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# Demo Fact Sheet

## Paul Otellini Keynote Demonstrations
## at 2012 International Consumer Electronics Show

INTERNATIONAL CONSUMER ELECTRONICS SHOW, Las Vegas, Jan. 10, 2012 — In a keynote address at the 2012 International Consumer Electronics Show, Intel Corporation President and CEO Paul Otellini said that today's computing technology is enabling the creation of new categories and entirely new experiences. Users should demand engaging, consistent, aware and secure, experiences regardless of device, across all operating systems around the world. He highlighted how Intel is raising the bar and innovating to deliver superior capabilities that will power CE experiences over the next decade and beyond.

Below are summaries of the demonstrations and concepts from the speech. More information about CES is available at www.intel.com/newsroom/CES.

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*Ultrabook to Completely Redefine PCs by 2013:* Intel is committed to the continued rapid improvement of user experience. The company's engineers will further accelerate Ultrabook™ innovation in 2012 with 3rd generation Intel® Core® processors, codenamed "Ivy Bridge," with help of Intel's revolutionary 22nm 3-D Tri-gate transistors. Two Ultrabook concept designs powered by "Ivy Bridge" were demonstrated during the keynote speech with features including:

- **Sleek and stylish form factor:** The convertible Ultrabook concept designs on stage had a keyboard that slides in to transform the PC into a touchscreen tablet for watching a movie or reading a book**.**
- **Thunderbolt:** Thunderbolt™ runs at 10Gbps, and at that speed you could transfer a full-length HD movie in less than 30 seconds[1].
- **Multiple User Interfaces**: The systems also supported multiple user interfaces including gesture recognition for fun gaming experiences.
- **Security:** Consumers will be able to pay for online purchases more securely and conveniently with a simple tap of their MasterCard PayPass®-enabled card, tag or smartphone on an Ultrabook device. Intel® Identity Protection technology[2] (IPT) runs in the background and provides strong two-factor authentication and hardware-based display protection.

- **Intel AppUp<sup>SM</sup> Center**: Applications specifically suited for the Ultrabook are available from the Intel AppUp<sup>SM</sup> center, a one-stop shop for the latest PC apps. Intel announced a strategic relationship between Intel and Technicolor* surrounding M-GO, an app powered by Intel AppUp that will bring high-definition, premium digital content for television, movies, music and apps to Ultrabook devices and other Intel-based devices with Intel® Insider™[3] in the second quarter of 2012.

*The Intel Smartphone Reference Design:* Michael Bell, general manager of Intel's Mobile and Communications Group, also joined Otellini onstage to demonstrate the Intel® Smartphone Reference Design that aims to shrink device development time and costs for phone OEMs and carriers. This fully functioning smartphone features:
- **Sleek Form factor**: a 4.03-inch high-resolution LCD touchscreen for crisp text and vibrant images.
- **Multiple cameras**: Two cameras, an 8-megapixel camera and a 1.3 megapixel front facing camera for delivering advanced imaging capabilities, including burst mode that allows individuals to capture 15 pictures in less than a second with 8-megapixel quality.
- **Video**: Full 1080p video playback with HDMI video out and 6 hours of HDMI video playback[4].
- **Security**: McAfee offers a McAfee Mobile Security solution that is available today from the Android* market. The demonstration also included facial recognition for strong authentication to be used with specific applications that have personal or confidential information, such as email.
- **Power efficiency**: 14 days of standby power and 45 hours of audio playback[4].
- **Broad Android* application support:** Showcasing the popular Angry Birds* application on the phone, Bell pointed to broad Android* applications support that allows Intel technology-based smartphones to run the vast majority of Android* applications, including those compiled for other architectures.

*The Ultrabook Project with will.i.am:* International recording artist and Intel's director of creative innovation, will.i.am, joined Otellini onstage to describe the Ultrabook™ Project. Part travelogue, part insider's guide, the campaign will send will.i.am to 12 international cities in 12 months. During this musical expedition he will be armed with an Ultrabook to explore, document, collaborate and ultimately create original music inspired by each city he visits. Starting with Mexico City later this month, fans can follow and comment on the journey in real-time, and 10,000 free downloads of each piece will be available exclusively on intel.com.

*Transforming the shopping experience:* Chris Aubrey, Adidas vice president of Global Retail Marketing, demonstrated how Intel technology is helping Adidas transform the shopping experience for their customers. The futuristic virtual footwear wall puts thousands of shoes at a shopper's fingertips, helping even the smallest retailers offer massive amounts of inventory with a blend of interactive technology that includes a touchscreen wall, a tablet computer, 3-D interactive images and a small selection of shoes to try on for fit.

- **World's first demonstration of the 32nm Intel Atom system-on-chip (SoC) for tablets and hybrids:** The tablet used onstage was the world's first public demonstration of the forthcoming 32nm Intel Atom SoC for tablets and hybrids running on Microsoft* Windows* 8, codenamed "Clover Trail." Otellini said this will raise the bar for tablet experiences by offering compatibility with the millions of existing applications and

devices; an instant-on, software and apps experience; and support of the Metro* user interface.

***Dell\* XPS 13:*** Jeff Clark, vice chairman, Global Operations and End User Computing Solutions at Dell**\***, joined Otellini onstage to announce the company's new XPS 13* powered by the Intel® Core™ i7 processor. Available in February, the sleek and stylish design weighs only 2.99 lbs and provides up to 8 hours of battery life. Clark said the new PC is always-on and always-updated, an experience people have come to expect from all their devices. Equipped with Intel's Smart Connect Technology that automatically detects a WiFi network, the Ultrabook owner's content, such as e-mail, is always connecting and updating, even in sleep mode.

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1: Typical full length 1080p HD movie file size of 10-20 GB; high speed storage required to achieve full transfer speeds.

2: No system can provide absolute security under all conditions.  Requires an Intel® Identity Protection Technology-enabled system, including a 2nd gen Intel® Core™ processor enabled chipset, firmware and software, and participating website.  Consult your system manufacturer.  Intel assumes no liability for lost or stolen data and/or systems or any resulting damages.  For more information, visit http://ipt.intel.com.

3: "Intel® Insider™ is a hardware-based content protection mechanism.  Requires a 2nd gen Intel® Core™ Processor-based PC with built-in visuals enabled, an internet connection, and content purchase or rental from qualified providers.  Consult your PC manufacturer.  For more information, visit www.intel.com/go/intelinsider."

4: "Battery life figures are estimated based on internal Intel analysis of an Intel® Smartphone Reference Design comprising a 1460mAh battery and are provided for informational purposes only.  Any difference in system hardware or software design or configuration, as well as system use patterns including enabled modes of wireless connectivity, may affect actual battery life performance and these figures"