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(intel®)

Booth Demo Fact Sheet

Intel® CES 2011 Booth Demonstrations

Jan. 6-9, 2011 — At the 2011 International Consumer Electronic Show (CES), Intel Corporation is demonstrating visually stunning experiences that bring your desktop and laptop PCs to life, netbooks that make Internet browsing more immersive than ever before, smart TVs that seamlessly integrate the Internet and television onto the same screen, and connected home and car concept technology that will redefine the way we live, work and play.

Take some time to explore cutting-edge consumer applications and experience smart computing technologies based on the latest Intel innovations at its booth, located at Central Hall #7153 in the Las Vegas Convention Center.

Here is a guide to help you explore:

Technology Demonstrations within the Intel Booth

Visibly Smart – Try out the "Visibly Smart Experience" featuring the 2nd Generation Intel® Core™ processor family. Working in tandem on two touch screens, visitors can combine shapes, lines, music and audio effects in real time to create immersive, panoramic art forms. This seamless demonstration across six 8-foot-tall video pillars exemplifies the visibly smart performance of the 2nd Generation Intel Core processor family.

2nd Generation Intel® Core™ Processor Family

Create, Edit and Share

Intel Superstars – Six months ago, Intel teamed up with music software company Cakewalk* and the Ourstage.com* music social network to find the next music superstar. After 13,000 song submissions and 200,000 votes on Facebook, Intel announced Sara Lindsay and her song "The Best of Me" as the 2010 Intel Superstar and winner of a $10,000 grand prize. Lindsay will be performing at the Intel booth twice daily at CES.

Music Creation & Editing – Using Intel® Quick Sync Video, video editing and media processing is quick and simple. The addition of real-time effects, guitar tracks and HD audio

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editing are made possible with Cakewalk* Sonar. The remixed songs will be available for upload to the web or a mobile device.

3-D Art Creation – This demonstration features a new and inspiring merger of technology with traditional art, powered by the 2nd Generation Intel® Core™ i7 processor. Combining one of the earliest art forms (painting) with one of the world's hottest technologies, called stereoscopic 3-D viewing, the art is created using a collection of digital images taken during the traditional oil painting process. To generate the 3-D art, each image is digitally stacked on top of the other using commercially available software and a script renders the resulting 3-D art into the appropriate format.

Create & Experience 3-D Content – Attendees will observe the simplicity of capturing, editing, storing and uploading 3-D content. Intel Quick Sync Video takes the wait out of editing and sharing videos. A unique feature of the visual experience built into the 2nd Generation Intel Core processor family, this hardware allows users to share content in minutes.

Video To Go – Edit and share videos in a flash on 2nd Generation Intel Core processor-based PCs. Intel Quick Sync Video makes it possible to sync and share videos captured using a HD video camera to a portable media device instantly.

Smart Performance – Attendees will watch photo editing software from Adobe,* in action as the numerically intense sequential operation uses Intel® Turbo Boost 2.0 technology to complete the project.

Security

Intel® Identity Protection – Attendees will enter a new password and answer a series of questions from the DreamWorks Animation* motion picture character Megamind. Megamind will then attempt to intelligently guess their password. The attendee discovers how easily a hacker could break into their personal accounts. Intel Identity Protection Technology featured on 2nd Generation Intel Core processor-based PCs aims to reduce this risk of such security breaches.

Intel® AntiTheft Technology – Attendees will notice the ease of activation and ability to disable a PC remotely if stolen and recovery with PC Theft Defense Service based on Intel Anti-Theft Technology.

Gaming

Motion Controlled PC Gaming – 2nd Generation Intel Core processor-based PCs make it possible to deliver a powerful living room gaming experience using unique Razer* controllers enabled by Sixense TrueMotion* Technology. In this hands-on demo, attendees play games using the motion-based controllers and will be wowed by the seamless and smooth gaming experience.

Great Gaming Built-In – Intel has worked with the top game developers and publishers to give consumers an improved gaming experience with the 2nd Generation Intel Core processor family. This demonstration will illustrate more than 25 titles in which attendees will notice the smooth,

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seamless experience. For mainstream games, built-in Intel® HD Graphics deliver discrete 3-D graphics performance without the added cost and power of a discrete graphics add-in card. Featuring Intel's highest frames per second and additional headroom for dialing up game settings, gamers will rethink the need for extra hardware.

Mobile Gaming on 4G Wireless – Two 2nd Generation Intel Core processor-based laptops will showcase the benefits of LTE* and WiMAX. The Need for Speed* online game will be used to illustrate smart visual experience built in. For mainstream games, the new built-in Intel HD Graphics delivers discrete 3-D graphics performance without the added cost and power drain of a discrete graphics add-in card.

Interactive Lego Building – Using a camera and a projector the user is given an interactive and enhanced experience when building with virtual Lego* blocks. The camera does real-time image and spatial recognition to drive the projector display while using the new Intel® Advanced Vector Extensions and Intel® Turbo Boost 2.0 Technology.

Entertainment

Intel® InTru™ 3D Technology – One more way Intel built-in visuals deliver an immersive PC experience that simply pulls you in. Attendees will view Blu-ray* movies in stereo 3-D and full 1080p resolution on an SFF PC displayed on a 3-D-capable HDTV, which is made possible with Intel InTRU 3D technology.

Intel® Wireless Display (WiDi) – Share your laptop content wirelessly on your television. 2nd Generation Intel Core processor-based laptops with Intel Wireless Display (WiDi) enable full 1080p HD content to be wirelessly streamed to your television. Attendees will witness the simplicity of connecting to the adapter and playing a Blu-ray* movie on a HDTV streaming from a PC wirelessly. In addition, the future "extendo," social media usage will be demonstrated, which allows a movie or video to be wirelessly beamed to a TV while simultaneously running a different project on a laptop without interruption.

Intel® Insider^{TM} – With Intel Insider, hundreds of movies in 1080p HD from leading movie studios are now available for purchase or rent on a 2nd Generation Intel Core processor-based PC. This demonstration illustrates the simplicity of purchasing or renting movies, the breadth of content from studio partners as well as the ability to watch movies in visually stunning 1080p HD on a home television with Intel® Wireless Display.

Featured Performances Supported by 2nd Generation Intel® Core™ Processors

Justin Lassen's Synaesthesia Art/Music Project – Composer, symphonist and remix artist Justin Lassen explores the ground between classical composition and computer generated music and art. Accompanied by a 2nd Generation Intel Core i7 processor-powered laptop, featuring the new Cakewalk* Sonar X1 music software, he will perform live against a backdrop of HD video from his Synaesthasia project. Lassen's performance will be recorded in HD video, then using Intel Quick Sync Technology the video will be quickly transcoded and shared on You Tube*.

Zoe Keating – A one-woman orchestra, Zoe Keating uses a cello and a foot-controlled laptop to record layer upon layer of cello to create lush, beautiful and other-worldly music. Keating will

perform some of her most beautiful orchestrations on an Intel Core i7 processor-powered Apple MacBook* complemented with indulgent visuals. Her performance will be recorded and transcoded through a 2nd Generation Intel Core processor-based system with Intel Quick Synch technology.

Tiago Della Vega – The world's fastest guitarist, Tiago Della Vega, will use the Orange* PC, powered by a 2nd Generation Intel® Core^{TM} i5 processor, to attempt to break his own world record. His record attempt will be videotaped and shared on YouTube using Intel Quick Sync Technology.

Connected CE and Smart TV – Bringing the Internet to the TV

Sony* Internet TV with Google TV – Smart TV is an entirely new kind of television experience, where broadcast and internet are seamlessly integrated with interactive and personalized applications and rich Internet browsing. This HDTV, powered by Google* TV and the Intel® Atom^{TM} processor CE4100, gives viewers easy access to more entertainment than ever before. Attendees will be able to search the entire Web, TV listings and apps from the TV. Watch TV, browse the Internet, or do both at the same time on the same screen.

Logitech* Revue with Google TV – Revue is an easy-to-set-up companion box, based on the Intel CE 4100, with an intuitive keyboard controller. Simply connect the TV and cable or satellite set-top box with a high-speed Internet connection to the Logitech Revue, and you're ready for an entirely new kind of television experience. The Internet comes to TV with intelligent search and personalized applications. In addition the Logitech TV Cam enables video calling from your living room to the PC or Revue of your friends and family.

Acer* Revo 50 – The Acer Revo 50 is a companion box that can be connected to your HDTV via an HDMI cable and the Internet via Ethernet. The Revo 50 acts as a central media hub running Windows Media Center on Windows Embedded Standard 7, which is optimized for the TV platform. This product is based on the Intel Atom processor CE4100.

Boxee Box by D-Link* – Boxee Box is a purpose-built box that connects to the TV with the Boxee software. The companion box streams movies, shows and videos from the Internet, plays home videos, music and digital photos, and runs social networking apps on TV.

Telecom Italia's* Cubovision – CuboVision provides all-in-one multimedia broadband device for home TV access to digital terrestrial TV channels, leading WebTV sources, Video on Demand and pay-per-view films, as well as for organizing personal content such as photos, videos and music.

Orange* – This technology demonstration will showcase a next-generation service offering for set-top-boxes and Internet-connected TVs. The service offers gaming with gesture control and complete remote-free navigation on the TV UI and on TV Applications with simple hand gestures.

Intel® Atom^{TM} processor for the Connected Home and Car

The Connected Home – This demonstration showcases a gateway at the center of the home with the media phone serving as the command center -- providing traditional wireline quality voice, video telephony as well as instant messaging, e-mail, and social media while also providing smart home services such as security and control. The connected model house is also equipped with an automated door lock, remotely controlled thermostat and lights, door and window sensors, and a server for media streaming.

The Connected Car – In-vehicle infotainment systems that use the Intel Atom processor are driving new ways for drivers and passengers to stay connected from any car seat. The devices have intelligence to enable access to the best media and online applications. They allow for more versatility, to wirelessly transfer content from home PC to car and even allow the driver and passengers to communicate with people in other cars when on-the-go. The devices provide a more personal online experience that helps keep people in touch and in synch, with features such as 3-D and context aware navigation, social networking, location-based services, customized displays and more.

Intel® Atom™ Processor On-the-Go

Netbooks: Exciting Innovations Enabled by the Intel Atom Processor Platform – With nearly 80 million in market today, netbooks are loved by consumers for their small, easy-to-carry size, quick access to the Internet, and convenience and flexibility for fun and productivity when needed. With the introduction of the dual-core Intel Atom processor in the third quarter of 2010, netbooks now deliver the additional snappiness and responsiveness consumers want from their Internet experience. The Intel display features the latest netbook designs including Acer* Aspire, Asus*, Dell* Inspiron duo, Gateway*, HP* Mini 210, Jolibook*, Lenovo* IdeaPad S100, LG*, Samsung*, MSI*, Toshiba* and Gateway* as well as the new Intel processor-based classmate PCs. Come check out the new generation of netbooks in more unique form factors that help enable new and exciting usage models. Expanding on the operating system "port of choice" strategy, Intel will feature netbooks running Windows* 7, MeeGo*, as well as the opportunity to be one of the first to experience a Google Chrome OS netbook.

Intel Atom Processor-Based Tablets: Rich Experiences at Your Fingertips – Tablets have emerged as both an innovative and intimate way to experience consumer computing usages, such as rich Internet browsing and immersive multimedia experiences. Intel displays the latest tablet devices based on Intel Atom processors from customers including Avaya*, ExoPC*, Fujitsu*, Lenovo*, Motion*, Onkyo*, Open Peak*, Toshiba* and WeTab* to help enable great performance, high-definition multimedia and all-day battery life. The booth showcases a range of form factors based on multiple software operating systems, including Windows*, MeeGo*, and Android*, as well as tablets based on the next generation of Intel Atom processors, codenamed "Oak Trail." Intel is also providing a sneak peek into innovative tablet devices launching later in the year.

Intel AppUp^SM center: Perfect-Match Apps for Netbooks, and Now, Consumer Laptops – The Intel AppUp center is a convenient environment offering thousands of paid and free apps validated for netbooks, as well as consumer laptops. The Intel AppUp center provides consumers with one location to download, experience, share and manage apps for a range of lifestyle needs and uses. In the Intel AppUp center, purchases are always safe with a try-before-you-buy feature,

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allowing consumers to uninstall an app and not be charged. Consumers can find their perfect app matches by answering just a few lifestyle questions.

MeeGo* Enables Content Mobility Across Multiple Screens and Platforms – Using content, media and even apps across multiple devices and on different screens and in a variety of locations is a high priority for consumers. Making this content seamless and accessible across a range of devices is the MeeGo operating system. This demonstration showcases a smooth transition and portability of content between multiple devices, illustrating multi-player gaming with players competing in the same game on a smart TV and a netbook. A tablet is also being used as the remote control for a smart TV.