



News Fact Sheet

Intel Delivers New Experiences at CES 2013: Intel Booth #7252 Demo Highlights

Jan. 8, 2013 – During the 2013 International Consumer Electronics Show (CES) in Las Vegas, Intel Corporation is showcasing several new ways people can expect to interact with and enjoy life experiences through technology starting today and into the future. On display at Intel's booth (#7252) are new ways to watch television in the home and on your mobile device, along with new digital experiences via smartphones, tablets and Ultrabooks, and new interface technologies such as touch, gesture and voice and security solutions that provide a more seamless way to protect your personal information.

Here is a summary of some of the must-see demonstrations in the Intel booth:

Growing A Better Computing Experience: Intel Ultrabook™ Tree Installation

Central to the 2013 Intel experience at CES will be an interactive Ultrabook™ Tree installation soaring above Intel's "park eco-system"-themed booth and representing the transformative, personal and inspiring nature of technology in our lives. Using one of eight convertible Ultrabook devices at the base of the tree from Asus, Dell, Lenovo, Panasonic, Sony and Toshiba, visitors will be able to create their animation on one of the touchscreens and then launch their design via a drag-and-release function – similar to Angry Birds* – up the chrome tree trunk. As their creation travels up the trunk, thousands of LED lights illuminate its journey before it blooms into view and ripples across the canopy of all 180 Ultrabook devices that hang like leaves on the branches of the techno-tree. For more on the tree, view the [Ultrabook Tree Fact Sheet](#).

Technology Highlights: Ultrabook devices, Intel® Core™ Processor family

Entertainment in the Palm of Your Hand

Smartphones with Intel Inside® allow people to enjoy a complete mobile and entertainment experience in the palm of their hand. Through these demos, visitors can experience superior performance, including fast Web browsing, responsive apps, gaming and HD content viewing. For movie buffs, smartphones running on Intel can record/play 1080p video and visitors can experience how they can get rich media to on-the-go or even at home by connecting the phone through HDMI or wirelessly through Wireless Display (WiDi), available on select Intel-based smartphones.

Intel is also showcasing the new low-power Atom™ processor Z2420 platform and Smartphone Reference Design, targeted at the value smartphone market segment. The platform can achieve speeds of 1.2 GHz, supports 1080p hardware-accelerated encode/decode, and includes support for two cameras delivering advanced imaging capabilities, including a burst mode that allows people to capture seven pictures in less than a second in 5-megapixel quality.

Technology Highlights: Smartphones with Intel Inside by Lava International*, Lenovo*, Motorola Mobility*, MegaFon*, Orange*, Intel Smartphone Reference Design based on Atom Processor Z2420, Burst Mode Imaging, HD Video, Intel Atom™ Processor Family.

The Total Tablet Experience

From multitasking and productivity to entertainment, tablets powered by Intel® Core™ and Atom™ processors deliver great performance and graphics. Only tablets based on Intel architecture® offer the best Windows* 8 experiences and are compatible with existing applications and peripherals. Visitors can use the popular Windows Store apps such as Fruit Ninja* and Netflix* for entertainment, or use Google Chrome*, Microsoft Outlook* and a host of other software that they use on their PC, all on tablets that deliver the battery life and form factor that consumers expect.

Technology Highlights: Intel Core and Atom powered tablets, HD Video, and Windows* 8

Content Creation Gets Touchy

Existing or budding artists and photographers will enjoy new technology from Intel that lets them digitally create their own master pieces with the touch of a screen. Visitors can use CyberLink YouCam* and CyberLink PowerDirector* to create a funny video with augmented reality. Using an Ultrabook convertible in tablet mode, capture a funny video using YouCam, and then edit and share the video quickly in CyberLink PowerDirector. Switch to clamshell for some advanced editing; erase the CES backdrop from the video and put yourself on an exotic beach or other backdrop. Attendees more in tune with music can use pro-level tools available in Cakewalk's DAW* and the new Matrix View* that makes creating original compositions or performing live with pre-recorded loops as simple as tapping a finger on touch-enabled Ultrabook platforms.

Technology Highlights: CyberLink YouCam, CyberLink PowerDirector, Cakewalk, Intel Core Processor Family, Ultrabooks, Ultrabook Convertibles

Life in a Digitally Secure World

Intel knows that people want their mobile devices and the information on them protected regardless of the device, connection location or inadvertent clicks on unknown links. This demo shows how McAfee Mobile Security provides a multi-layered defense strategy to protect from viruses, hackers, bad apps, bad links and identity thieves. Visitors will be able to see how this technology allows them to easily logon to an online portal to back up data in the cloud or lock the device so others cannot access personal data. From backup to easy location and tracking of a device (even if the SIM card is removed), McAfee Mobile Security, alongside other Intel technologies such as Intel® Anti-Theft and Intel® Identity Theft Protection, provides a comprehensive security solution.

Technology Highlights: McAfee Mobile Security, Intel Anti-Theft, Intel Identity Theft Protection

Connected, Intelligent Systems that Will Change Our Digital Lives

Whether at home, in the park, at the mall or in the car, people want to be connected in all facets of their daily lives. Intel-based intelligent systems are seamlessly connecting and transforming digital lives to enable more enjoyable, intuitive and productive experiences in such places as the car or shopping mall. In this demo, Intel is showcasing how everyday activities are made better when digital lives are seamlessly connected anywhere, anytime. Visitors can choose from three different experiences that follow male and female characters as they go through their daily routines.

Technology Highlights: Intelligent systems, digital signage, connected cars

Entertainment Anytime, Anywhere

Intel and Comcast teamed up to introduce a new way access entertainment and information in the home without a set-top box. This demo will show visitors how they can use an Intel-based device running Windows 8 to experience high-quality versions of what they pay for on their devices in the home, such as Xfinity® live TV, recorded TV and VOD using the XG5 multi-screen video gateway. Attendees can see first-hand how the new gateway is capable of delivering five simultaneous video streams to any IP-connected device in the home, allowing people to watch TV, surf the Web and make telephone calls through the industry's fastest broadband connection.

Technology Highlights: Xfinity® live TV, video on demand, Intel® Puma™ 6

Perceptual Technology Becomes Reality

From keyboards to touchscreens and now beyond, visitors will be able to experience how natural user interactions such as gestures will help propel new levels of immersive experiences and applications. Visitors will be able to experience how easy it is to use gestures to capture images of CES attendees in 3-D and then use those images in a Million Minions* game. People use their fists to squash the minions, engaging with others and leveraging their movements to win the game.

Technology Highlights: Ultrabooks, 3-D, sensor technology, social/interactive gaming

“Touch and Flick” to a Big Screen

Viewing computing content on the big screen now takes just a simple “touch and flick” because of the Intel® Wireless Display technology. Intel Wireless Display lets you enjoy all of your personal and online content and applications on a big screen with a simple wireless connection. Intel Wireless Display is a feature of the Intel® Core™ and select Intel® Atom™ processors. Using an Ultrabook™, notebook, tablet or all-in-one enabled with Intel Wireless Display, you can quickly and securely connect the PC to an HDTV using Wi-Fi technology. New this year at CES, Intel will showcase the touch and flick experience for videos from Ultrabook convertible to the TV, as well as multitasking by wirelessly sharing premium HD content from an Ultrabook convertible while enjoying the new Window 8* UI and apps on it at the same time. Intel will also display new devices with wireless display capability such as smartphones, tablets and new smaller form factor receivers from ecosystem partners such as Netgear, QVOD, Lenovo, Viewsonic and Actiontec.

Technology Highlights: Wireless display, Ultrabooks, tablets, all-in-one PC, touch