade their system to Windows 8?

No, customers with a current subscription for Norton security protection will receive product compatibility updates for the latest version of Windows when and if they become available so you can sell with confidence now.

### I've heard Windows 8 has a security included. Is that true?

Microsoft will make a greater level of security components available than in previous releases, similar to what they did with previous releases of Windows XP, Vista, and Windows 7. Windows 8 will include a **basic level** of protection called Windows Defender. Norton protection provides **comprehensive security**, with multiple layers that integrate with all of your devices for everything you and your family do online.

### Does Norton provide features Windows Defender lacks?

Yes, Norton protection includes many layers of security which Windows Defender is missing, including cloud-based management, and social network monitoring, just to name a few. Additionally, a glaring omission from Microsoft is lack of protection and support for browsers other than Internet Explorer.

### What is Norton going to be doing in the retail market with Windows 8?

Look for Symantec to call out the advantages of the Norton product in terms of performance, protection, and experience when running on Windows 8 on our packaging, in store-based point of purchase advertising, and as we communicate broadly to consumers across all media.

## Industry Reviews

"There's no way I'd trade in the full power of something like Norton AntiVirus 2012 for the protection MSE offers."

— PC Magazine  
September 7, 2011

"Some suites are good at just one thing, but Norton is a jack of all trades. Powerful antivirus protection, smart firewall, accurate antispam ... it all works well."

— PC Magazine  
September 7, 2011

"Low-impact performance, strong security, and useful features are the hallmarks of Norton Internet Security 2012, one of the best security suites available."

— CNET Download.com  
September 6, 2011

<sup>1</sup> Ranked #1 in Overall Protection and Remediation: AV-Test GmbH, "Real World Protection and Remediation Testing Report," August 2011.

<sup>2</sup> Ranked #1 in Performance: PassMark Software, "2012 Consumer Security Products Performance Benchmarks," August 2011.