

# GIZMODO

## Why Yes, That Creepy Icon Is Your Free Copy of Windows 10



Sean Hollister

Filed to: WINDOWS 10 6/01/15 10:30am



All around the world, Windows users are discovering a new icon in their notification trays—an offer to reserve a free copy of Windows 10. Sounds too good to be true, yes? Except Windows 10 *actually is a free upgrade*, and this really does appear to be the way you'll get it.

Click on that icon, and up pops a description of how the upgrade process will work. (Were you hoping you'd get to download Windows 10 today? Sorry, this is just the reservation process.) Give Microsoft your email address—or not—and then Windows 10 will automatically download to your computer once Microsoft pulls the trigger.

When will that be? July is a pretty good bet. If you want Windows 10 on a disc, you can probably expect that to arrive at the end of August.

**Update:** Windows 10 is coming July 29th.



undefin

Yo

Col

Acc

Vie

Log

MY BLOG

# GIZMODO

Get Windows 10 Learn more on windows.com

## Great, your upgrade is reserved!

Once it's available, Windows 10 will be downloaded to your device. You'll get a notification when it's ready to install — install right away, or pick a time that's good for you.

Enter your email to get a confirmation.

Yes, I also want to receive the latest Windows news, tips and offers from Microsoft. [Privacy statement](#).

[Skip email confirmation](#) Send confirmation

Hardware/software requirements apply; feature availability may vary by device. 3GB download. ISP fees may apply. See [Upgrade to Windows 10 frequently asked questions](#).

Microsoft GIZMODO

Contact the author at [sean.hollister@gizmodo.com](mailto:sean.hollister@gizmodo.com).

### Recommended stories



**Microsoft Just Nonchalantly Showed Us the Single-Device UI of the Future**



**Everything We Learned About Windows 10 at Microsoft Build**



**Windows 10 with Holograms Looks Freaking Awesome**



**Sean Hollister** ▸ Sean Hollister  
6/01/15 2:33am

Yeah, this *\*would\** be a pretty awesome way to conduct a phishing scam, but it's pretty clearly tied to an official Windows Update explicitly designed to do this specific thing, and it doesn't actually require you to hand over your email. Just don't give it your email if you're worried.