



20. Mai 2026

17. Bechtle
IT-Forum
Thüringen
Steigerwald Stadion Erfurt

20
26



Surface mit Snapdragon X – der Gamechanger für den Mittelstand

Joachim Geratsch,
Brand Ambassador, Qualcomm

2026

qualcomm.com/snapdragon

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Agenda



- Einstieg & Überblick: Warum Notebooks mit Snapdragon X Series Prozessoren jetzt besonders relevant sind.
- Die Plattform im Fokus: Architektur, Energieeffizienz und Performance für modernes Arbeiten.
- On Device KI: Produktivitätsvorteile durch NPU beschleunigte KI Funktionen.
- Business Kompatibilität: Nutzung von Microsoft 365 und Business Apps – nativ oder via Emulator.
- Bechtle Praxis Support: Unterstützung bei Proof of Concepts inklusive technischer Beratung und Bereitstellung von Demogeräten.

Powered by



Copilot+PC



Surface Laptop 13”



Surface Laptop 13.8”



Surface Laptop 15”



Surface Pro 12”



Surface Pro 13”





Snapdragon
X SERIES

Get more than a powerful processor

Keep your workforce ahead

Bring AI to the Edge

Gain a strategic partner



Powering 3B+ devices



Snapdragon is the partner of choice for intelligent computing.

Smartphones 

- motorola
- HONOR
- NOKIA
- oppo
- ZTE
- SONY
- ONEPLUS
- SAMSUNG

PCs 

- acer
- ASUS
- DELL Technologies
- hp
- Lenovo
- medion
- Microsoft
- SAMSUNG

Earbuds 

- YAMAHA
- LOUIS VUITTON
- LG
- SONOS
- CAMBRIDGE AUDIO
- DOLBY
- CREATIVE
- final
- SHURE
- audio-technica
- SENNHEISER
- Leica

XR / VR 

- Meta
- Google
- SAMSUNG
- SONY
- SHARP
- Microsoft
- ByteDance
- Lenovo

Wearables 

- LOUIS VUITTON
- FOSSIL
- MONT BLANC
- TAG HEUER
- HUBLOT
- PUMA
- ZEBRA
- DIESEL
- MARC JACOBS
- MOVADO

Auto 

- TESLA
- Toyota
- RIVIAN
- Ford
- CHEVROLET
- BMW
- Cadillac
- KIA
- Mercedes-Benz
- Audi
- Polestar
- LUCID

Snapdragon X Series leads the new generation of modern laptops



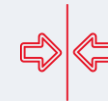
Incredible performance

Speed & responsiveness you can feel



All-day battery

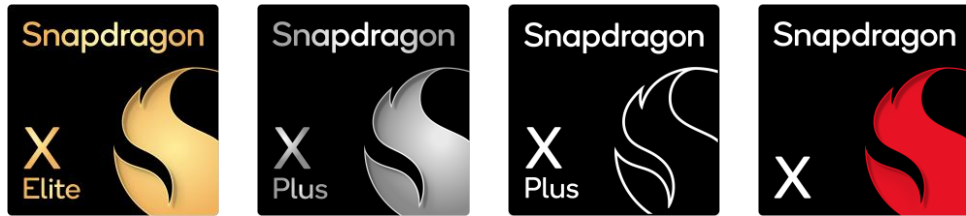
Leave the charger at home



Thin & light

Designed to go anywhere

Legacy PCs were made for a plugged-in world - not Snapdragon



Up to

90%

Faster

than other processors when unplugged from the wall¹

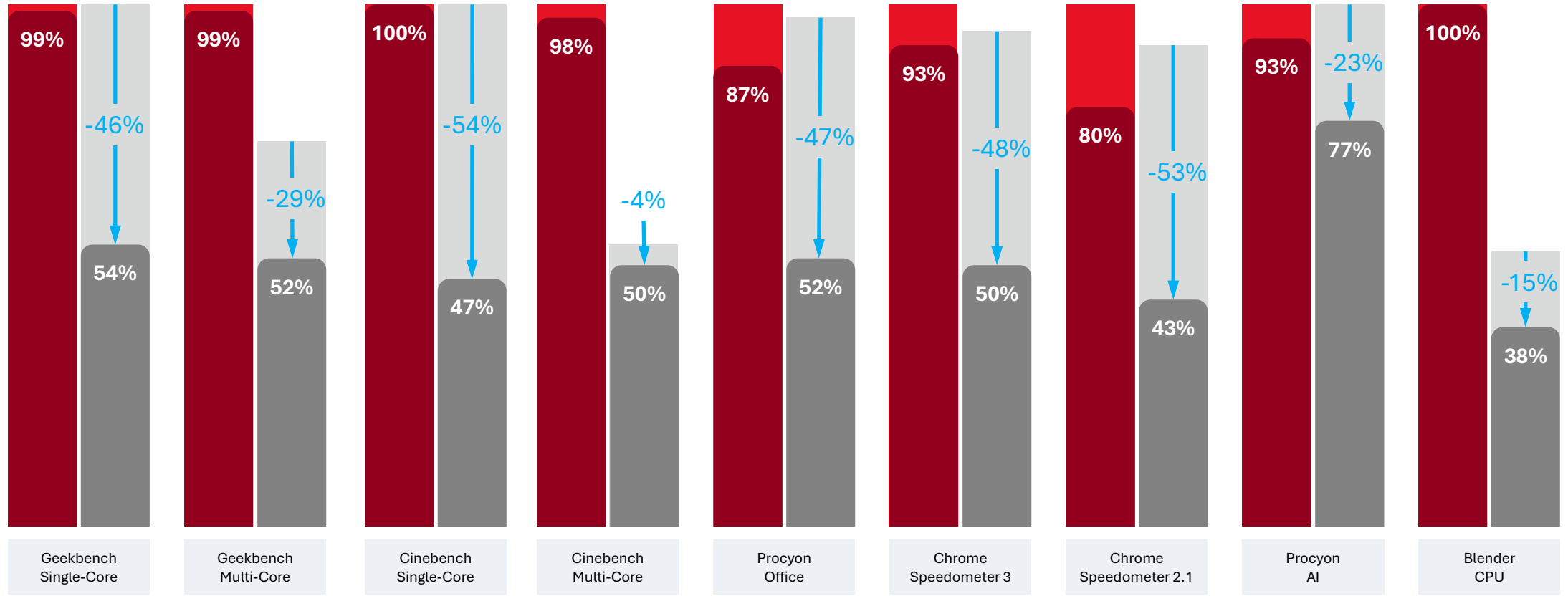
Maximum performance when unplugged¹

Industry-leading performance & efficiency

Built for AI today – and tomorrow

¹ CPU Performance is based on Geekbench v6.2 Single-Core on Windows 11 OS run in October 2024. Snapdragon X Elite (XIE-80-100) was tested using a Dell XPS 13 (9345) on "Balanced" Power Mode in Windows and "Optimized" in Dell Power Manager. Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350) on "Balanced" Power Mode in Windows and "Standard mode" in Windows and "Optimized" in Dell Power Manager. The AMD Ryzen AI 9 HX 370 was tested using an ASUS VivoBook S14 (M5406WA) on "Balanced" Power Mode in Windows and "Standard mode" in MyASUS. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices. Battery life varies significantly with device, settings, usage, and other factors.

Performance leadership in Windows



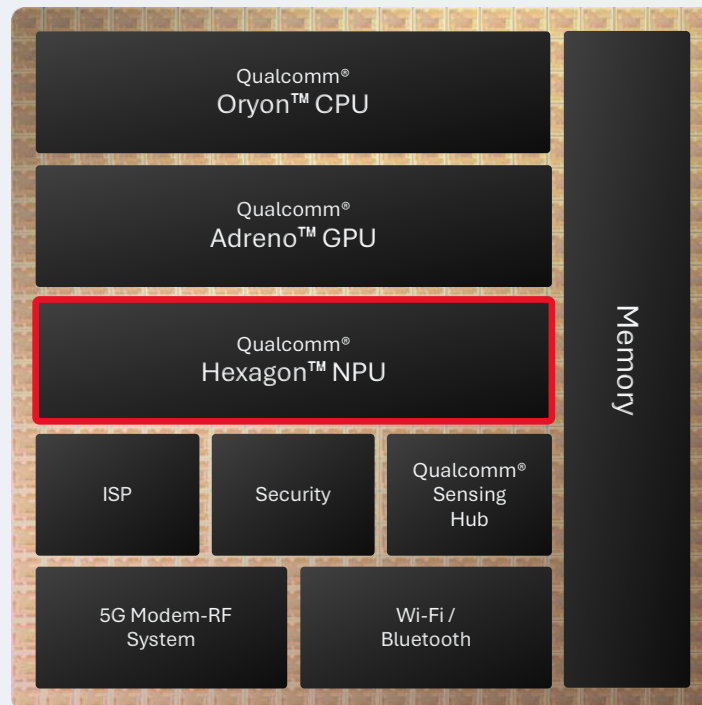
Snapdragon X Elite X1E-80-100 plugged in on battery
 Intel Core Ultra 7 256V plugged in on battery

Performance is based on indicated test application run in Windows 11 in October 2024. Snapdragon X Elite (X1E-80-100) was tested using a Dell XPS 13 (9345). The Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350). On battery performance measured on "Balanced" Power Mode in Windows and "Optimized" in Dell Power Manager for both devices. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices.



The value of the Neural Processing Unit (NPU)

What the GPU is graphics, the NPU is for AI



Essential for on-device AI today—and tomorrow

An NPU is a specialized hardware accelerator designed to efficiently execute AI workloads, particularly inferencing.



Live translation



Media creation and enhancement




Gesture recognition




Code generation

NPU-powered AI experiences


New features with faster performance, power savings, and enhanced privacy.




DaVinci Resolve




Magic Mask,
Auto Reframe



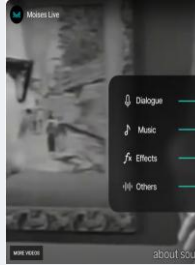
Blender




3D Modeling with
Text to Image Generation



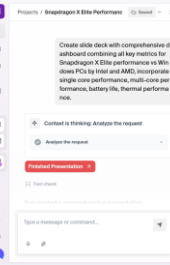
Moises.AI




Instrument
Isolation




Context




Agentic AI
Gen AI Productivity



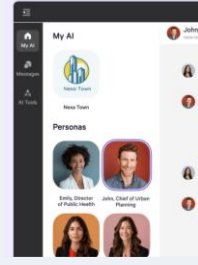
McAfee




Anti-Scam,
Media Deepfakes



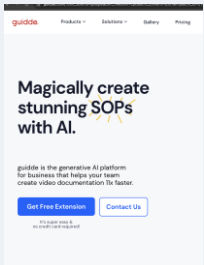
Personal.AI




Agentic AI
Personal LLM



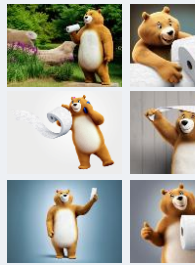
Guide




Video Tutorial
with translation




Bria




Advertisement,
Trademark Gen AI




VS Studio Code



Code Generation,
Commenting



Affinity Photo



Object and
Subject Selection



Key benefits of on-device AI

Enhance end user experiences, privacy, and cost

Greater performance & efficiency



Offloading AI tasks from the CPU and GPU to the NPU helps improve system performance while conserving battery life.

Enhanced security & privacy



Keeps sensitive data secure by running AI models locally and out of the cloud.

Lower cost of ownership



Reduces cloud costs and extends device lifecycles by running AI workloads locally and efficiently.

Personalization



AI adapts to you by learning from locally stored data and sensor inputs to customize responses

Future-ready



Snapdragon NPU delivers up to 80 TOPS, equipping teams for AI workloads today and tomorrow

Hybrid enablement



On-device AI is the foundation for scalable, secure, and responsive hybrid architectures to complement cloud AI.

Capitalize on your IT investment and unleash your teams' potential



Superior performance & efficiency



Ultra-fast, cool, and quiet PCs improve productivity and user experiences.

Multi-day battery life*



Power any task, anywhere, with exceptional performance when unplugged and multi-day battery life.

On-device AI



Run AI workloads locally on our dedicated 45 TOPS NPU, keeping your team ahead of the curve.

Robust app ecosystem



Hundreds of the most essential enterprise Windows apps and features are available—and turbocharged.

Enhanced security & privacy



Enterprise-grade security from chip to cloud, from the moment laptops turn on.

Seamless IT management



Configure, deploy, and manage devices—from virtually anywhere—with zero-touch provisioning and modern deployment workflows.

Snapdragon X Series

Designed for the modern workforce



Persona

Business executives

Uses

Ultimate performance | mobility

Needs

Ultimate performance for productivity, AI-accelerated creativity, and long battery life in ultra-slim designs.

Pricing

\$1,199+



Best for

- Graphics-intensive presentations
- Data analysis
- Video production
- Programming / coding



Business travelers

Multi-tasker | mobility

Powerful performance to tackle demanding productivity tasks, advanced AI tools, and long battery life in ultra-slim designs

\$999+



Best for

- Presentations
- Spreadsheet analysis
- Video conference calls
- Streaming 4K video/music



Knowledge workers

Powerful productivity | mobility

Responsive performance for enhanced productivity, AI to streamline tasks, and long battery life in portable designs.

\$799+



Best for

- Presentations
- Document creation
- On-demand multitasking
- Browsing



Hybrid workers

Traditional tasks | mobility

Utility PC, with reliable performance for everyday productivity and long battery life in portable designs.

\$599+



Best for

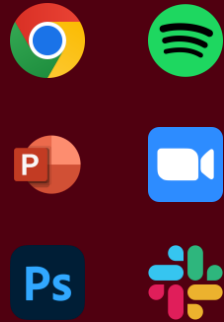
- Light presentations / documents
- Browsing
- Email
- Messaging

Significant ecosystem momentum



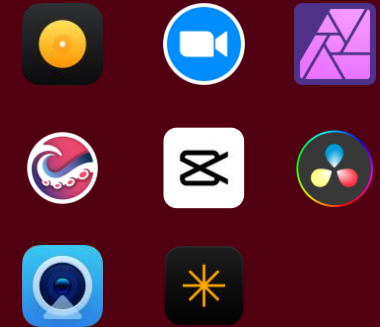
Incredible progress with apps

- 1,400+ native applications
- 500% growth in native apps launched in 2024
- Prism emulation covers the rest: 5,000+ apps validated



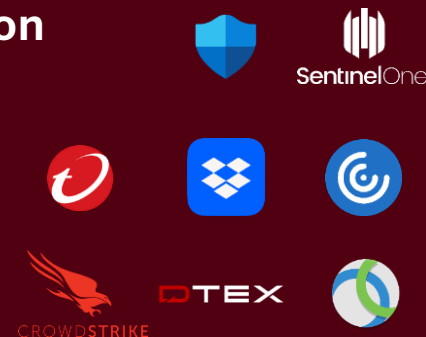
NPU adoption is strong

- 100+ NPU-powered AI features
- NPU performance is 35x faster than CPU*
- Up to 8x power savings over CPU**



Growing enterprise IT adoption

- \$400M+ native applications in IT app ISV ecosystem investment
- 150+ IT apps supported with kernel mode drivers
- Most popular VPN, security, and cloud storage apps



Peripheral support

- 2,000+ peripherals compatible
- 22,000+ peripheral test /use cases
- All major global print management solutions supported



See the Snapdragon advantage in action

Test out Surface with Snapdragon today: the fastest, most intelligent Windows PCs, easily deployable and manageable with existing IT tools across work fleets.



Thank you

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