



Follow the smart money

and get smart PC technology for your business

Every business looks to get more done in less time. But simply working faster isn't enough; you need to make sure that you're working smarter too. Upgrading to the right computer can make your business more productive, more efficient and more competitive. But how do you know the right one for you?

The right computer should keep up with you. It should have the capacity to run different applications at the same time to ensure your business is running as efficiently as possible. To do this, the right computer must be equipped with the right processor.

Not all processors are created equal

2nd generation Intel® Core™ processors deliver an intelligent computing experience that you can see. Improved technology for greater performance and built-in visuals power a stunning graphic experience combine in a visibly smarter PC experience that can have a real impact on your business.

Smarter. Faster. What the features of a 2nd generation Intel Core processor can do for your business

Feature	What it does	How it helps your business
HD Graphics	Built-in visuals deliver enhanced multimedia experiences faster, while reducing power consumption and cost.	Get your business looking good Create a rich media presentation with video, edit it and share it ... faster.
Intel Turbo Boost Technology 2.0	Delivers a burst of processor speed automatically when workload demands additional performance and conserves energy at lower workloads	Get power and efficiency Working on a massive presentation? Sick of waiting for a file to load? Get it done faster with power from other applications you're not using
Intel Hyper-Threading Technology	Multitask processing allows each core of the processor to work on two tasks at any one time, speeding up workflow via multitasking	Get more done in less time View a large presentation while running other applications and backing-up files

Ready to work faster and smarter? Find your nearest Intel reseller at

http://wtbapac.intel.com/au/consumer/shop/?iid=au_corefamily_corei5+au_wtb

Smart made simple

Intel HD Graphics: like using a camcorder instead of a professional movie camera – great quality that is more practical and efficient.

Intel Turbo Boost Technology 2.0: like a sports car that delivers power and traction to the wheels when it's needed, Intel Turbo Boost Technology 2.0 automatically speeds up the processor when the PC needs extra performance.

Intel Hyper-Threading Technology: like toasting two pieces of bread in a double slot toaster instead of using a single slot twice – get more done in the same amount of time.

A smart investment

A 2nd generation Intel Core processor has the capacity to grow with you. In both desktop and laptop PCs, it can adapt to the changing needs of your business.

Make the right choice for your business. Download your FREE SMB buyer's tips guide and take it with you when you buy. <http://www.intel.com.au/smb>