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# MSI Unveils First Ever Business Laptops, Summit Series, And New Logo At Company’s Virtual Summit

## *New Business and Productivity Line Boasts 11TH Gen Intel® Processors – Pioneering Intel® Evo™ Platform Certified Laptops*

***TAIPEI, TAIWAN – September 3, 2020 -*** [MSI](https://uk.msi.com/), world leader in innovative high-performance laptops, has entered the business market with new high-performance laptops. The *Business and Productivity Series* is for business and enterprise customers, and the business-oriented *Summit Series* are among the first laptops powered by new 11th Gen Intel® processors – boosting productivity and answering the call for remote working during COVID-19.

“2020 is full of challenges, but they bring opportunities. We’re proud to introduce our first ever line of high-performance *Business and Productivity* laptops with features that address changing workforce needs,” said Derek Chen, Global Sales and Marketing Director of MSI’s Notebook Division. Chen was kicking off the company’s first ever [virtual summit](http://msi.gm/VirtualSummit_YT%22%20%5Ct%20%22_blank) under the slogan: Determined To Succeed.

Chen unveiled the three state-of-the-art laptop lines that comprise MSI’s new *Business and Productivity Series*. The *Summit*, *Prestige*, and *Modern* lines all deliver the powerful performance of 11th Gen Intel® processors, providing optimized productivity, performance, and efficiency to business and other users.

[MSI’s striking new logo](https://www.youtube.com/watch?v=_5MVDAoOsVk) was also introduced at the virtual summit event. The logo evokes MSI’s well-earned reputation for reliability, but in tune with our changing times, it is shaped by the same spirit of minimalism as the new premium laptops, explained Henri Chen, MSI Notebook Division Chief Design Officer.

### MSI’s New Business and Productivity Lineup Address Needs of Business Users and Companies

MSI’s business laptops eliminate common pain points. Portability and performance are boosted by Summit’s slim aluminium chassis with military standard durability, and the latest 11th Gen Intel® processors with powerful Intel® iRIS Xe integrated graphics. TPM 2.0 provides enterprise-grade security, assuring enterprise business confidentiality. *Summit Series* highlights include exclusive AI noise cancellation of background noise in video conferences, 10+ hours battery for a full work day in the B Series, and multi-touch touchscreens and Windows Hello infrared camera facial recognition in the E Series.

Also unveiled was MSI’s Prestige 14 Evo, one of the first laptops to be certified on the 11th Gen Intel® Evo™ platform. Its performance, instant wake function, responsiveness and battery life deliver advanced efficiency and mobility. A final surprise was a glimpse of the upcoming MSI Summit E13 Flip, featuring a display that flips 360 degrees – combining laptop utility with tablet convenience to accommodate the many ways people work. MSI’s *Business and Productivity* laptops are expected to go on sale starting in October 2020 online and at popular technology retailers.

### About MSI

MSI is a world leader in gaming, business, content creation and AIoT solutions. Bolstered by its cutting-edge R&D capabilities and customer-driven innovation, MSI has a wide-ranging global presence spanning over 120 countries. Its comprehensive lineup of laptops, graphics cards, monitors, motherboards, desktops, peripherals, servers, IPCs, robotic appliances, and vehicle infotainment and telematics systems are globally acclaimed. Committed to advancing user experiences through the finest product quality, intuitive user interface and design aesthetics, MSI is a leading brand that shapes the future of technology. For more product information, please go to <https://uk.msi.com/>.