



# Fact Sheet

## Interactive Intel Ultrabook™ Tree Enchants CES Visitors

### 18-Foot-Tall Interactive Touch Tree with Canopy of 176 Ultrabook Devices Celebrates the Transformative Nature of Technology

INTERNATIONAL CONSUMER ELECTRONICS SHOW, Las Vegas, Jan. 8-11, 2013 – The interactive Intel Ultrabook™ Touch Tree installation soaring above Intel's "digital park eco-system"-themed booth this year invites visitors to create their own convertible Ultrabook blooms. People can add their unique blooms to the canopy composition via a touchscreen-enabled app featured on one of five convertible Ultrabook devices at the base of the tree.

Visitors create their blossoms on the Ultrabook convertible's touchscreen and then launch their unique bloom via a drag-and-release function up the trunk into the canopy. As their creation travels up the trunk, LED lights illuminate its journey before it blooms into view and ripples across the canopy of all 176 Ultrabook devices that hang like leaves on the branches of the Touch Tree.

The first-ever interactive Touch Tree at CES, the installation represents the transformative, personal and inspiring nature of technology in our lives. It visualizes Intel's research into how to create personalized technology features and experiences within a collective setting and is a representation of the interconnected mobile world that we create together. The Intel Ultrabook Touch Tree illustrates how simple interactions have the ability to create richer and fuller experiences using both visual and tactile methods of communication.

#### Facts:

- Features 181 Ultrabook devices from Acer\*, Asus\*, Dell\*, HP\*, Lenovo\*, Sony\* and Toshiba\* that people can buy today
- Stands 18.6 feet tall
- About 500,000 touch gestures expected to be performed over the show's 4 days
- More than 200,000 blooms are expected to be launched into the canopy
- Powered for more than 120 hours with Ultrabook devices booting up in 7 seconds or less

#### About Intel

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at [newsroom.intel.com](http://newsroom.intel.com) and [blogs.intel.com](http://blogs.intel.com).

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