

Microsoft and Actiontec

Field Engagement Guide

Actiontec® is Microsoft's lead co-engineering partner for wireless display technologies in Windows. Actiontec worked with Microsoft to develop wireless display capabilities in Windows 10 with Continuum and continues to co-engineer and develop next-generation features.

Nature of Microsoft / Actiontec Relationship

Actiontec enables Microsoft to sell more products by offering ScreenBeam™ wireless display receivers that optimize Windows 10 current and future features.

The partnership is driven by Microsoft initiatives to promote differentiated value and activations/upgrades of Windows 10 and Windows 10 mobile with Continuum. Specific industries using the solution:

- The education world is using ScreenBeam to realize future ready classrooms that enable mobile teaching and better student engagement.
- Enterprise companies are purchasing ScreenBeam to modernize enterprise conference rooms and collaboration spaces to maximize employee productivity and results.
- IT is using ScreenBeam in multiple industries to maximize the benefits of Miracast technology, which does not need wires or Wi-Fi bandwidth to deliver world-class wireless display capability.

Goals for Our Very Important Partnership

Wireless display is a feature of the Windows operating system and ScreenBeam wireless display receivers allow customers to use this cutting edge capability. In addition, it sets the stage for future value-added features that distinguish Windows in the marketplace.



Actiontec Contacts

For Microsoft SSPs, AEs, or TSPs

David Lopez
Strategic Alliance
Manager
dlopez@actiontec.com
813-598-3770

For Resellers, Microsoft Store Retailers, Distributors or DMRs

Jay Taylor
Senior Director of
Strategic Alliances
jtaylor@actiontec.com
512-925-8742

What's In It for You?

For Microsoft SSP, AE and TSP

Enable Microsoft sales people to sell more Windows 10 and Continuum activations and upgrades by promoting differentiated wireless display capability, expanding opportunities to promote other Microsoft products and services.

For Our Channel Partners and New Resellers

Enable and support Windows 10 device refresh opportunities and support workplace, conference room and classroom technology transformations. Solution sell-in opportunities for connected products such as projectors, displays/HDTV, A/V upgrades or need for eliminated wires.

How Do We Leverage and Engage One Another?

Actiontec has over 1,000 reseller, Microsoft Store retailer, distributor and DMR partners. We have installations worldwide and can work with any commercial, education, or enterprise customers.

If you have an opportunity and need sales support or have any questions about the partnership, please reach out to our Actiontec contacts.

Product Line and Key Selling Points

Actiontec's products include ScreenBeam wireless display receivers and ScreenBeam Central Management System (CMS) software for remote device management. Only Actiontec offers wireless display solutions optimized for specific markets like education and enterprise.

Core Product Line

ScreenBeam Wireless Display Receivers

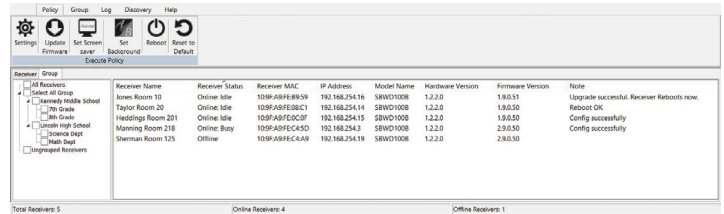
- **ScreenBeam 960:** Delivers the performance and reliability needed for demanding enterprise environments and/or large scale deployments. This fully integrated enterprise class platform boasts .11ac and .11n dual radios, Ethernet, HDMI, VGA In, and VGA out interfaces. Comes with ScreenBeam Central Management System for remote management of wireless device implementations.
- **ScreenBeam 750:** Addresses the needs and demands of school building environments, access control, configurability, management, and easy help-desk support. Comes with ScreenBeam Central Management System for remote management of wireless device implementations.
- **Mini 2:** Allows mobile consumers to wirelessly display any local or online content from a mobile phone, tablet or laptop to a large display.
- **Mini 2 Continuum Edition:** Allows mobile consumers, home office and professionals for productivity applications to wirelessly dock a mobile phone, tablet or laptop to a keyboard, mouse and large display.



ScreenBeam 960
Wireless Display Receiver

ScreenBeam Central Management System (CMS)

For IT professionals, this central management software, which comes standard with ScreenBeam 960 and ScreenBeam 750, enables remote management of ScreenBeam receivers distributed throughout multiple conference rooms, classrooms, buildings, and locations.



Receiver Group	Receiver Name	Receiver Status	Receiver MAC	IP Address	Model Name	Hardware Version	Firmware Version	Note
James Middle School	James Room 10	Online Idle	105FADFE8939	192.168.254.16	SRWD1008	1.2.0	1.8.0.51	Upgrade successful. Receiver Reboots now.
James Middle School	Taylor Room 20	Online Idle	105FADFE8939	192.168.254.14	SRWD1008	1.2.0	1.8.0.50	Reboot OK.
James Middle School	Heddings Room 201	Online Idle	105FADFE8939	192.168.254.15	SRWD1008	1.2.0	1.8.0.50	Config successfully
James High School	Manning Room 218	Online Busy	105FADFE8939	192.168.254.13	SRWD1008	1.2.0	2.0.0.50	Config successfully
James High School	Sherman Room 125	Offline	105FADFE8939	192.168.254.19	SRWD1008	1.2.0	2.0.0.50	

Key Differentiators

- ScreenBeam CMS enables deployment of wireless display from small to large installations by delivering central management capabilities. With centralized management, IT can configure, deploy, manage security and access policies, and troubleshoot ScreenBeam products from one location.
- ScreenBeam wireless display uses Miracast point-to-point (P2P) connection technology, which delivers a better user experience because no Internet is required. IT managers like it because P2P frees valuable network bandwidth.
- Exclusive to Windows 10 devices, ScreenBeam enables multi-point touch and wireless inking between Windows 10 devices and displays or interactive touch screens.
- **In education:** Teachers are free to move around the classroom and interact with their students while simultaneously sharing content to the classroom display or projector. Interactive touch screen support creates a collaborative and interactive learning environment.
- **In the enterprise:** Increases productivity in meetings and collaboration spaces by eliminating wasted time looking for the right cable. ScreenBeam cuts meeting start-up time from an average of 10 minutes to 10 seconds.
- **IT differentiators:** Central management capabilities make it more efficient to manage large deployments so IT can troubleshoot any unit from their desktop. IT lowers costs because there is no need to run wires behind walls, with lower labor costs and fewer cables. Wireless display also reduces the need to replace cables and adapters that are broken or lost.

ScreenBeam CMS is included free with the ScreenBeam 750 and ScreenBeam 960. IT may now manage their ScreenBeam implementations from a single location.

NOW AVAILABLE in the Microsoft Device Loaner Program

Be sure to choose to include a ScreenBeam wireless display receiver with any Windows 10 loaner device that goes to your customers or prospects.

Overcoming Competitive Situations

- **Google Chromebooks:** There is no enterprise-class wireless display solution for Google Chromebooks. Any Chromebook solution is an additional strain on the wireless infrastructure on top of what is already necessary for a Chromebook deployment.
- **Apple:** Airplay is an infrastructure-only solution that is proprietary to Apple products and is not part of the Miracast industry standard.
- **Actiontec/Microsoft Strengths:** As we move forward with Windows 10 integration, ScreenBeam is facilitating the use of additional Windows 10 features including IoT integration, proximity sensors, and more.
- **Microsoft Wireless Display Adapter:** Despite being a favorite because it is a platform-branded device, it is still made for the consumer environment and schools and businesses should be concerned about the lack of security and manageability when compared to ScreenBeam. It is worth bringing up the fact that VGA is not supported because in many environments older projectors are still in use or don't have an HDMI cable to run.
- For other competitive situations, reach out to the Actiontec contacts noted above.

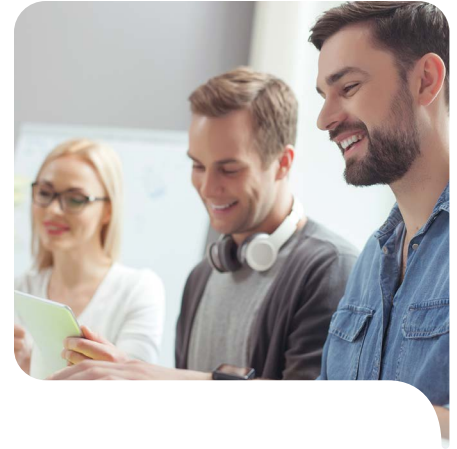
Co-Engineering Partnership

ScreenBeam is currently working with Microsoft engineering on next-generation Miracast features to embed leading-edge wireless display capabilities as they are announced.

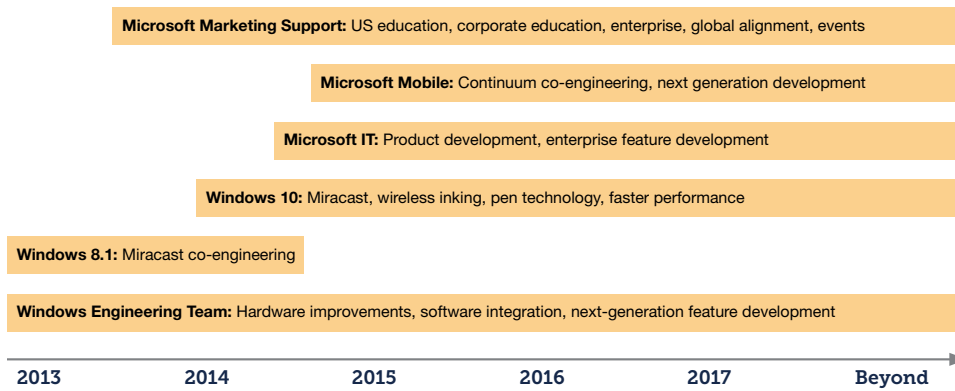
Actiontec is embedded with Windows engineering, mobile, IT, corporate education, US education, US enterprise group and Surface organizations. Things to remember:

- Actiontec wireless display is the **gold standard performance bar for Miracast with Windows engineering**
- Deployed in 800 Microsoft campus conference rooms, soon to be campus-wide in Redmond and in Microsoft's regional offices worldwide
- Official co-engineering partner for **Windows 10 Continuum**
- ScreenBeam is a "Designed for Surface" approved accessory

Designed for
Surface



Better Together: Actiontec and Microsoft



Training

If you are interested in online training, contact:

David Lopez

Strategic Alliance Manager

dlopez@actiontec.com

813-598-3770



© 2017 All rights reserved. Actiontec and the Actiontec logo are registered trademarks, and ScreenBeam is a trademark of Actiontec Electronics, Inc. All other names are properties of their respective owners. Specifications subject to change without notice. 032117

Industry Leader

ScreenBeam wireless display is the only solution that truly enables commercial deployment of secured and IT manageable wireless display. ScreenBeam wireless display is the industry standard for benchmarking and device interoperability, making it the most broadly compatible solution available. ScreenBeam solutions are used as the validation platform for wireless display functionality by companies like Microsoft, Intel, and leading PC OEM and device companies.

Actiontec is Microsoft's co-engineering partner for wireless display technologies in Windows. Because of Actiontec's status as the industry leader, and our ongoing investment in supporting industry device manufacturers, you can be assured that you're deploying the most broadly compatible, feature-rich wireless display platform.

