Intel Corporation
2200 Mission College Blvd.
Santa Clara, CA 95054-1549

(intel®)

News Fact Sheet

Intel® Atom™ Processor at 2011 International Consumer Electronics Show

Jan. 6, 2011 – At the 2011 International Consumer Electronics Show (CES) today, Intel Corporation demonstrated a range of hardware- and software-based products and technologies based on the versatile Intel® Atom™ processor. Since its introduction in 2008, the Intel Atom processor has sparked a wave of innovation around the world, bringing computing intelligence to a growing number of connected devices from the traditional to the unexpected.

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Netbooks and Tablets: Rich User Experiences On-the-Go
Intel Atom processor-based netbooks, tablets and other companion devices enable connectivity on-the-go. Along with new levels of processing power, state-of-the art form factors help consumers stay connected by providing rich, immersive and innovative PC-like experiences enabled by the Intel Atom platform.

- **Intel Atom Processor Fashions New Netbooks –** Netbook momentum is in full swing and Intel looks forward to unique and innovative form factors and netbooks supporting new platform features and usage models on display at CES 2011.

  Leading PC makers including Acer*, ASUS*, Dell*, Fujitsu*, HP*, Lenovo*, LG*, Samsung*, MSI* and Toshiba* currently offer Intel Atom processor-based netbooks, with over 100 designs in market today. Netbooks continue to evolve into new and exciting form factors that offer PC-like experiences and can also be considered complementary to consumer PCs. Since its introduction in summer 2008, Intel Atom processors for netbooks alone have shipped more than 80 million chips with hundreds of millions expected in the future. In fact, netbooks are one of the fastest-ramping consumer products ever.

  Expanding on operating system support, Intel Atom processor-based platforms are also the first to support Google's Chrome* OS, along with Windows* and MeeGo* OS.

  Some new features built into Intel Atom processor-based platforms in the first half of 2011 will help deliver improved performance, sleeker devices and new user experiences,

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including Intel® WiDi technology and wireless audio streaming. Available in netbooks starting in the second quarter of 2011, Intel® WiDi technology will enable consumers to enjoy media and the Web wirelessly projected onto their TV via their notebook. Wireless audio streaming will allow consumers to enjoy the music streaming from their netbook on almost any set of speakers.

- **Tablet Designs Based on Intel Atom Processor –** Intel is showcasing new tablet designs available in market today and coming in the near future, from customers including Samsung*, Toshiba*, Motion*, Fujitsu*, Dell, and Open Peak/AT&T*. The showcase area also features products with the forthcoming Intel Atom processor platform optimized for tablets and sleeker netbook form factors, codenamed "Oak Trail." With its reduction in power consumption and thermals, "Oak Trail" platforms can deliver up to a 50 percent reduction in average power consumption and will run multiple operating systems.

  Tablets have emerged as both an innovative and intimate way to experience consumer computing usages. Tablets powered by Intel Atom processors provide PC-like experiences with impressive multi-tasking and performance capabilities, fast Internet and intuitive touch screens. Atom processor-based designs will offer "port of choice" with support for MeeGo*, Microsoft Windows 7* and Google Android* operating systems ideal for users in education and enterprise, as well as consumers who want the best computing on-the-go.

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Software: Bringing Popular Content and Apps to Netbooks and Tablets

- **The Intel AppUp^{SM} center –** Officially launched last fall, the Intel AppUp^{SM} center, www.appup.com, now has thousands of free and paid apps for netbooks and consumer laptops which users can evaluate on a trial basis without being charged. Retailers, including Best Buy* in the United States and Canada, CompUSA*, UK-based Dixons*, India-based Croma*, Future Shop*, Home Shopping Network*, Newegg*, Tiger Direct* and Walmart.com, have opened app stores based on the Intel AppUp center. Manufacturers and other channel partners including Asus*, CTL* and M&A Technology* have also launched versions of the Intel AppUp center.

- **Angry Birds swarm to Intel AppUp center** – Get your sling shots ready because the popular mobile game, Angry Birds, is now available on the Intel AppUp center. This exclusive version of Angry Birds featuring 195 levels and free updates marks the first time that the application will be released for netbooks and laptops.

- **AppUp Match Up center** – With a selection of original applications, plus apps from MTV*, Fandango*, Activision*, NHL*, Lego*, The New York Times and other entities, it can be difficult for consumers to find the perfect application. For this reason, Intel is featuring the AppUp Match Up center at CES so consumers can answer a few simple questions and receive recommendations based on their likes and needs.

- **Intel® AppUp^{SM} developer program** – Helping app developers supply all the applications in the Intel AppUp center, the Intel® AppUp^{SM} developer program is available to developers all around the world in English and as of last month, French. In the past year, support of runtimes including Adobe Air*, Microsoft* .NET and Java* have expanded the resources application developers have at their disposal to port existing applications to the Intel AppUp center or create brand new apps for the store.

- **Intel Superstar and the Justin Lassen Experience** – Six months ago, Intel teamed up with music software company, Cakewalk*, and the Ourstage.com* music social network to find the next musical superstar. Over 13,000 song submissions and 200,000 votes on Facebook* later, Intel announced Sarah Lindsay with her song, "The Best of Me," as the 2010 Intel Superstar winner which included a $10,000 grand prize. Lindsay will be performing at the Intel booth twice daily at CES. The music continues with visual music performances by Justin Lassen, a composer who has worked with Madonna, Blue Man Group and Nine Inch Nails among others and has contributed music to various films and video games. Lassen will perform twice daily and demonstrate the creative process behind his critically acclaimed Synaesthesia album, which melds music with images.

- **MeeGo** – Intel's booth demo showcases a number of entertainment functions MeeGo, Nokia* and Intel's joint Linux* operating system project can perform in the home. With the support of a strong ecosystem of device manufacturers, operating system vendors and service providers, the demo showcases MeeGo running on a smart TV, powering casual gaming with a friend over WiFi, pushing apps to a TV screen and transforming a tablet into an interactive smart TV remote.

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Smart TV: Bringing the Internet to TV

Smart TV devices powered by the Intel® Atom™ processor CE4100 offer an entirely new kind of television experience, where broadcast and Internet content are seamlessly integrated with interactive and personalized applications and rich Internet browsing. Along with service providers such as Free* and Telecom Italia*, partners that include ViewSonic and Iomega featuring Boxee* are bringing new devices to the smart TV market. This latest generation of consumer electronic smart TV devices support rich media, including Adobe* Flash*-based 3-D graphics, on-demand gaming and TV applications that complement broadcast TV with Internet-based content and services.

- **New Partners Bring Exciting Devices to the Smart TV Landscape** – Iomega* TV with Boxee* allows users to store video, photos and music while doubling as a media streamer. Scheduled for arrival later this month, the device offers 1TB or 2TB storage built-in as well as a full QWERTY keyboard remote with a track pad for easy Internet surfing. The 46-inch HDTV ViewSonic* TV with Boxee allows consumers to view 1080p movies streaming from VUDU, watch movie clips from the Web and stream content from a home network with stunning clarity. Amino* Communications is debuting a new compact set-top box aimed at network operators seeking to add Over the Top (OTT) functionality to their established pay-TV and broadcast offerings. Powered by the

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Intel Atom processor CE4150, the Freedom Jump* is designed to complement existing cable and satellite set-top boxes, working alongside them to offer access to the wealth of additional content available on the open Internet such as applications, movie-on-demand services, catch-up TV, music services and social networking.

- **Boxee Brings the Latest in Content to Smart TV--** Boxee continues to help grow the smart TV category with a number of exciting announcements regarding content availability. Boxee has announced an exciting partnership agreement with CBS* to allow users access to CBS' huge list of popular television shows and online content. Also, the latest version of the Boxee Box remote has added a dedicated Netflix button. iPad* users will also now be able to watch content later and feed content from the iPad using Vimeo* and YouTube* through an iPad application.

- **Freebox Revolution*-** A collaboration between Intel and Free*, the largest IPTV provider in France, the new Freebox Revolution* launched in December and is based on the Intel Atom processor CE4100. Featuring a Blu-ray Disc* player, Freebox Revolution is an innovative new IPTV set-top box designed to provide consumers with triple-play capabilities – phone, Internet and digital TV – through one box in the living room. The Freebox Revolution also offers a vast community of developers the opportunity to build a software ecosystem. Applications will be available through an open application store called the Freestore*. Moreover, the Internet will be wholly enabled with the Freebox through a full Web browser.

- **Bouygues Telecom*** -- Bouygues Telecom has announced that it will develop the Bbox*, a fixed Internet gateway set-top box featuring the Intel Atom processor CE4200.

- **Telecom Italia*--** Telecom Italia's Cubovision* is the first interactive TV system based on the Intel Atom processor CE4150. Designed to support Internet content and services to digital TVs, DVD players and advanced set-top boxes, Cubovision also uses MeeGo to create an open ecosystem in which services and applications can be freely created.

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Embedded: Redefining the Way We Live, Work and Play
The Intel Atom processor is behind much of Intel's growth into several new computing-related market segments, extending the popular Intel® architecture to embedded industries such as automotive in-vehicle infotainment (IVI), industrial control and automation, and media phones. With more than 1 million processors shipped and powering a wide range of smart, connected devices, the low-power processor is ideal for providing a high-quality Internet experience and supporting richer I/O needs and PC-like embedded applications in a fan-less environment.

- **The Connected Home and Car –** Powered by the Intel Atom processor, Intel's connected model house showcased at CES features the media phone serving as the command center which provides convenient, one-touch access to entertainment, information, directory services and home monitoring, while keeping your family and household organized. In addition, in-vehicle infotainment systems that utilize the Intel

Atom processor are driving new ways for the driver and passenger to stay connected from any seat in their car. 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.

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Intel and Smart Phones

Intel is working closely with customers to develop products based on Intel® architecture. Intel's next-generation handheld platform, codenamed "Medfield," is scheduled for later this year. The 32nm platform will continue reductions in size and power while delivering high performance for next-generation devices.

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 and blogs.intel.com.

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