Booth Demo Fact Sheet

Intel CES 2012 Booth Demonstrations

INTERNATIONAL CONSUMER ELECTRONICS SHOW, Las Vegas, Jan. 10-13, 2012 — Intel Corporation will showcase the 2nd Generation Intel® Core™ processor-powered Ultrabook™ devices, new smartphones with the energy-efficient performance of an Intel® processor, as well as Intel® Atom™ processor-based Intelligent Systems, netbooks and tablets.

At Intel's booth (Central Hall South #7253 in the Las Vegas Convention Center) attendees may explore how these new technologies enable the creation of new categories, providing engaging, consistent, aware and more secure experiences regardless of the device and across all operating systems around the world.

Here is a guide to help attendees explore the technology demonstrations within the Intel booth:

Ultrabook, Inspired by Intel

Personal computing has undergone another fundamental transformation with the creation of a new category of devices, called Ultrabook, introduced at Computex on May 31, 2011. Shaped by extensive user research, these new devices will deliver the most complete, satisfying and more secure computing experience in one sleek and portable device. With substantially longer battery life and offered at mainstream price points, Intel expects Ultrabook devices to be as transformational to mobile computing as Intel® Centrino® Mobile technology was more than 8 years ago.

Ultrabook Responsiveness – Ready to go when you are. In addition to supporting third-party solutions, Intel is developing and bringing to market capabilities that improve the appeal of Ultrabook designs including Intel® Rapid Start Technology that gets a system up and running faster from even the deepest sleep, saving time and battery life.

Intel® Wireless Display 2.0 (WiDi 2.0) – Get the bigger picture. Witness how Intel® Wireless Display 2.0 (WiDi 2.0) lets you stream all the things you love — HD movies, photos, websites, and more — live from your Ultrabook to your HDTV in 1080p glory. WiDi 2.0 is available on select models with built-in visuals on 2nd Generation Intel Core processors.

Intel® Insider^{TM} – The best seat is in your house. This demonstration illustrates how Intel Insider unlocks a world of premium HD movies and television shows on your Ultrabook. Intel Insider is available on select models with built-in visuals on 2nd Generation Intel Core processors.

Shopping with Ultrabook – This demonstration will allow you to get an ultra-stylish, immersive, more personal and engaging online shopping experience with the augmented reality provided by a sleek new Ultrabook. Using the built-in camera and featuring a 2nd Generation Intel Core i7 processor with built-in visuals, it delivers performance you can see and feel to try on clothing virtually and even share the results with friends to get their opinion.

Intel Connecting Apps – Experience a new level of sharing and interaction between Ultrabook and other mobile devices such as smartphones and tablets through new connecting apps from Intel. Intel® Pair & Share, Intel® Teleport Extender, and Intel® Simple File Transfer apps make it easy, secure and fun to link your PC and mobile devices together for a better experience with both.

Intel AppUp^{SM} center – The Intel AppUp^{SM} center provides you with all the apps that fit your lifestyle and make your Ultrabook and PC experience more powerful, useful and fun. Experience popular apps and explore exclusive, new apps available only on the Intel AppUp center including the ultimate DJ-remixing and music creation app, Spin Control, by Mixman. All apps are verified by Intel and available to try before you buy so you always get the app that's right for you.

Ultrabook Security – Peace of mind from the start. Ultrabook devices provide improved protection that keeps your personal information personal. With Intel® Anti-Theft technology, you can lock down your lost or stolen Ultrabook from anywhere in the world. In the second half of 2012, with the introduction of Ultrabook devices powered by third-generation Intel Core processors, all Ultrabook customers worldwide will have Intel Anti-Theft technology available to them through local software providers including Absolute*, McAfee, StarSoftComm* and OneBe*. Other service providers may be offering the service in the future to match local market requirements. This demonstration illustrates how Intel® Identity Protection technology helps protect against identity theft online by making sure your favorite websites know it's you.

2nd Generation Intel Core Processor Family

Adventures in 3-D Video –With a 2nd Generation Intel Core i7 processor-based laptop with Intel® Quick Sync Video and the GoPro 3D HERO* System and GoPro Cineform Studio* editing software, you have the performance, features and battery life to capture and create immersive 3-D video perspectives. This demonstration will showcase how you can capture, create and then easily and quickly convert and export the video to stay connected with your fan base while still on the slopes.

All-in-One Creativity – Touch the future of digital painting. Using the performance and built-in visuals of 2nd Generation Intel Core processors, artists and creators can take advantage of powerful new digital tools to connect to a fuller and richer expression of their creativity. The ArtRage* 3 Studio Pro software works like real painting and drawing tools on the touch-enabled screens of the latest all-in-one PCs.

Gaming

All-in-One Gaming – As the centerpiece of your computing experience when your PC stays at home, a new all-in-one PC featuring a 2nd Generation Intel Core processor with stunning built-in visuals, delivers mainstream gaming fun. It's also great for enjoying a wide selection of entertainment, creating and sharing that next great memory, exploring and connecting to what interests you most.

Great Gaming Built-in – Intel® HD Graphics delivers a great experience on many of today's favorite PC gaming titles. With the built-in visuals that come standard on 2nd Generation Intel Core processors, gaming graphics, video creation and media consumption are taken to a whole new level.

Play and Create Anywhere – Connect to the player or artist in you wherever you go with new high-end mobile systems. This demonstration allows you to experience the exciting new laptop called the Blade from Razer* featuring the unique Switchblade UI and 2nd Generation Intel Core i7 processor for a powerful and customizable gaming experience with loads of features packed into a sleek and stylish package.

Intel Atom Processor

Smartphones – This demonstration showcases the Intel® Smartphone Reference Design based on new 1.6GHz Intel® Atom™ processor Z2460 with Intel® Hyper-Threading Technology and the Intel® XMM 6260 Platform which support HSPA+. The Intel® Smartphone Reference Design is positioned to lower device development costs and offers a faster time to market for phone OEMs and carriers. This fully functioning smartphone features sleek packaging, a 4.03-inch high-resolution LCD touch screen for crisp text and vibrant images and two cameras delivering advanced imaging capabilities. Capture the perfect shot in fast-action situations with burst mode that allows a user to take pictures at 15 frames per second at 8-megapixel quality. The phone also supports a rich multimedia experience with HD video playback and video conferencing.

Intel Atom Processor-Based Tablets, Hybrids & Netbooks – Tremendous innovation is happening in devices. This year, expect new and highly advanced platforms for netbooks, tablets and an emerging class of devices called hybrids, combining features of netbooks and tablets. With upcoming smart and responsive Intel Atom processors (codenamed "Clover Trail" and "Medfield") and our recently introduced Intel Atom processor N2600 and Intel Atom processor N2800 in your device, you can expect great performance, battery life and leading capabilities in a small and compact design. New tablets are in the Intel booth running Windows 8* on Intel Core and Intel Atom as well as an upcoming Medfield-based tablet from Lenovo* running Google Android Ice Cream Sandwich* and Honeycomb*. Get online, be entertained and enjoy the things you love wherever you want.

Smart TV Experiences – These demonstrations showcase how to get more from your TV by connecting to the widest range of entertainment experiences possible. With an Intel-based set-top box, you can watch shows and movies, play advanced games, and access your own content and the Internet, as well as apps and services through a cool interface. You'll soon have this kind of smart TV experience available from your pay TV service provider, connecting you to a fuller, richer home entertainment experience.

Multi-Screen TV – Intel and Comcast* are working together so you can watch your favorite shows and movies on any screen in the home, with the high-quality video you've come to expect. Video can be streamed using DLNA Premium Video technology to an Ultrabook, tablet, or PC from your next-generation set-top box powered by Intel.

Intelligent Systems

Connected Intelligence on the Road – This fully immersive demonstration showcases the possibilities that Intel technology may bring to the in-vehicle experience in the not so distant future. The demonstration presents three different driving scenarios; the family drive, the commuter, and the car enthusiast. Each scenario includes a variety of experiences viewed from the perspective of the driver interacting with the car. The concept shows how, as the car becomes more intelligent in the future, the driving experience will become simpler and safer as well as more productive and enjoyable.

Intelligence in Retail: With the LEGO Digital Box kiosk customers can hold LEGO boxes up to the kiosk and watch a 3-D animation of the product – from all angles, in every detail – in their hands. The solution is currently in all The LEGO Group* brand retail stores and combines the added value of more confident buying decisions with product fascination to make this a unique shopping experience. This is made possible by metaio* software, which fuses virtual 3-D content into a live video of actual product packaging running on 2nd Generation Intel Core processors.

Software and Security

Your Personal Cloud – New software features built into Intel Atom processor-based home servers and newly released apps make them easy to set up and use, feature-rich and a great companion to a new Ultrabook. See how easy it is to publish photos, and manage the content that matters most to you, with your own personal cloud that is secure and accessible from anywhere in the world.

McAfee® Security – McAfee® All Access offers extensive protection for all your devices to safeguard you wherever you connect. This comprehensive protection is always on, protecting every facet of your digital life. It delivers a worry-free online experience from the latest malware protection to keeping your kids away from inappropriate content. Incorporated into McAfee All Access is McAfee® Mobile security that will locate, lock, or wipe a lost or stolen device.