

## ISV Quotes for the Intel® Core™ i7 Processor



“With the new Adobe® Creative Suite® 4 software running on the new Intel® Core™ i7 based systems, creative professionals will gain a significant leap in productivity. The powerful combination of increased performance from Core i7, plus new features and unparalleled integration in Adobe Creative Suite 4, provides a compelling business reason to upgrade for anyone who wants to achieve stunning results in less time.”

**- Bill Hensler, VP of Engineering and GM/Dynamic Media, Adobe Systems**

“With the new Intel® Core™ i7 based systems and new features and unparalleled integration among Adobe applications, users of Adobe® Creative Suite® 4 will gain a significant leap in productivity.”

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“Far Cry 2 immerses the player into a highly realistic dynamic environment, where cloud formation in the sky follows atmospheric rules; tree branches are broken by the strength of the wind; and fire spreads across the brush in function of the wind’s direction. In order to achieve this level of detail in such a large open world environment, Far Cry 2 has been optimized to take advantage of multi-core processors such as the Intel® Core™ i7 Extreme.”

**- Vincent Greco, Worldwide Production Technical Coordinator, Ubisoft**



“Whether it’s a video enthusiast or a documentary producer, the Pinnacle Studio customers have come to expect ease of use and excellent performance from our products. With the Intel® Core™ i7 and Pinnacle Studio 12, our users will experience faster and easier h.264 encoding and AVCHD formatting to create one-of-a-kind videos that capture those special moments in life.”

**- Jan Piros, Director of Product Management, Consumer Video, Avid**



“Corel® VideoStudio® Pro X2 consumer video editing and authoring software takes advantage of the Intel® Core™ i7 processor and Intel® Hyperthreading technology to execute multiple video encoding tasks simultaneously. “As a result, VideoStudio® Pro X2 users can now create home movies faster and more easily than ever before, spending less time encoding video projects and more time creating and sharing their favorite moments with family and friends.”

**- Denise MacDonell, Senior Director of Product Management, Digital Media, Corel**



“The highly parallel architecture of the Intel® Core™ i7 processor technology really allows us to thread our main loop and get so much more left for game play related tasks that it is a joy to develop for. The new architecture has brought even higher levels of performance that allow us to scale the games physics and visuals to give the best possible user experience.”

**- Bo Andersson, GRIN CEO**



“With the new Intel® Core™ i7 Processor with Intel® Hyphtreading, we are seeing improved performance of the latest MainConcept H.264 Encoder & Decoder. As more videos are being shot in high def, there is a need for more computational power to handle higher resolution videos. The Intel Core i7 Processor provides the power and performance for high quality video decode and fast encode.”

**- Thorsten Schumann, CTO MainConcept**

**SONY.** “Sony has been collaborating with Intel on a range of products such as Sound Forge, ACID Pro and Vegas Pro, to take advantage of the new Nehalem microarchitecture in the Intel® Core™ i7. The results from the analysis and optimization efforts show improved performance on such computationally intensive tasks such as rendering a video project to disk, real time previews of video projects and audio processing. For Sony users this means greater productivity to create amazing sound tracks and videos.”

**- John Freeborg, VP of Engineering, Sony Creative Software**

“Sony users of applications such as ACID® Pro, Vegas Pro and Sound Forge, are always looking for more PC performance to create, preview, edit and process their music and audio files more quickly and in real time. With the power of Intel® Core™ i7, users are able to more quickly render a video project to disk or preview their video projects in real time and create amazing sound tracks and videos.”

**- John Freeborg, VP of Engineering, Sony Creative Software**

**CAPCOM®** “The MT Framework game engine that we developed is optimized for multi-core/multi-thread processing. Lost Planet Colonies takes advantage of this engine to run all task processing, physics, rendering and sound processing in parallel. By using Intel® Core™ i7 processor Extreme Edition, the game demonstrates a high level of processing performance.”

**- Masaru Ijuuin, Senior manager of technical R&D section, Production design department, CAPCOM Co., Ltd.**