

Windows 10: FAQ

Is the Windows 10 free upgrade offer still available?

No, the Windows 10 free upgrade offer ended on July 29, 2016.

Windows 10 will continue to be available for purchase, either on a device or as a full version of the software. A discounted "upgrade" version of Windows 10 will not be for sale.

How do I get Windows 10?

Windows 10 will continue to be available for purchase, either on a device or as a full version of the software. Windows 10 Home costs \$120.00 and Windows 10 Professional costs \$200.00.

Do I still qualify for the free upgrade offer if I've already downloaded Windows 10 to a USB drive, but haven't yet upgraded my device?

As long as the upgrade completed and reached the "Welcome" screen by 11:59 PM UTC-10 (Hawaii) on July 29.

How do I reinstall Windows 10 on my PC?

After you upgrade to Windows 10, you can reinstall or do a clean installation on the same device. You won't need a product key to reactivate Windows 10 on the same hardware. For more info on how to create your own Windows 10 installation media, see the Microsoft software download website.

Will we still see Windows 10 notifications?

No, those annoying GWX notifications are finally gone.

When does Windows 7 support end?

Microsoft's real goal with this upgrade offer isn't just to get its installed Windows 10 base to a billion. The long-term goal is to help close the books on Windows 7 in an orderly fashion before its 10-year extended support commitment ends on January 14, 2020.

How does this affect businesses?

The free upgrade offer never really applied to businesses that run Windows Enterprise editions. For those customers who also have purchased Software Assurance for those volume licenses, the Windows 10 upgrade offer is, if not free, at least already paid for. The decision of whether and when to upgrade is driven by business needs, not by the cost of an upgrade license.

What is Windows as a Service?

Microsoft said it plans to deliver two or three new OS releases each year. The Anniversary Update, which is rolling out to Windows 10 users now, is the first release in the Redstone update series. It's no coincidence that it arrived a few days after the original upgrade offer ended. Another Redstone feature update is scheduled to arrive in the first half of 2017.

One important date to watch is October 31, 2016. That's when OEM sales of new PCs with Windows 7 Professional officially end. That date marks the beginning of a three-year period in which the population of Windows 7 PCs will presumably decline.