Meet the 2nd Generation Intel® Core™ Processor Family:
The Visibly Smart Intel® Core™ i7, i5 and i3

It’s time to move computing beyond speed and turn it into an immersive experience – rich responsive and effortless – where what is seen is as important as the task completed. That’s why we developed a new family of processors that redefine performance and the way you see and experience computing.

The 2nd Generation Intel® Core™ processor family delivers a visibly smarter PC experience. Whether you use your PC for digital media, gaming, play or everyday tasks, these new processors deliver even more performance automatically when you need it and now have a better visual PC experience built in.

**Smart Performance**
Our next generation of processors is smarter than ever, thanks to Intel® Turbo Boost Technology 2.0, Intel® Hyper-Threading Technology and other enhancements. You will see, feel and appreciate the improvements right away. Editing a large video or doing other computing intensive works? The processor automatically delivers a greater burst of speed and finishes the work sooner. Running multiple programs at the same time? It prioritizes your workload and responds sooner so you undergo less awkward transitions and experience more seamless flow.

**Seamless Visual Experience**
The visual features built into the processor deliver everything you need to enjoy a stunning and seamless experience when viewing and interacting with all your PC visuals. So what you see looks amazing and runs without hesitation or interruption.

As part of a seamless visual experience, Intel® Quick Sync Video takes the wait out of editing and sharing your videos. You can also now watch a whole world of premium HD movies and entertainment right from your PC, courtesy of Intel® Insider™. And when combined with Intel® Wireless Display, which simply wirelessly connects your laptop to your TV, you can gather around your big screen at home to enjoy this new world of premium content, including Blu-ray®, with great image clarity up to 1080p -- all from the comfort of your couch. And add yet another dimension to what you see on your PC with Intel® InTRU™ 3D technology that makes viewing Blu-ray® movies in stereoscopic 3-D and full 1080p resolution possible.

- more -
Sample Improvements Visible to You

- Change an HD video to make it ready to play on an iPod*. A 4-minute HD video will be ready to download to your iPod in only 16 seconds\(^4\,5\).
- Fill up your iPod* 92 percent faster than you could if you were using a laptop from 3 years ago\(^4\,6\).
- Create professional quality slideshows on-the-go using photos from your digital camera and do it 4X faster than you could if you were using a PC from 3 years ago\(^4\,7\).
- Your mainstream and casual 3-D games are more realistic than ever. Go ahead, dial up those settings to take advantage of improved graphics capabilities.

Fun Facts: Did you know?

- If a mobile quad core processor was a country and its transistor count was a country’s population, a 2nd Generation Intel® Core™ processor would be the third most populated country in the world (995 million+) just behind China and India.
- If every home in the U.S. had 30 light switches it would take the new chips about one nanosecond to turn on all 3.57 billion light switches in the housing units in the U.S.
- If you equate the power consumption of a laptop based on the 2nd Generation Intel Core processors to an electric clothing dryer, drying one load of clothes for 60 minutes is equivalent to running a laptop for 147 hours or 6 days and 2.4 hours. If you compare the processor to an electric oven, baking a pizza for 45 minutes at 350°F is equivalent to running 67 laptops for 50 hours.
- The energy content of one grain of rice is enough to power one transistor for 1,341 years, one processor for 45 seconds, or one laptop for 3.7 seconds.

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\(^1\) Requires a system with Intel® Turbo Boost Technology capability. Intel Turbo Boost Technology 2.0 is the next generation of Intel Turbo Boost Technology and is available only on 2nd Generation Intel® Core™ i5 and Core™ i7 processors. Consult your PC manufacturer. Performance varies depending on hardware, software and system configuration. For more information, visit www.intel.com/technology/turboboost.

\(^2\) Intel® Insider™ is a hardware-based content protection mechanism. Requires Intel® Insider™ enabled PC, Internet connection, and content purchase or rental from a qualified provider. Consult your system manufacturer. For more information, visit www.intel.com/consumer/products/technology/intelinsider.htm

\(^3\) Requires an Intel® Wireless Display-enabled PC, compatible adapter and TV. 1080p and Blu-ray or other protected content playback only available on 2nd Generation Intel® Core™ processor-based PCs with built-in visuals enabled. Consult your PC manufacturer. For more information, see www.intel.com/go/widi

\(^4\) 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.

\(^5\) Video transcoding claim using Cyberlink* MediaEspresso 6 to render a 4 minute, 449 MB, 1920x1080i, 18884 kbps, MPG2 video file for playback on an Apple* iPod* with resolution of 640x360, H.264, and file format of .MP4.

\(^6\) Fill up your iPod* claim based on HDxPRT 2009 test run on Intel® Core™i5-2520M processor compared to Intel® Core™2 Duo Processor T7250.

\(^7\) Create slideshow claim based on ProShow* Gold run on Intel® Core™ i7-2820QM Processor compared to Intel® Core™ 2 Duo Processor T7250 or on Intel® Core™ i7-2600 Processor compared to Intel® Core™ 2 Duo Processor E6550.

*Other names and brands may be claimed as the property of others