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# News Fact Sheet

## Intel Showcasing New Computing Experiences at Computex 2013: Booth Demo Highlights
### (Intel Booth #M410)

During Computex 2013 in Taipei, Taiwan, Intel Corporation showcased several new computing experiences coming to market now and in the future. From stunning visuals on palm-sized devices to new online and in-store shopping methods, to the latest in mobile entertainment and the newest digital experiences able to be enjoyed on tablets, smartphones, Ultrabooks and 2-in-1 devices, Computex attendees are able to get a glimpse into how Intel is helping redefine the computing experiences people want and expect from their devices.

Here is a summary of some of the must-see demonstrations in the Intel booth (#M410):

### 4th Generation Intel® Core™ Processors Take Center Stage
Delivering on a vision marked by Intel 2 years ago, Intel is introducing its ground-breaking 4th gen Intel® Core™ processor family at Computex 2013. Those visiting the Intel booth can see the latest Ultrabook designs running on the new Intel Core processors offering significant improvements in battery life over the previous generation coupled with stunning performance, built-in graphics that deliver discrete-level performance, touch capability, full application compatibility and the ability to adapt to the user. This newest family of processors also powers 2-in-1 devices, which combine the performance and productivity of a traditional laptop with the mobility and responsiveness of a tablet.

### "Bay Trail" Takes Tablets to the Next Level
Intel's next-generation Atom™ SoC, codenamed "Bay Trail," will enable the next wave of tablets that combine Intel's efficient quad core processing in a feature-rich package for quick and easy access to information and entertainment at your fingertips. Based on Intel's 22nm Silvermont microarchitecture, tablets running "Bay Trail" will offer 2x more performance and 3x more graphics performance over the previous generation, in addition to extraordinary battery life and best-in-class security solutions.[0]

Because of the architectural advances and flexibility of Silvermont, Intel is developing variants of "Bay Trail" that will power innovative entry-level laptops, 2-in-1s, desktops and all-in-one (AIO) devices. With the help of multi-user and multi-touch apps, Bay Trail-powered AIOs are bringing back family game night with a twist.

### Phones are Smarter with Intel Inside®
Smartphones are smarter when powered by Intel technology. Featuring advanced Intel® Atom™ processing, these devices allow you to surf the Web, multitask like a pro, use

advanced apps, talk, listen, work, play and watch without missing a beat. See how easy it is to take high-quality images with the Lenovo K900 smartphone running on the Intel® Atom™ Z2580 processor. Also on-hand is the Asus FonePad, powered by the Intel® Atom™ Z2420 processor, which delivers an enhanced user experience in an affordably priced, 7-inch tablet form factor with full smartphone capability.

**Be Stunned by Ultra-Clear Visuals**
Intel is showcasing ultra high-definition (HD) graphics with vivid 4K displays available with Intel® HD Graphics that supports up to three screens at once. Intel is also demonstrating Intel® Iris™ Graphics which delivers photo-realistic game graphics and high-performance video functions accelerated by OpenCL* graphic libraries. Experience Intel Iris Graphics, available in thin-and-light form factors, by playing Grid2* or trying video editing prowess on Sony Vegas Pro 11* at Computex.

**Go From Zero to Hero with Rapid-Response Technologies**
Long boot times are a thing of the past. In today's ultra-connected world, Ultrabook™ devices, AIOs and PCs are ready to go at a moment's notice with Intel® Rapid Start Technology, which can take an Ultrabook from deep-sleep to ready-to-go in under 3 seconds.[2] Intel® Smart Response Technology provides faster access to the files and applications you use most often so they are available in an instant.[3] You can stay up-to-date on email and social networks automatically with Intel® Smart Connect Technology, which provides the latest updates even while a device is in sleep mode.[4] Experience this trifecta of rapid-response technologies in action at Intel's booth.

**Future of Computing is Anywhere**
Intel is ushering in technologies that will shape the computing experience of tomorrow. Intel® NUC is the next unit of computing small enough to power digital signage, kiosks, home theater systems and other intelligent devices. Powered by an Intel® Core™ processor on a 4-by-4-inch motherboard, Intel NUC is a customizable engine that is capable of big performance and flexible enough to be used almost anywhere.

Additionally, perceptual technologies announced and shown at Computex enable new and exciting ways to interact with devices. The Creative Senz3D camera can sense distance and movement, allowing for more natural, intuitive and immersive applications. At the Perceptual Technologies kiosk, consumers will be able to experience the magic of background control first-hand while manipulating virtual environments and controlling games using their own hands.

**Built for Business**
Businesses of all sizes need reliable and secure devices that enable them to compute with confidence. Featuring hardware-enhanced data protection, Intel® Anti-Theft Technology[5] McAfee ePO DeepCommand and encryption acceleration, 4th gen Intel® Core vPro™ processor platforms are designed to improve security and productivity. For small businesses, Intel® Small Business Advantage delivers built-in value for organizations that operate without a dedicated IT staff.

**Big Options for the Small Screen**
If you've ever fought over the remote control or held a debate about which program to watch, a home gateway may bring peace to your household by opening up access to live and on-demand TV content to all the Intel-powered devices in your home. Available on select Ultrabooks, AIOs, tablets and more, Intel® Atom™ processor-based home

gateways support delivery of TV content to any screen in the home without the aid of a set-top box. While disagreements about TV programming may drive people to separate screens, you can bring them back together with the help of Intel® Wireless Display which enables you to share content from an Ultrabook onto your big screen TV in HD, ideal for sharing slideshows, Internet videos, downloaded movies and more.[6]

## Seamless Shopping

Combining the MasterPass™ by MasterCard® digital wallet and Intel® Identity Protection Technology[5], Intel and MasterCard have collaborated on an innovative check-out experience using near field communication (NFC) technology that is more secure and yet easy-to-use. Dubbed "tap and pay," the NFC e-Wallet payment method uses multi-factor authentication to make online shopping seamless and worry-free.

## Worry-free Security with McAfee

Computing is no longer relegated to just PCs, but now spans phones, tablets, TVs and many other devices people can use to connect and engage online. With this increased connectivity comes an increase in security threats that are growing and becoming more sophisticated, requiring advanced technologies to counter them. Enter McAfee LiveSafe, a unique offering that helps protect your entire digital life, across all products. McAfee LiveSafe offers enhanced identity, data and device product protection, along with biometrics authentication via McAfee Personal Locker.

## Lightning-Fast Transfers

Intel Thunderbolt™ Technology is the fastest data transfer technology available on consumer platforms[1]. As simple to use as a USB interface, but capable of transferring data at a higher rate, Thunderbolt is ideal for transferring HD media. See Thunderbolt's lightning-fast speed in action on an Intel Ultrabook at Computex.

## Big Data

Today's big data needs call for shorter response times, more data types and growing data sets. Built for high performance, the Intel® Xeon® E5-2600 processor family has up to four memory channels with 3DPC and up to 40 PCIe lanes per socket over previous generations. Along with high bandwidth 10GbE and low-latency Intel® Solid-State Drives, the Intel® Distribution for Apache Hadoop, focused on real-time analysis, can achieve about a 30x reduction in sort and query time for big data applications.[7]

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[0]Based on a 30W Hour battery on 19x10 resolution on 10.1" display. Higher resolution will require larger battery. Active use measured as 1080/30 fps local video playback. Battery life may differ based on SKU and SoC performance.

[1]As compared to other PC I/O connection technologies including eSATA, USB, and IEEE 1394 Firewire*. Performance will vary depending on the specific hardware and software used. For more information go to http://www.intel.com/content/www/us/en/io/thunderbolt/thunderbolt-technology-developer.html.

[2]Requires a select Intel® processor, Intel® software and BIOS update, and a Solid-State Drive (SSD) or hybrid drive. Depending on system configuration, your results may vary. Contact your system manufacturer for more information.

[3]Intel® Smart Response Technology requires a Intel® Core™ processor, select Intel® chipset, Intel® Rapid Storage Technology software version 12.5 or higher, and a solid state hybrid drive reporting at least 16GB capacity and supporting SATA-IO hybrid information feature.  Depending on system configuration, your results may vary. Contact your system manufacturer for more information.

[4]Intel® Smart Connect Technology requires a select Intel® processor, Intel® software and BIOS update, Intel® Wireless adapter, and Internet connectivity.  Solid-state memory or drive equivalent may be required.  Depending on system configuration, your results may vary.  Contact your system manufacturer for more information.

[5]No system can provide absolute security under all conditions. Requires an enabled chipset, BIOS, firmware and software, and a subscription with a capable Service Provider. Consult your system manufacturer and Service Provider for availability and functionality.  Service may not be available in all countries. Intel assumes no liability for lost or stolen data and/or systems or any other damages resulting thereof. For more information, visit www.intel.com/go/anti-theft.

[6]Requires an Intel® Wireless Display enabled system, compatible adapter and TV.  1080p and Blu-Ray* or other protected content playback only available on select Intel® Core™ processor-based systems with built-in visuals enabled, a compatible adapter and media player, and supporting Intel® WiDi software and graphics driver installed. Consult your PC manufacturer. For more information, see intel.com/go/widi.

[7]Based on internal testing.

Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.

Configurations: [describe config + what test used + who did testing]. For more information go to www.intel.com/performance/.

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