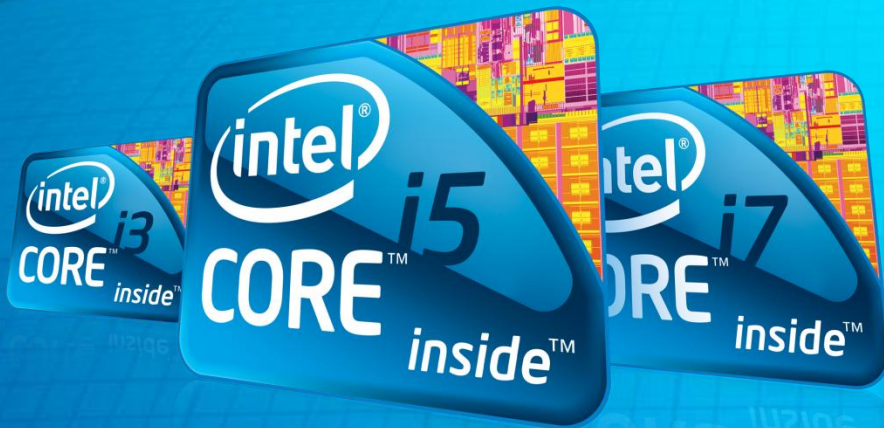


Nehalem Comes To...

Ultra-Thin Consumer Laptops



The Rise of "Differentiated PCs"



Enthusiast



Enthusiast



Ultra-thin Laptop



Volume PCs



Lifestyle



Netbook



Entry Desktop



The Rise of "Differentiated PCs"



Enthusiast



Enthusiast



Ultra-thin Laptop



Volume PCs



Lifestyle



Netbook



Entry Desktop



1980's



1990's



2000's

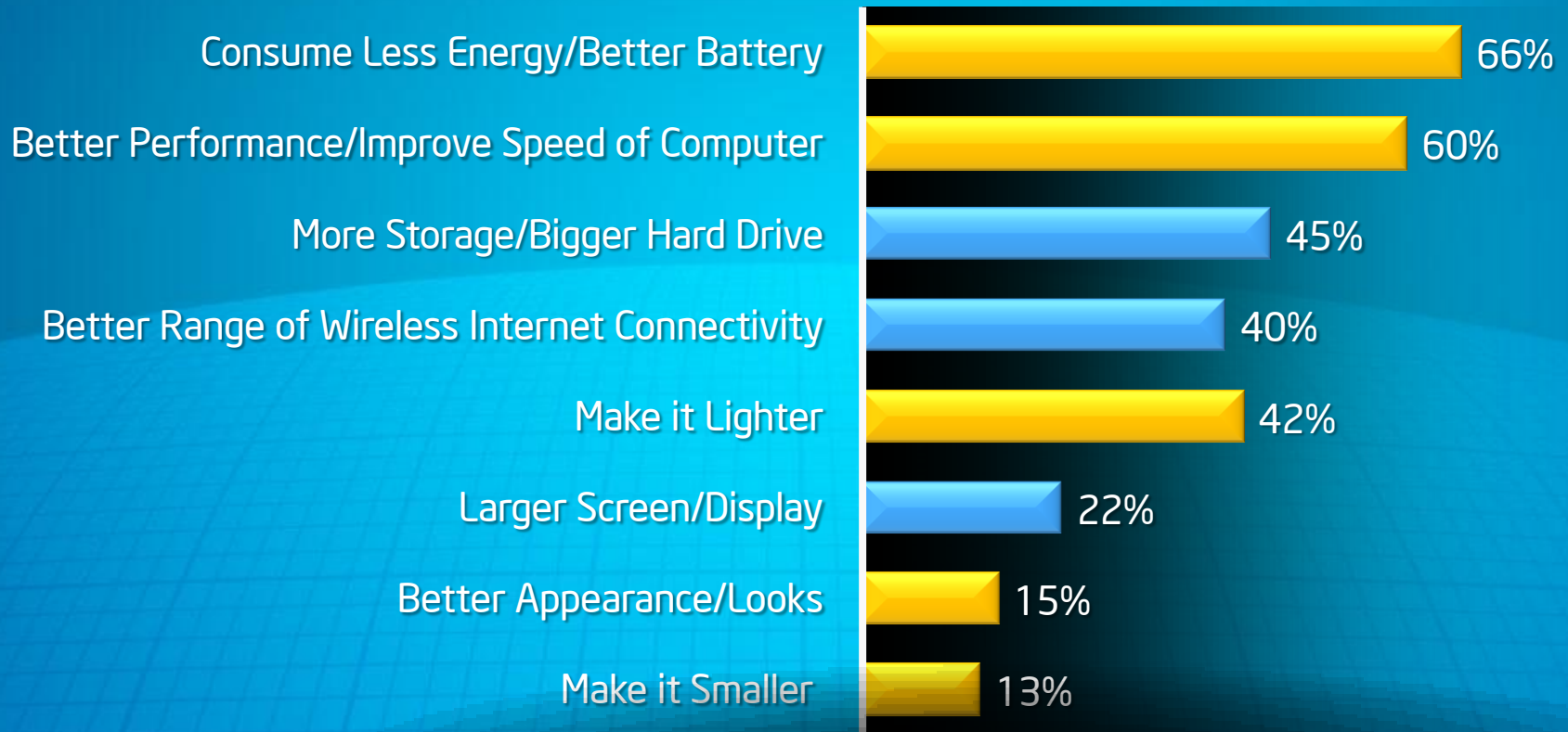


2010's



Top Mobile Computing Needs

Consumers' Most Desired Laptop Configuration Improvements

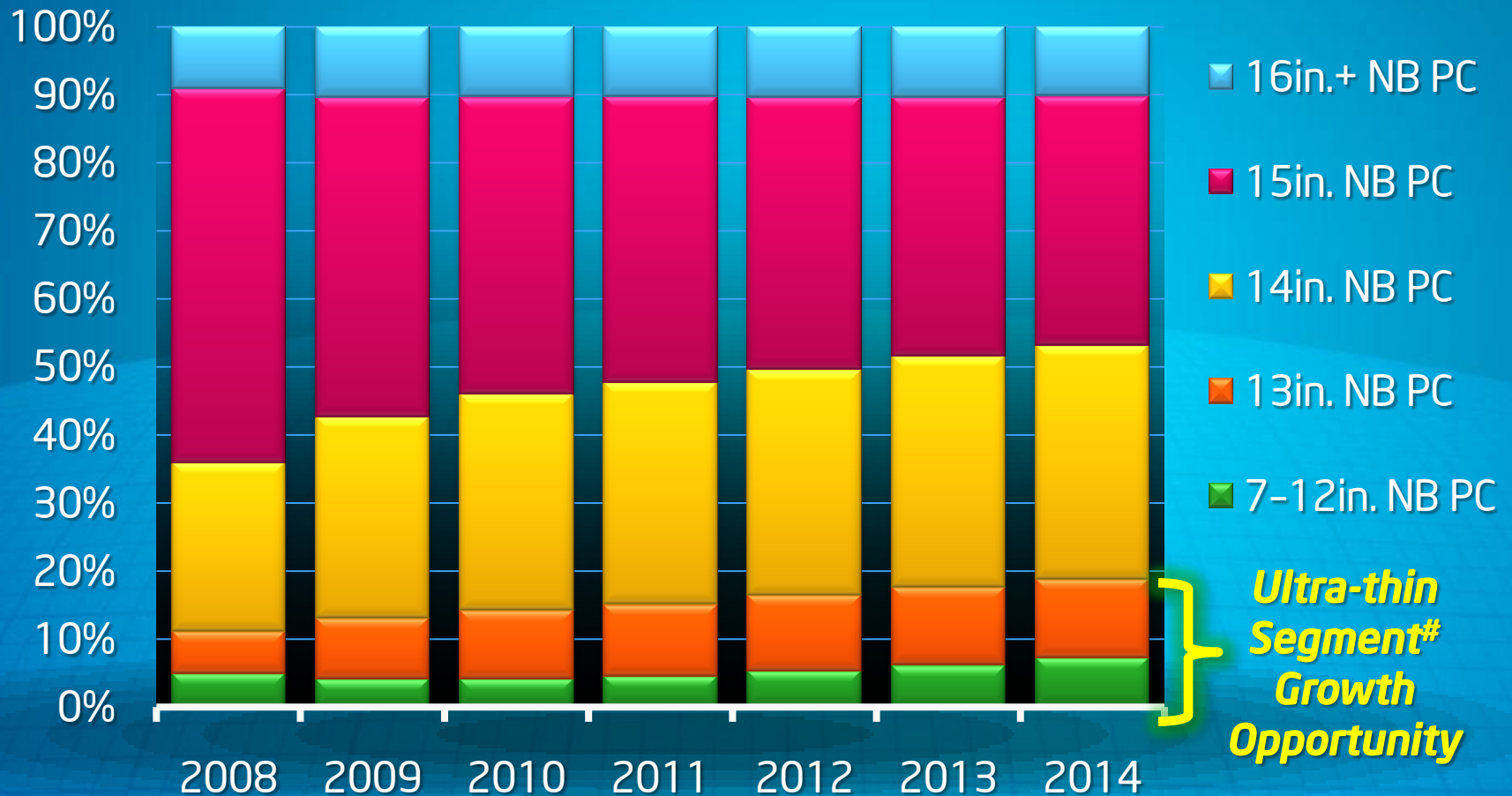


Source: Internal Worldwide Market Research, 2010



Worldwide PC Shipment Forecast

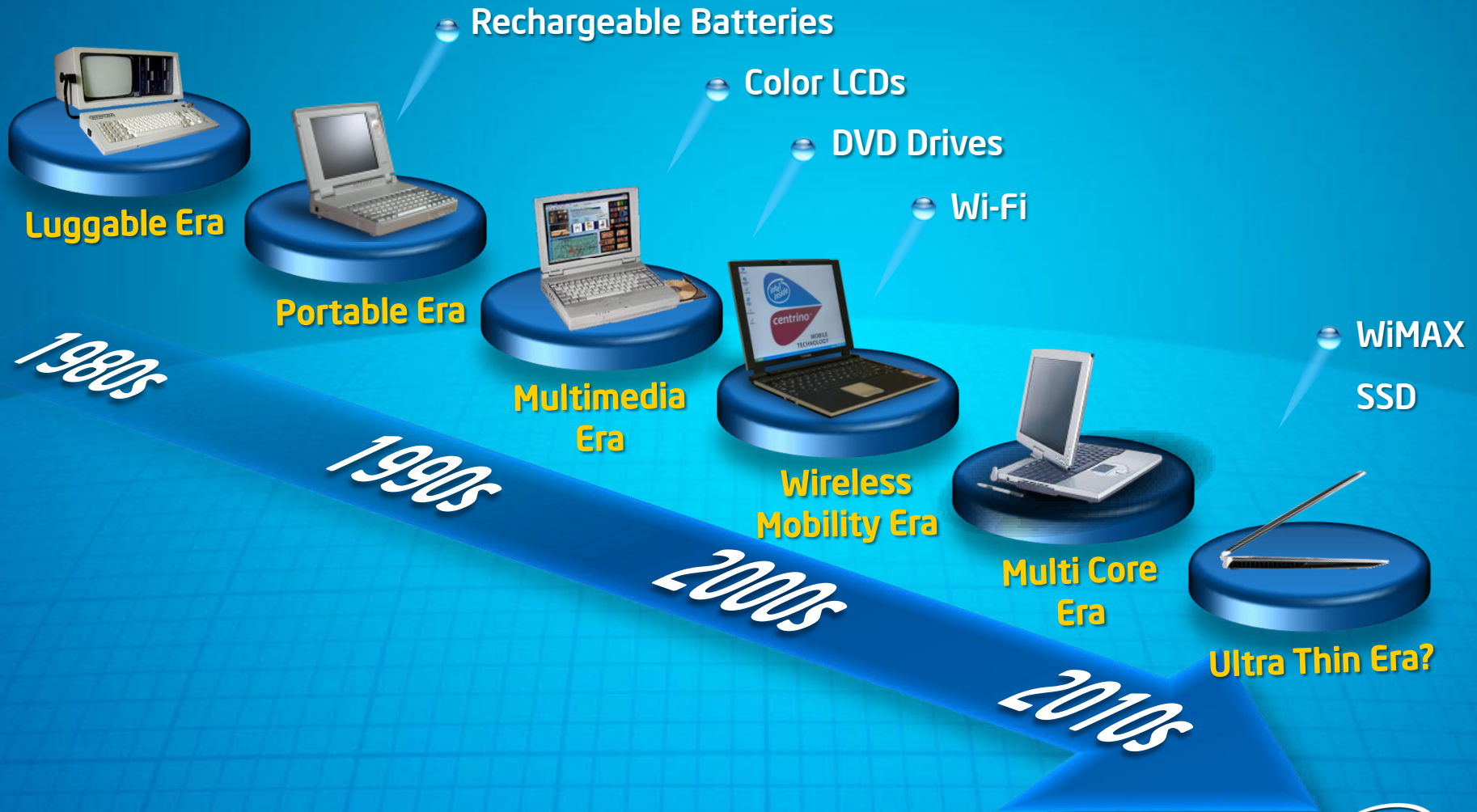
Strong Growth Forecasted for Thin & Light PCs



Source: IDC, Worldwide PC Tracker, 4Q09, Sub Form Factor Forecast, March 2010
 Note: Figure does not equal 100% because not all sub form factors are represented.
 Note: Mini Notebooks (netbooks) excluded from data set.
 #Intel Definition



Fat, Thick, Thin, Thinner... Ultra-thin!



NEW PRODUCTS...



2010 Intel® Processors for Consumer Ultra-Thin Laptops



Intel® Core™ i7-660UM



Intel® Core™ i5-540UM
Intel® Core™ i5-430UM



Intel® Core™ i3-330UM



Intel® Pentium® Processor
U5400



Intel® Celeron® Processor
U3400

**Nehalem Micro-
architecture In
Ultra-thin Laptops**

**Perfect Balance of
Style, Performance, and
Long Battery Life**



**Power Efficiency for
Sleek, Thin Designs**

**Ultra-thin Available
Across All Price Points**



The All New 2010 Intel® Core™ Processor Family Extends to Consumer Ultra-Thin Laptops

Intel® Turbo Boost Technology
Intel® Hyper-Threading Technology
Intel® HD Graphics



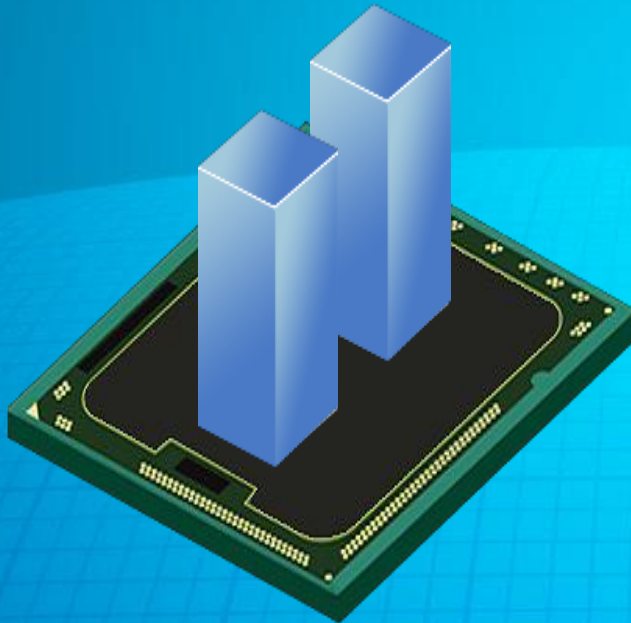
Center of Your Digital Life!

Note: Intel® Turbo Boost Technology available on specific products. Visit www.intel.com for details.

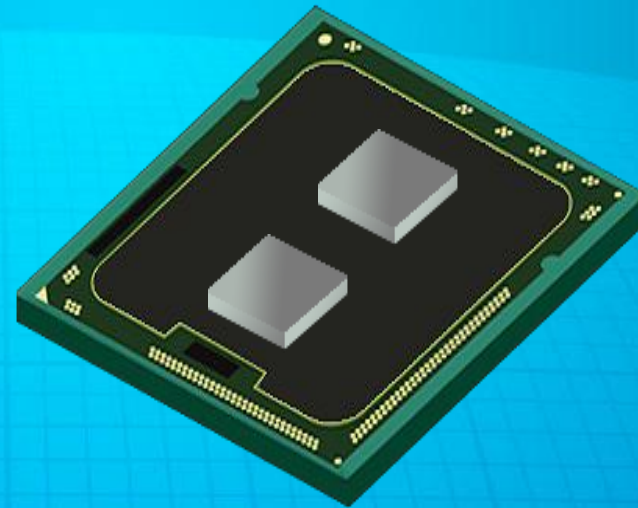


Intel® Turbo Boost Technology

Dynamically Delivering Optimal Performance & Energy Efficiency

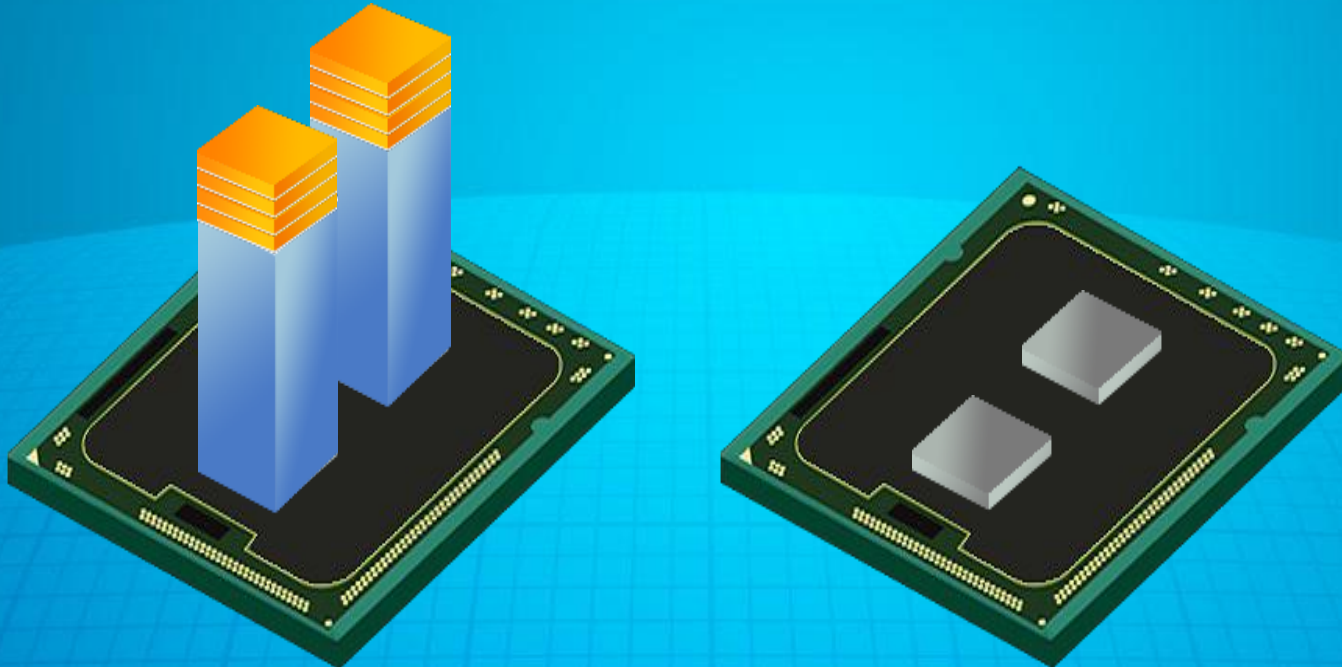


Two-Core



Intel® Turbo Boost Technology

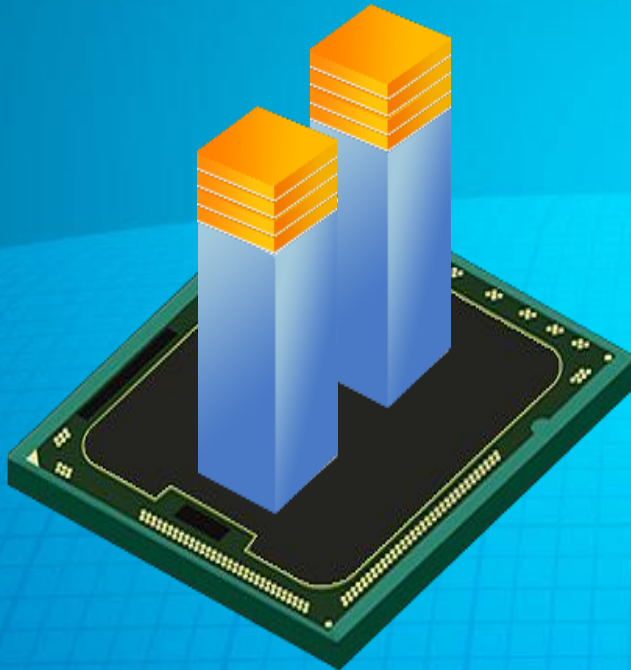
Dynamically Delivering Optimal Performance & Energy Efficiency



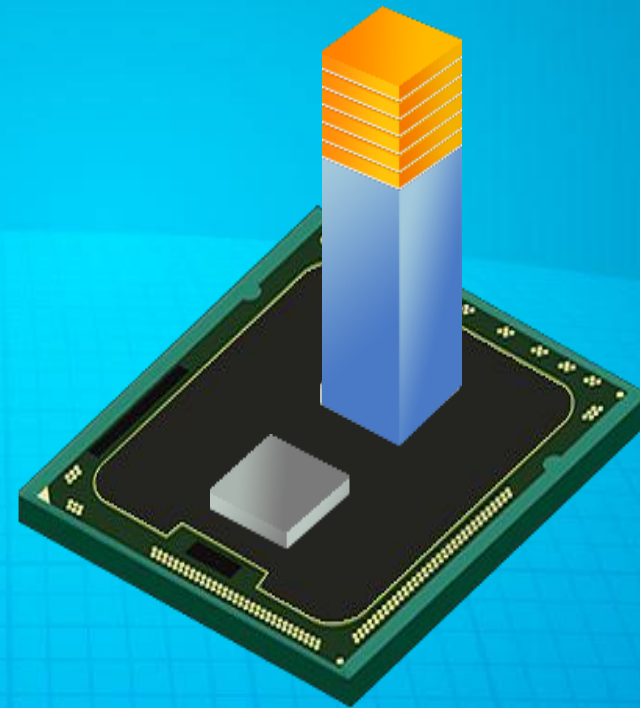
Two-Core Turbo

Intel® Turbo Boost Technology

Dynamically Delivering Optimal Performance & Energy Efficiency



Two-Core Turbo



Single-Core Turbo

Ultra-thin Generational Improvement

The 2010 Intel® Core™ i5-430UM Processor vs. SU7300



35%
Faster



MULTI TASKING¹

>40%
Faster



VIDEO EDITING²

>2X
Better



GRAPHICS³

1. Based on Intel® HDXPRT 2009 - Overall
2. Based on Intel® HDXPRT 2009 - Edit Videos from Your Camcorder
3. Based on 3DMark * Vantage Overall Score

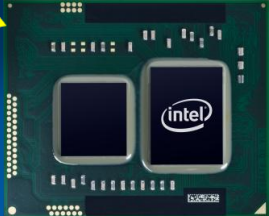
System config information in Appendix. Performance tests and ratings are measured using specific computer systems and / or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance. Buyers should consult other sources of information to evaluate the performance of systems or components they are considering purchasing. For more information on performance tests and on the performance of Intel products, visit <http://www.intel.com/performance/>



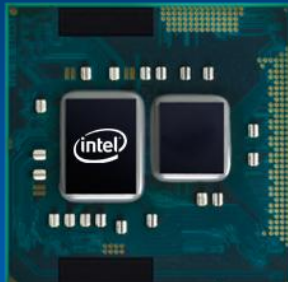


Enabling Thinner and Smaller Designs

>32%
Smaller

Ultra Low Voltage
Total: 1428 mm²

CPU	SFF PCH	GbE LAN
		
34 x 28mm	22 x 20mm	6 x 6mm

Standard Voltage
Total: 2117 mm²

CPU	PCH	GbE LAN
		
37.5 x 37.5mm	25x27mm	6 x 6mm

Pictures shown may not be accurate and are for illustrative purposes only



Ultra-thin Innovation

~20%
Lower



**POWER
CONSUMPTION**

Up to **30%**
Thinner



FORM FACTOR

~50%
Better



THERMAL POWER

>32%
Smaller



PACKAGE SIZE



Over 40 Design Wins



Acer Aspire 1830



Gateway EC39



Gateway EC19



Asus UL80



Asus UL30



Lenovo U460



Lenovo U160

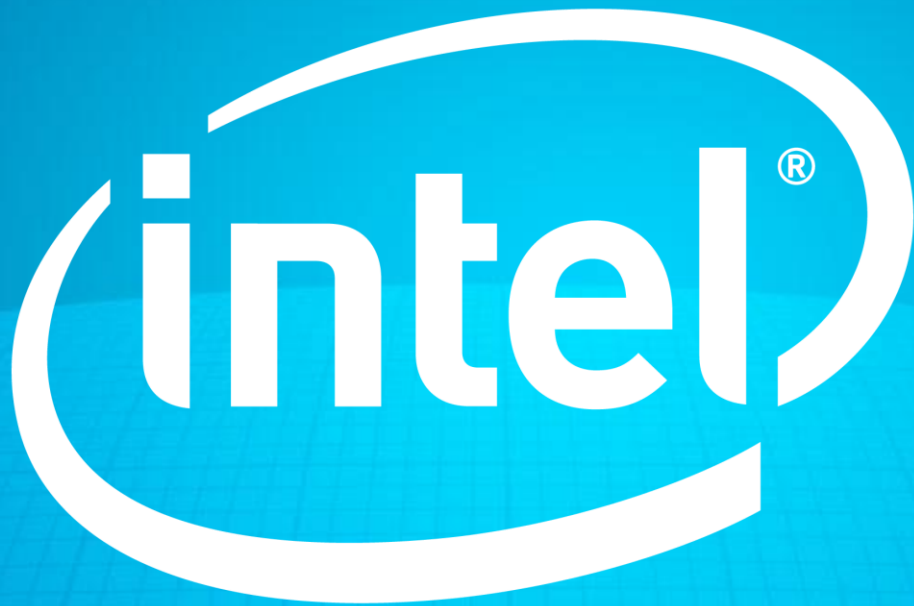


MSI X350



Q&A





Legal Notices and Disclaimers

- INFORMATION IN THIS DOCUMENT IS PROVIDED IN CONNECTION WITH INTEL® PRODUCTS. NO LICENSE, EXPRESS OR IMPLIED, BY ESTOPPEL OR OTHERWISE, TO ANY INTELLECTUAL PROPERTY RIGHTS IS GRANTED BY THIS DOCUMENT. EXCEPT AS PROVIDED IN INTEL'S TERMS AND CONDITIONS OF SALE FOR SUCH PRODUCTS, INTEL ASSUMES NO LIABILITY WHATSOEVER, AND INTEL DISCLAIMS ANY EXPRESS OR IMPLIED WARRANTY, RELATING TO SALE AND/OR USE OF INTEL® PRODUCTS INCLUDING LIABILITY OR WARRANTIES RELATING TO FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY, OR INFRINGEMENT OF ANY PATENT, COPYRIGHT OR OTHER INTELLECTUAL PROPERTY RIGHT. INTEL PRODUCTS ARE NOT INTENDED FOR USE IN MEDICAL, LIFE SAVING, OR LIFE SUSTAINING APPLICATIONS.
- Intel may make changes to specifications and product descriptions at any time, without notice.
- All products, dates, and figures specified are preliminary based on current expectations, and are subject to change without notice.
- Intel, processors, chipsets, and desktop boards may contain design defects or errors known as errata, which may cause the product to deviate from published specifications. Current characterized errata are available on request.
- Any code names featured are used internally within Intel to identify products that are in development and not yet publicly announced for release. Customers, licensees and other third parties are not authorized by Intel to use code names in advertising, promotion or marketing of any product or services and any such use of Intel's internal code names is at the sole risk of the user.
- Performance tests and ratings are measured using specific computer systems and/or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance.
- Intel, Intel Inside, the Intel logo, Centrino, Centrino Inside, Intel Core, Intel Celeron and Pentium are trademarks of Intel Corporation in the United States and other countries.
- Material in this presentation is intended as product positioning and *not* approved end user messaging.
- This document contains information on products in the design phase of development.
- *Other names and brands may be claimed as the property of others.
- Copyright © 2010 Intel Corporation.

