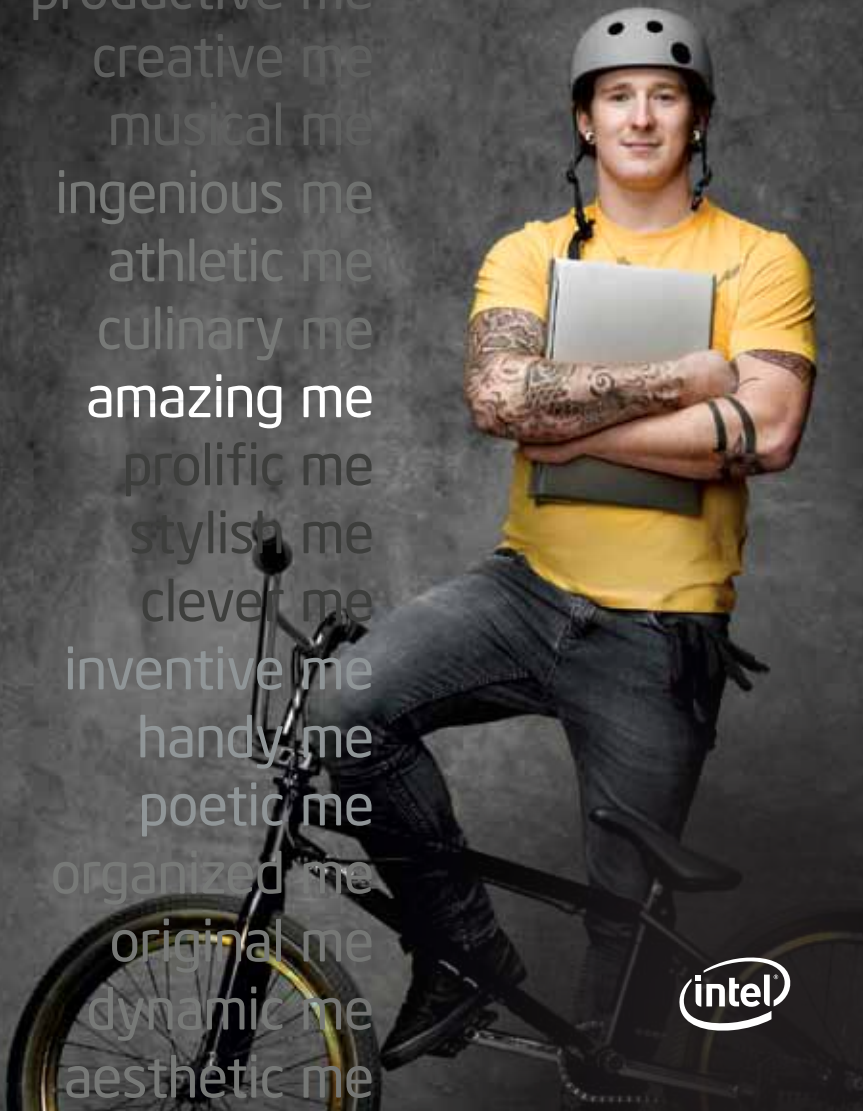


productive me
creative me
musical me
ingenious me
athletic me
culinary me
amazing me
prolific me
stylish me
clever me
inventive me
handy me
poetic me
organized me
original me
dynamic me
aesthetic me





Explore the ultra passions of people who use their Intel-inspired Ultrabook™ convertibles to be *amazing*.

Ultra responsive, ultra sleek (and more secure) the Intel inspired Ultrabook™ offers all the portability, versatility and style life demands in a design that is less than an inch thick. It wakes up in a flash to give you fast access to your favorite apps and files with some models coming by the end of 2012 featuring touch screen and convertible designs. The Ultrabook is more intuitive and flexible than ever. You'll rethink what's possible with just one device. Kari, Sawyer, Ben and Vishakha certainly did. Join them on their digital journey. The only thing more amazing than an Intel-inspired Ultrabook device is what you'll do with it.

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

Ultrabook is a trademark of Intel Corporation in the U.S. and/or other countries.

¹Requires 16GB of NAND cache and minimum PCMark Vantage benchmark scores.

Touch and ability to convert to tablets not available on all models. Consult your Ultrabook™ manufacturer. For more information see www.intel.com/ultrabook.

** These are fictitious names and do not represent real people.



Managing My Life



Meet Kari** — *I live in Los Angeles. I am an entrepreneur, public speaker and aspiring actress. My Intel-inspired Ultrabook is a Lenovo* Ideapad Yoga (\$1,099), an Ultrabook convertible that folds, reverses and has keyboard and tablet/touch functionality.*

If I could attend a yoga class every day, I would levitate from happiness. But between writing assignments, auditions and my personal lifecasting, it is more of a Hollywood dream than a reality right now.

My story can only be told through the tools of technology — showcasing my videos and photographs, sharing quotes, conversations and music, as well as my personal writing to chronicle life events. I can't do it without my Lenovo Ideapad Yoga Ultrabook. Its flexibility gives me the best of both worlds — a traditional keyboard experience for my heavy duty writing assignments and a tablet experience when I rehearse for an upcoming audition. I can even fold my Lenovo Ideapad a full 360 degrees, place it on my mat and stream my favorite yoga videos when I can't make it to class.



Meet Sawyer** — *I am a citizen of the world who collects and curates information on cultural trends for my online magazine. I scour every crevice across continents and cul-de-sacs in the pursuit of inspiration, and my convertible Ultrabook is an Asus* Taichi (\$1,299) featuring two displays. Each screen can run different programs and apps simultaneously, and I can choose to use the familiar keyboard and trackpad or whip out the stylus for freehand note taking in tablet mode.*

I travel between Los Angeles, Hong Kong and London in the pursuit of content, connecting with people and general cool hunting. My Ultrabook plays a pivotal role in my life, literally! In laptop mode, I use the keyboard and trackpad to develop page layouts and use the touch feature to slide in visuals from my desktop in seconds. When on-the-go, I close the lid and use my stylus to draw and take notes. The fact that my scribble is translated into text means I can keep everything neat and organized while on the road. Before, I was forced to use multiple monitors, but the Ultrabook's independent displays allow me the creative freedom to share ideas with my design team and collaborate on two concepts simultaneously.

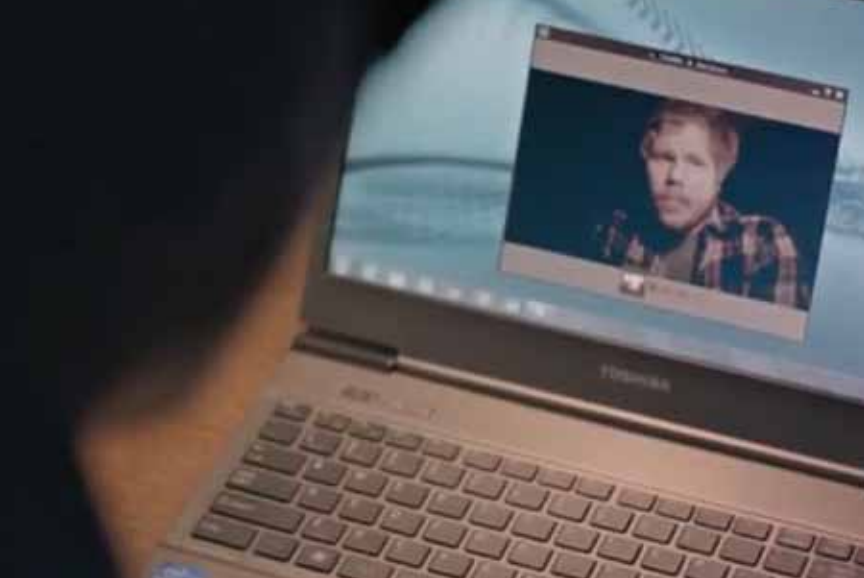


My Life Moments



Meet Annie** — *I am an art history major on my study abroad year in Rome. My Ultrabook is a Dell* XPS 12 Convertible (\$1,199), where the screen flips around inside of the lid to give me the best of both worlds — a familiar keyboard/screen combo and a touch-enabled tablet.*

Living on a student budget means making sacrifices. Prior to moving to Rome to study abroad, I debated purchasing a new laptop or tablet. I was stunned to learn that the new Intel-inspired Ultrabook convertible affords me the best of both worlds. It is my productivity work horse when I need it, light enough to carry around campus and powerful enough to handle architectural drawings. But the flip screen — which always attracts attention from classmates — allows me to present papers, images and ideas effortlessly and collaboratively. Thanks to screen sharing functionality and multi-person video calling, I can keep family and friends back home in the loop. The touch capabilities even allow me to drag content straight from my desktop directly into our video chat screen, faster than you can say gelato!



Meet Alex** — *I work in Paris restoring antiques, and I am like most twenty-something's, except for one thing: every day I wake up in a completely different body. My Ultrabook convertible is a Toshiba* Latexo MSI Slider, which slides flat to convert into a full fledged Windows* 8 tablet.*

I am the lead character in Intel's new social film, The Beauty Inside. I wake up as a new person, every single day. Imagine that. The changes in clothes, relationship status, health, not to mention body parts, makes my head spin. Because my life is complex enough I rely on my Ultrabook as my second brain and constant companion to at least keep something simple. I photograph and catalogue everything, from ticket stubs, brochures, maps and letters to storing my thoughts and experiences via a daily video journal. I guess I am a digital hoarder. My Ultrabook has become my electronic sidekick, effortlessly allowing me to synch my life with all my devices, multi-task across applications and access my online footprint at the swipe of the screen. Go to: <http://www.facebook.com/thebeautyinsidefilm>.



My Life in Color



Meet Vishakha** — *I am living at home again while I intern in the product marketing department of a large software company. I am a Bollywood movie fanatic, hobbyist henna artist and aspiring script writer. My Ultrabook convertible is a Sony* Vaio Slider (\$1,100).*

I love to watch Bollywood films, but I don't always want to drive to an Indian movie theatre or hunt for a hard-to-find film at the local video store. Thanks to my Ultrabook, I don't have to waste time driving around town because I can watch these movies online with the click of a button. The Intel processor — or 'brain' as I like to call it — provides the power to transfer videos quickly. If I want, I can head to the living room where I can use Intel's built-in WiDi technology to wirelessly display my movie on the TV. While my family enjoys the film, I can continue to multi-task on my Ultrabook, skipping between my script, work email and my social media pages.



Meet Ben** — *I am a garage entrepreneur. I pay the bills with a day job as a customer service representative, but every spare second I have is devoted to my true passion — launching a mobile gaming app. My Ultrabook is an Acer* S7 (\$1,199) where the screen folds back 180 degrees to lie flat while also providing up to 12 hours of battery life (perfect for a marathon gaming session)!*

I work various shifts so each day is different for me. When I can, I spend time on my passion — developing mobile gaming apps and playing online games. I love how my Ultrabook leaps from deep sleep to full speed ahead in under 7 seconds¹. I also love how the HD video display creates a truly life-like gaming experience. I can even launch my prototype game demos 2-3 times faster than my old computer (thanks to Intel® Smart Response Technology). While I am away, it even synchs all my email and social networking apps so I am always up-to-date and ready for the next online battle.