



Intel Consumer Sample Copy

1H Spring 2011 Sales Season

For Pass-Through Use Only | Intel Confidential

Effective for materials releasing January 2011–May 2011

Updated Oct. 8, 2010

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Table of Contents

Table of Contents..... 2

Introduction..... 4

Intel Copy Usage Guidelines.....	4
What's New	6
1H Spring 2011 Consumer Campaign Messaging Hierarchy.....	7
Summary of Lead Messages	8
Intel® "Stars" Processor Rating System.....	10

Intel® Core™ Processors..... 11

2nd Generation Usage Guidelines..... 11

Referring to Intel® Core™ Processors.....	11
2nd Generation Term Translations	13
2nd Generation Consumer Messaging Strategy	15
2nd Generation Key Concepts	16
Transition Timing and Messaging.....	17
Selling Up	18
Technology Descriptors.....	19

2nd Generation Processors 21

2nd Generation Intel® Core™ Processor Family.....	21
2nd Generation Intel® Core™ i3 Processor.....	23
2nd Generation Intel® Core™ i5 Processor	25
2nd Generation Intel® Core™ i7 Processor	29
2nd Generation Usage Model-Based Messaging.....	32
2nd Generation Intel® Core™ Processors for All-in-One PCs.....	34

Extreme Edition Processors..... 37

Intel® Core™ i7 Processor Extreme Edition Desktop (Content Creators).....	37
Intel® Core™ i7 Processor Extreme Edition Desktop (Gaming).....	38
Intel® Core™ i7 Processor Extreme Edition Laptop (Content Creators).....	39
Intel® Core™ i7 Processor Extreme Edition Laptop (Gaming).....	40

Previous Generation Processors 41

Previous Generation Intel® Core™ Processor Family (2010).....	41
Previous Generation Intel® Core™2 Processors	42

Intel® Processors for Ultra-Thin Laptops..... 43

Intel® Core™ i3 Processor for Ultra-Thin Laptops.....	43
Intel® Core™ i5 Processor for Ultra-Thin Laptops	44
Intel® Core™ i7 Processor for Ultra-Thin Laptops.....	46
Intel® Pentium® Processor for Ultra-Thin Laptops.....	47
Intel® Celeron® Processor for Ultra-Thin Laptops.....	48

Intel® Processors for Basic Computing 49

Intel® Pentium® Processor and Intel® Celeron® Processor.....	49
--	----

Intel® Atom™ Processor Family 50

Intel® Atom™ Processor for Netbooks.....	50
Intel® Atom™ Processor for Entry-Level Desktops—Emerging Markets	52
Intel® Atom™ Processor for smart TV-Enabled Devices.....	53

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Table of Contents

Other Products and Technologies 54

Intel® Turbo Boost Technology 2.0 54

Intel® Hyper-Threading Technology 55

Built-in Visuals 56

Intel® Wireless Display 59

Intel® Anti-Theft Technology 60

4G WiMAX Wireless Technology 61

Intel® Solid-State Drives 63

Intel® Centrino® Wireless Products 65

Intel® My WiFi Technology 66

Intel® Processors for Home Servers and Intel® Processors for Entry-Level
Desktops—Mature Markets 67

Legal Disclaimers 68

Table of Contents

Introduction

► **Intel Copy Usage Guidelines**

[What's New](#)

[1H Spring 2011 Consumer Campaign
Messaging Hierarchy](#)

[Summary of Lead Messages](#)

[Intel® "Stars" Processor Rating System](#)

Intel® Core™ Processors

**Intel® Processors for
Ultra-Thin Laptops**

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Introduction

Intel Copy Usage Guidelines

About This Document

This document provides essential Intel sample copy targeted at consumers, highlighting the advantages of innovative Intel® processors and technology platforms. It is useful for differentiating Intel processors from one another. You'll also find guidance on broader Intel marketing initiatives, including the "Stars" processor rating system.

This copy can be used in a wide range of marketing materials—advertising, pass-through marketing, online, collateral—to communicate the groundbreaking performance and value of Intel processors over the competition. It can also be provided to your marcom agency partners to develop Intel direct communications.

Any copy placed inside a box with a gradient blue header can be cut and pasted directly from this document and used as-is.

Because corporate marketing and legal have approved this copy, it can be used in marketing communications without additional approvals.

This document is not intended to provide every possible message for every product in every situation. Instead, the goal is to give you and your marketing partners a framework so that you can adapt this messaging as needed in a way that is consistent with Intel positioning.

If you have questions or comments, please contact the Intel Global Messaging Strategy team:

- Brenda Lynch, Consumer Messaging Strategist—Intel® Atom™ Processor, Lead
brenda.lynch@intel.com
- Vince Thomas, Consumer Messaging Strategist—Intel® Core™ Processor, Lead
vince.thomas@intel.com
- Mike Fard, Performance Messaging Strategist
mike.fard@intel.com
- Kavita Aiyar, Manager
kavita.aiyar@intel.com

Important Information

All content herein is provided for illustrative purposes only. Use of this sample copy is at Users' own volition and discretion, and User is solely responsible for determining if the content is applicable and appropriate for the advertised products and for using the content in a manner that is not misleading and is in accordance with all applicable laws. INTEL MAKES NO WARRANTIES, EXPRESS OR IMPLIED, WITH REGARD TO THE CONTENT HEREIN.

Disclaimers have been provided for Users' convenience, and it is recommended that User include disclaimers specific to the sample copy used. Usage of disclaimers is clearly indicated in this document. Nevertheless, Users must review their advertisements to determine if a disclaimer is appropriate, and what type of disclaimer to use.

[Table of Contents](#)

[Introduction](#)

► [Intel Copy Usage Guidelines](#)

[What's New](#)

[1H Spring 2011 Consumer Campaign
Messaging Hierarchy](#)

[Summary of Lead Messages](#)

[Intel® "Stars" Processor Rating System](#)

[Intel® Core™ Processors](#)

[Intel® Processors for
Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)

Introduction

Intel Copy Usage Guidelines *(continued)*

Follow these general guidelines to use the provided copy in your marketing materials.

The Hook

A succinct sound bite for the lead message that captures people's attention.

Lead Message

Use this copy when short, arresting, memorable language is called for. It is particularly appropriate for executive briefings, high-level corporate communications, and whenever one is asked for a quote.

Sound Bites

Sound bites are designed to grab attention and convince consumers they need to learn more. Use them as headers on floor displays, on store banners, in print ads, on the covers of brochures and flyers, as online banners, or anywhere you might need to cut through the noise and draw customers in to more detailed information.

Suggested Copy—Short

The short version of copy provides a concise introduction to the product and its main benefit. It can be used with sound bites and key support points in print ads, collateral pieces, and web copy, or as standalone copy for floor displays, landing pages, and store handouts.

Suggested Copy—Long

The long version of copy provides a longer summary of several detailed copy points or multiple key messages to tell a more comprehensive product story. Use for more extensive communications such as brochures and websites.

Key Support Points

Key support points provide a prioritized list of essential product benefits. Designed for quick reading, they can be used in advertising, direct mail, brochures, and online copy to provide detailed information that supports the claims made by the sound bite, unless otherwise notified in the specific page usage guidance.

Table of Contents

Introduction

[Intel Copy Usage Guidelines](#)

► **What's New**

[1H Spring 2011 Consumer Campaign Messaging Hierarchy](#)

[Summary of Lead Messages](#)

[Intel® "Stars" Processor Rating System](#)

Intel® Core™ Processors

[Intel® Processors for Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)

Introduction

What's New

The Global Messaging Strategy team has made additions, changes, and deletions from the Holiday Q4 2010 messaging document. Primarily, the changes reflect support for the 1H Spring 2011 marketing strategy, campaign guidance, and new products that may be coming to market.

Key Changes

1H Spring 2011 Consumer Campaign Hierarchy

- We updated the visual and textual descriptors to articulate our focus in the 1H Spring 2011 sales marketing cycle.

Intel "Stars" Processor Rating System

- We updated this page with the latest version of ratings and messages for the 1H Spring 2011 sales cycle.

Intel® Core™ Processors

Major revisions were made to this section. We consolidated the Intel® Core™ processor pages into this section to make it easier to find individual processor sample copy and reference material.

- New pages were added with specific 2nd generation strategy and reference materials.
- New pages were added for the 2nd generation Intel® Core™ processor family, individual processors (i3/i5/i7) including K SKUs, Retail Zone, and All-in-One-PCs. Performance and non-performance proof points can be found in key support points.
- New pages were added for previous generation Intel® Core™ processor family (2010). Please review all materials in this section carefully when creating marketing materials.

Intel® Atom™ Processors

[Intel® Atom™ Processor for smart TV-Enabled Devices](#)

- We changed the title descriptor page from Consumer Electronics to smart TV-Enabled Devices. This change better reflects the category for which this sample copy is intended. No changes have been made to the sample copy itself.

[Intel® Atom™ Processor for Handhelds](#)

- This page has been removed.

Other Products and Technologies

[Intel® Turbo Boost Technology](#)

- This new page provides sample copy for the technology feature present on select members of the 2nd generation Intel® Core™ processor family of products.

[Intel® Hyper-Threading Technology](#)

- This new page provides sample copy for the technology feature present on select members of the 2nd generation Intel® Core™ processor family of products.

[Built-in Visuals](#)

- This new page provides sample copy for the technology features group present on select members of the 2nd generation Intel® Core™ processor family of products, and includes sample copy for individual features in the group, including Intel® Quick Sync Video, Intel® HD Graphics, Intel® Clear Video HD Technology, and Intel® InTRU™ 3D Technology. (Intel® Advanced Vector Extensions is part of the feature group but is not messaged/marketed, so no sample copy is provided.)

[Intel® Wireless Display](#)

- We updated the sample copy for this technology feature present on select members of the 2nd generation Intel® Core™ processor family of products.

[Intel® Anti-theft Technology](#)

- We updated the sample copy for this technology feature present on select members of the 2nd generation Intel® Core™ processor family of products.

[WiMAX* Wireless Technology](#)

- We updated the sample copy for this technology feature present on select members of the 2nd generation Intel® Core™ processor family of products.

[Intel® Centrino® Wireless Products](#)

- We updated the sample copy for this technology feature present on select members of the 2nd generation Intel® Core™ processor family of products.

[Intel® My WiFi Technology](#)

- We updated the sample copy for this technology feature present on select members of the 2nd generation Intel® Core™ processor family of products.

Table of Contents

Introduction

[Intel Copy Usage Guidelines](#)
[What's New](#)

► **1H Spring 2011 Consumer Campaign Messaging Hierarchy**

[Summary of Lead Messages](#)
[Intel® "Stars" Processor Rating System](#)

Intel® Core™ Processors

[Intel® Processors for
Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)

Introduction

1H Spring 2011 Consumer Campaign Messaging Hierarchy

The graphic below is a visual representation of Intel's priorities in the consumer space for the 1H Spring 2011 sales season. The text below is not intended as sample copy, but can be used as you see fit for internal or NDA communications to help explain the focus of Intel marketing efforts in the spring shopping season.

The innovators at Intel, the Sponsors of Tomorrow™, introduce exciting new processors for your PCs and consumer electronics this season. The choices have never been more exciting:

- 2nd generation Intel® Core™ i3, Core™ i5, and Core™ i7 processors are now available in laptops and desktops. Smart performance and built-in visuals for a visibly better PC experience. The 2nd generation Intel® Core™ processor family. Visibly smart.
- Intel® Atom™ processors bring intelligence and performance to a wide variety of devices, giving people new opportunities to connect to each other, to content, and to other devices. From netbooks to consumer electronics, the Intel® Atom™ processor continues Intel's leadership in defining new markets and realizing new possibilities.

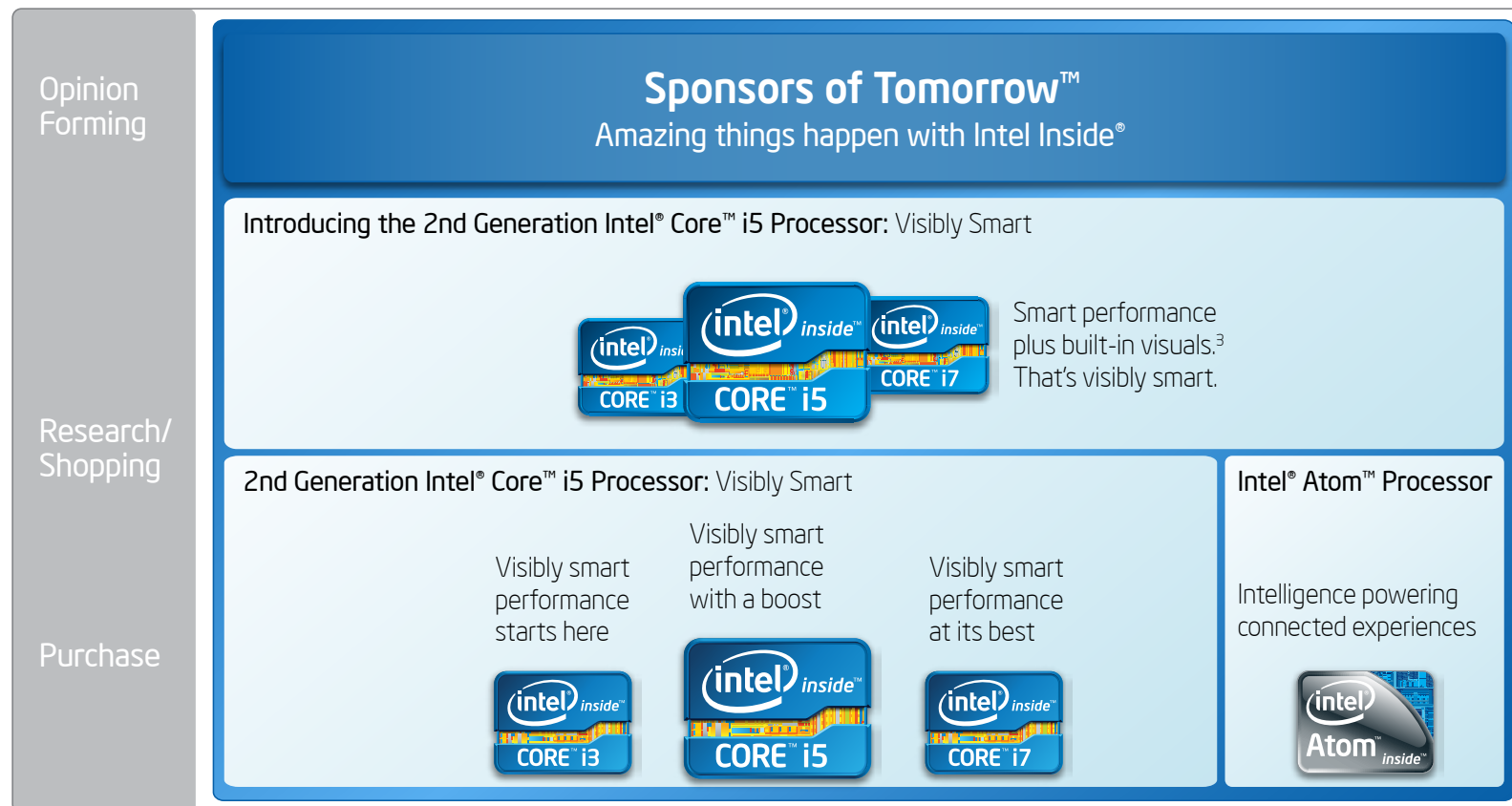


Table of Contents

Introduction

[Intel Copy Usage Guidelines](#)

[What's New](#)

[1H Spring 2011 Consumer Campaign
Messaging Hierarchy](#)

► [Summary of Lead Messages](#)

[Intel® "Stars" Processor Rating System](#)

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Introduction

Summary of Lead Messages

Section	Product	Hook
2nd Generation Intel® Core™ Processor Family	2nd Gen Intel® Core™ Processor Family	Visibly Smart
	2nd Gen Intel® Core™ i7 Processor	Visibly smart performance at its best
	2nd Gen Intel® Core™ i7-2600K Processor (P chipset)	2nd generation smart performance at its best and unlocked ¹¹
	2nd Gen Intel® Core™ i7-2600K Processor (H chipset)	Visibly smart desktop performance at its best
	2nd Gen Intel® Core™ i5 Processor	Visibly smart performance with a boost
	2nd Gen Intel® Core™ i5-2500K Processor (P chipset)	2nd generation smart performance with a boost and unlocked ¹¹
	2nd Gen Intel® Core™ i5-2500K Processor (H chipset)	Visibly smart desktop performance with a boost See alternatives on page 28 .
	2nd Gen Intel® Core™ i3 Processor	Visibly smart performance starts here
	2nd Gen Intel® Core™ Processors for All-in-One PCs	Visibly smart and stylish performance. All in one processor family. See alternatives on pages 35-36 .
Intel® Core™ i7 Processor Extreme Edition	Intel® Core™ i7 Processor Extreme Edition Desktop	Intel's fastest, ^{10,28} smartest PC processor See alternatives on page 37 .
	Intel® Core™ i7 Processor Extreme Edition Desktop (Gaming)	Intel's fastest, ^{10,28} smartest PC processor See alternatives on page 38 .
	Intel® Core™ i7 Processor Extreme Edition Laptop	Intel's fastest, ^{10,28} smartest processor for laptops
	Intel® Core™ i7 Processor Extreme Edition Laptop (Gaming)	Intel's fastest, ^{10,28} smartest processor for laptops
Previous Generation Intel® Core™ Processors	Intel® Core™ Processor Family (2010)	Previous generation smart performance
	Intel® Core™2 Processors	Previous generation performance
Intel Processors for Ultra-Thin Laptops	Intel® Core™ i7 Processor for Ultra-Thin Laptops	The ultimate balance of style and performance
	Intel® Core™ i5 Processor for Ultra-Thin Laptops	Boost your performance and style
	Intel® Core™ i3 Processor for Ultra-Thin Laptops	Smart style starts here
	Intel® Pentium® Processor for Ultra-Thin Laptops	Intel's classic processor—now in sleek, new, ultra-thin laptops
	Intel® Celeron Processor for Ultra-Thin Laptops	Entry-level computing in sleek, new, ultra-thin laptops

Table of Contents

Introduction

[Intel Copy Usage Guidelines](#)

[What's New](#)

[1H Spring 2011 Consumer Campaign
Messaging Hierarchy](#)

► [Summary of Lead Messages](#)

[Intel® "Stars" Processor Rating System](#)

Intel® Core™ Processors

**Intel® Processors for
Ultra-Thin Laptops**

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Introduction

Summary of Lead Messages *(continued)*

Section	Product	Hook
Intel® Processors for Basic Computing	Intel® Pentium® Processor	Intel's classic, reliable processor
	Intel® Celeron Processor	Intel's entry-level processor
Intel® Atom™ Processors	Intel® Atom™ Processor for Netbooks (Mature + Emerging Markets Tier 1/2)	Your small, connected companion
	Intel® Atom™ Processor for Netbooks (Emerging Markets)	The Internet and computing always within your reach
	Intel® Atom™ Processor for Entry-Level Desktops— Emerging Markets	The practical device for Internet and computing at home
	Intel® Atom™ Processor for smart TV-Enabled Devices	Your TV just got a whole lot smarter

Table of Contents

Introduction

Intel Copy Usage Guidelines

What's New

1H Spring 2011 Consumer Campaign
Messaging Hierarchy

Summary of Lead Messages

► Intel® "Stars" Processor Rating System

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Introduction

Intel® "Stars" Processor Rating System

Usage Guidance

Please refer to Intel's public website for information on how Intel® processor ratings are used at <http://www.intel.com/consumer/rating-partner.htm>.

NOTE: Previous generation Intel® Core™ processor family (2010) promotional marketing materials should be phased out at the discretion of the local market, based on product availability and mix of various Intel® Core™ processor generations. At that time, Intel Core processor (2010) messages can be replaced with "Previous generation smart performance." Please consult with the Geo or HQ marketing lead for questions or further guidance. 2H-2011 usage guidance will be provided in the Back-to-School Q3 2011 update.

Processor Rating

★★★★★ 5 stars	 Visibly smart performance at its best	 Intel's smartest processor	 Ultimate in smart performance	 (Ultra-thin) Ultimate style and performance	 Intel's original performance processor	 Intel's original performance processor	 Great gaming technology
★★★★ 4 stars	 Visibly smart performance with a boost	 Smart performance with a boost	 (Ultra-thin) Boost your style and performance	 Intel's original performance processor	 Intel's original performance processor	 (Ultra-thin) Previous generation for thin designs	
★★★ 3 stars	 Visibly smart performance starts here	 Smart performance starts here	 (Ultra-thin) Smart style starts here	 Intel's original performance processor	 Intel's original performance processor	 (Ultra-thin) Previous generation for thin designs	
★★ 2 stars	 (Ultra-thin) Reliability in ultra-thin designs	 Classic and reliable					
★ 1 star	 Entry-level processing						

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

► Referring to Intel® Core™ Processors

2nd Generation Term Translations

2nd Generation Consumer
Messaging Strategy

2nd Generation Key Concepts

Transition Timing and Messaging

Selling Up

Technology Descriptors

2nd Generation Processors

Extreme Edition Processors

Previous Generation Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Intel® Core™ Processors – 2nd Generation Usage Guidelines

Referring to Intel® Core™ Processors

- When referring to the new 2nd generation Intel® Core™ processor family launching in 2011, use of the term “2nd generation” is highly recommended to ensure differentiation of these products from previous generation Intel® Core™ processors (2010, Core2).

- ◊ Standard (full): “2nd generation”; short (abbreviated): “2nd gen”

- ◊ Do not use the word “second”

- ◊ First use the standard term “2nd generation”; while the standard term is preferred, subsequent references can use either the standard or short version “2nd gen,” depending on available space.

- For other target languages and countries, approved translations of the term “2nd generation” are provided in this document. There is no short form in any language but English.

- Always capitalize “Generations” or “Gen” in headlines, and lower case in all other uses.

- No period is needed after the term “Gen” or “gen.”

- Upon first reference to the 2nd generation Intel Core processor family, use the term “family” to describe the complete collection of processors. After this first usage, you may use either “processor family” or “processors” to describe the complete collection of processors. You may also use the term “processors” to describe more than one 2nd generation Intel Core processor.

- Use the term “previous generation” as a descriptor for all 2010 Intel® Core™ processors and Intel® Core™2 processors when present in market with 2nd generation product family is achieved.

Correct:

- » Previous generation Intel® Core™ processors

Incorrect:

- » 1st generation Intel® Core™ processors

- Do not use the term “2011” to signal newness or any other marketing message.

- Any multigenerational messaging or claims that use the general term “Intel® Core™ processors” must apply to all Intel® Core™ processors.

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

► Referring to Intel® Core™ Processors

2nd Generation Term Translations

2nd Generation Consumer
Messaging Strategy

2nd Generation Key Concepts

Transition Timing and Messaging

Selling Up

Technology Descriptors

2nd Generation Processors

Extreme Edition Processors

Previous Generation Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Intel® Core™ Processors – 2nd Generation Usage Guidelines

Referring to Intel® Core™ Processors *(continued)*



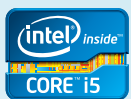
The **2nd generation** Intel® Core™ processor family
The **2nd gen** Intel® Core™ processor family
The **2nd generation** Intel® Core™ i3, Core™ i5, and Core™ i7 processors
The **2nd gen** Intel® Core™ i3, Core™ i5, and Core™ i7 processors



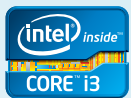
The **2nd generation** Intel® Core™ i7 processor Extreme Edition
For usage guidance please contact local or Global Marketing Strategy.



The **2nd generation** Intel® Core™ i7 processor
The **2nd gen** Intel® Core™ i7 processor



The **2nd generation** Intel® Core™ i5 processor
The **2nd gen** Intel® Core™ i5 processor



The **2nd generation** Intel® Core™ i3 processor
The **2nd gen** Intel® Core™ i3 processor



The **previous generation** Intel® Core™ processor family
The **previous gen** Intel® Core™ processor family
The **previous generation** Intel® Core™ i5 processor
The **previous gen** Intel® Core™ i5 processor (etc.)



Intel® Core™2 processors
Intel® Core™2 Quad processor
Intel® Core™2 Duo processor
If needed for extreme clarity: Previous generation Intel® Core™ processors, Core™2 Quad (or Duo) processor

[Table of Contents](#)

[Introduction](#)

[Intel® Core™ Processors](#)

[2nd Generation Usage Guidelines](#)

[Referring to Intel® Core™ Processors](#)

[► 2nd Generation Term Translations](#)

[2nd Generation Consumer
Messaging Strategy](#)

[2nd Generation Key Concepts](#)

[Transition Timing and Messaging](#)

[Selling Up](#)

[Technology Descriptors](#)

[2nd Generation Processors](#)

[Extreme Edition Processors](#)

[Previous Generation Processors](#)

[Intel® Processors for
Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)

Intel® Core™ Processors – 2nd Generation Usage Guidelines

2nd Generation Term Translations

NOTE:

These are the official translations for the term “2nd generation” that is used with the 2nd generation Intel® Core™ processor family of products. Please use these exclusively and consistently for the appropriate language and country. There is no abbreviated short form in any language other than English.

This table is for reference purposes only. Not all fonts are compatible with all characters in these translations. If using in final layout, please have local representatives review.

Region	Language	Approved Standard Translation for Term 2nd Generation Intel® Core™ Processor
ASMO	Canada	2nd generation Intel® Core™ processor (English)
	U.S.	2nd generation Intel® Core™ processor (English)
APAC	Australia	2nd generation Intel® Core™ processor (English)
	India	2nd generation Intel® Core™ processor (English)
	Indonesia	2nd generation Intel® Core™ processor (English)
	Korea	제2세대 인텔® 코어™ 프로세서 (Korean)
	Malaysia	2nd generation Intel® Core™ processor (English)
	Pakistan	2nd generation Intel® Core™ processor (English)
	Philippines	2nd generation Intel® Core™ processor (English)
	Singapore	2nd generation Intel® Core™ processor (English)
	Taiwan	第2代 Intel® 酷睿™ 處理器 (Chinese traditional)
	Thailand	2nd generation Intel® Core™ processor (English)
	Vietnam	2nd generation Intel® Core™ processor (English)
EMEA	Belgium	De 2 ^e generatie Intel® Core™ processors (Dutch) La 2 ^e génération de processeurs Intel® Core™ (French)
	France	La 2 ^e génération de processeurs Intel® Core™ (French)
	Germany	Die zweite Generation der Intel® Core™ Prozessoren (German)
	Italy	La seconda generazione di processori Intel® Core™ (Italian)
	Netherlands	De 2e generatie Intel® Core™ processors (Dutch)
	Poland	Druga generacja procesorów Intel® Core™ (Polish)
	Russian	2-е поколение процессоров Intel® Core™ (Russian)
	Spain	2 ^a generación de procesadores Intel® Core™ (Spanish-Spain)
	Sweden	2:a generationen Intel® Core™ processorer (Swedish)
	Turkey	2'nci nesil Intel® Core™ işlemciler (Turkish)
	U.K.	2nd generation Intel® Core™ processor (English)
	Ukraine	Друге покоління процесорів Intel® Core™ (Ukrainian)
	UAE	Intel® Core™ الجيل الثاني من معالجات (Arabic)

[Table of Contents](#)

[Introduction](#)

[Intel® Core™ Processors](#)

[2nd Generation Usage Guidelines](#)

[Referring to Intel® Core™ Processors](#)

► [2nd Generation Term Translations](#)

[2nd Generation Consumer
Messaging Strategy](#)

[2nd Generation Key Concepts](#)

[Transition Timing and Messaging](#)

[Selling Up](#)

[Technology Descriptors](#)

[2nd Generation Processors](#)

[Extreme Edition Processors](#)

[Previous Generation Processors](#)

[Intel® Processors for
Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)

Intel® Core™ Processors – 2nd Generation Usage Guidelines

2nd Generation Term Translations *(continued)*

Region	Language	Approved Standard Translation for Term 2nd Generation Intel® Core™ Processor
IJKK	Japanese	第2世代 インテルCoreプロセッサ (Japanese)
LAR	Argentina	Segunda generación de procesadores Intel® Core™ (Spanish-LAR)
	Brazil	Segunda geração de processadores Intel® Core™ (Portuguese)
	Chile	Segunda generación de procesadores Intel® Core™ (Spanish-LAR)
	Columbia	Segunda generación de procesadores Intel® Core™ (Spanish-LAR)
	Mexico	Segunda generación de procesadores Intel® Core™ (Spanish-LAR)
PRC	PRC	第二代智能英特尔®酷睿™处理器 (Chinese simplified)

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

Referring to Intel® Core™ Processors

2nd Generation Term Translations

► 2nd Generation Consumer
Messaging Strategy

2nd Generation Key Concepts

Transition Timing and Messaging

Selling Up

Technology Descriptors

2nd Generation Processors

Extreme Edition Processors

Previous Generation Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Intel® Core™ Processors – 2nd Generation Usage Guidelines

2nd Generation Consumer Messaging Strategy

NOTE:

The text at right is not intended as sample copy. The graphic is a visual representation of the 2nd generation Intel® Core™ processor family global messaging strategy. This information is to provide background for how the sample copy was developed. These products use a consistent global message framework under the theme “Visibly Smart.”

- The 2nd generation Intel® Core™ processor family continues the strategy of leading with the “smart performance” message and now differentiates with “visual experience” (when built-in visuals are available). This term is our marketing expression for the union of “smart performance with visual experience” that is delivered by the processor. These complementary types of performance, one smart and one visual, combine to deliver PC performance that is perceivably better. To support the “Visibly Smart” theme, we suggest that both of these themes are used, either individually or together. If a choice is required, we recommend using “smart performance” over “visual experience.” See 2nd Generation Key Concepts on [page 16](#) for more information.

EXAMPLE: Smart performance and built-in visuals for a visibly better PC experience.

- We recommend messaging benefits over specific feature names to give more emotional impact to our story. We recommend using a feature name only in the context of its benefit and clearly associate with the user experience.
- The term “built-in visuals” refers to the group of technology features that enable the “visual experience” (features include: Intel® HD Graphics, Intel® Quick Sync Video, Intel® InTRU 3D, Intel® Clear Video HD, and optionally Intel® Wireless Display). In order for this term to be meaningful, the benefits of these constituent technologies must be present in the PC/laptop system being marketed. You accordingly should not use the term “built-in visuals” or the associated sample copy/messaging (as outlined in the associated individual processor or technology pages) if these technology features are not available on systems referred to in the subject marketing materials. Contact your local marketing team or Global Messaging Strategy team if you have questions.
- Key supporting product proof points are provided to help further explain essential product benefits. Creative versions are included to provide more options.

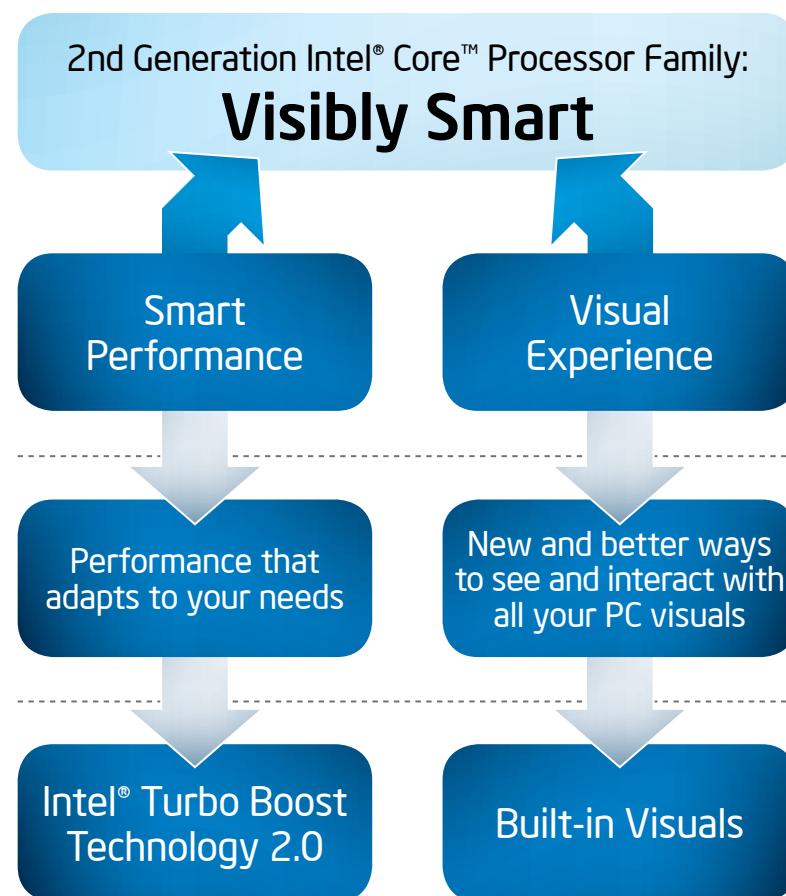


Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

Referring to Intel® Core™ Processors
2nd Generation Term Translations
2nd Generation Consumer
Messaging Strategy

► 2nd Generation Key Concepts

Transition Timing and Messaging
Selling Up
Technology Descriptors

2nd Generation Processors

Extreme Edition Processors

Previous Generation Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Intel® Core™ Processors – 2nd Generation Usage Guidelines

2nd Generation Key Concepts

Smart Performance

Smart Performance refers to the **unique features** of our processors, which **increase and adapt performance automatically** to get the most out of the PC. First, **Intel® Turbo Boost Technology 2.0¹** delivers an even greater burst of processor speed automatically when your PC needs extra performance. Second, **Intel® Hyper-Threading Technology²** allows each processor core to work on two tasks at the same time for more responsive multitasking. These key features, combined with improved baseline performance and energy efficiency, make the 2nd generation Intel® Core™ processor family our **smartest and most responsive** processor family yet.

Visibly Smart

Visibly Smart is our marketing expression for the **union of smart performance with visual experience** in the processor. These complementary types of performance, one smart and one visual, combine to deliver **performance that is perceptibly better**. “Visibly Smart” also can be expressed as “smart that one can see” or “smart made visible.”

Visual Experience

Visual Experience refers to new and better ways to see and interact with all of your PC visuals and is a complementary type of performance. It includes the **graphics** you see and interact with on the Internet and in games, and **media**, such as images and HD video, that you watch, create, edit, and share. And it's more than that. **Our built-in visuals³** offer features and benefits that enable and expand all these aspects of your PC visuals making them look stunning and run seamlessly. This also speaks to the quality of the experience that is so **smooth and without interruption or hesitation** that you are kept **immersed and in the flow** of what you're doing.

Seamless

Means having no awkward transitions, interruptions, or indications of disparity. When used to describe 2nd generation Intel® Core™ processor family benefits, it refers first to the **elegant integration of smart performance and the visual experience** that work better together. Second, it refers to the consumer benefits of being able to more **easily access a wider variety of better-enabled and more readily available capabilities**. Third, it refers to the ability to **move easily and smoothly within and between those capabilities and activities**.

[Table of Contents](#)

[Introduction](#)

[Intel® Core™ Processors](#)

[2nd Generation Usage Guidelines](#)

[Referring to Intel® Core™ Processors](#)

[2nd Generation Term Translations](#)

[2nd Generation Consumer](#)

[Messaging Strategy](#)

[2nd Generation Key Concepts](#)

▶ [Transition Timing and Messaging](#)

[Selling Up](#)

[Technology Descriptors](#)

[2nd Generation Processors](#)

[Extreme Edition Processors](#)

[Previous Generation Processors](#)

[Intel® Processors for
Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)

Intel® Core™ Processors – 2nd Generation Usage Guidelines

Transition Timing and Messaging

NOTE:

This is an overview of the relative messaging for all Intel® Core™ processor generations through 2011. These statements help emphasize points of difference between the processors in a given time period and communicate the repositioning and sell up from previous generation Intel® Core™ processors to 2nd generation. Note that these are subtle wording differences that will rely on multiple marketing elements to drive that differentiation.

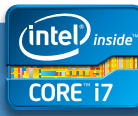
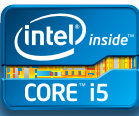
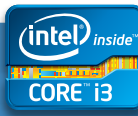
2011 Timing						
						
1H Spring Jan/Feb	Previous generation performance	Faster. Smarter.	(QC only) Not just smart. Visibly smart. <i>NEW</i>	(QC only) Not just smart. Visibly smart. <i>NEW</i>	NA	NA
2H Spring May/Jun	Previous generation performance	Previous generation smart performance	Visibly smart performance at its best <i>NEW</i>	Visibly smart performance with a boost <i>NEW</i>	Visibly smart performance starts here <i>NEW</i>	If you need sample copy for the 2nd generation Intel® Core™ i7 Processor Extreme Edition Laptop (Gaming), contact the Global Messaging Strategy Team.
Back-to-School Jul/Aug/Sep	No marketing or messaging	Previous generation smart performance	Visibly smart performance at its best <i>NEW</i>	Visibly smart performance with a boost <i>NEW</i>	Visibly smart performance starts here <i>NEW</i>	
Holiday Oct/Nov/Dec		In-market Status TBD	Visibly smart performance at its best	Visibly smart performance with a boost	Visibly smart performance starts here	Placeholder: The visibly smartest processor <i>NEW</i>

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

Referring to Intel® Core™ Processors

2nd Generation Term Translations

2nd Generation Consumer
Messaging Strategy

2nd Generation Key Concepts

Transition Timing and Messaging

► Selling Up

Technology Descriptors

2nd Generation Processors

Extreme Edition Processors

Previous Generation Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

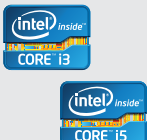
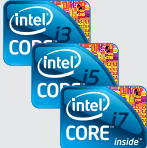
Other Products and Technologies

Legal Disclaimers

Intel® Core™ Processors – 2nd Generation Usage Guidelines Selling Up

NOTE:

The 2nd generation Intel® Core™ processor family follows a familiar good/better/best progression, where the 2nd generation Intel® Core™ i3 processor is good, the Intel® Core™ i5 processor is better, and the Intel® Core™ i7 and i7 Extreme Edition processors are best. For consumers seeking a processor that addresses their basic computing needs, we offer the Intel® Pentium® processor. Please contact the Global Marketing Strategy team for questions or further guidance.

To						
From						
How	Emphasize the benefits of a visual experience from built-in visuals, ³ and smart multitasking from Intel® Hyper-Threading Technology. ²	Emphasize the added benefits of smart performance from Intel® Turbo Boost Technology 2.0 ¹ , and the benefits of a visual experience from built-in visuals ³ NOTE: in marketing, recommend smart performance over visual experience. Visual experience is for use when built-in visuals are available.	Emphasize an overall best experience, all features are enabled (smart performance—Intel® Turbo Boost Technology 2.0, ¹ built-in visuals, ³ and smart multitasking from Intel® Hyper-Threading Technology. ²)	Emphasize the new benefits of a visual experience from built-in visuals. ³	Emphasize the new benefits of a visual experience from built-in visuals, ³ and improved smart performance from Intel® Turbo Boost Technology 2.0. ¹ NOTE: in marketing, recommend smart performance over visual experience. Visual experience is for use when built-in visuals are available.	Emphasize the added benefits of smart performance from Intel® Turbo Boost Technology 2.0 ¹ , and the benefits of a visual experience from built-in visuals ³ NOTE: in marketing, recommend smart performance over visual experience. Visual experience is for use when built-in visuals are available.

[Table of Contents](#)

[Introduction](#)

[Intel® Core™ Processors](#)

[2nd Generation Usage Guidelines](#)

[Referring to Intel® Core™ Processors](#)

[2nd Generation Term Translations](#)

[2nd Generation Consumer
Messaging Strategy](#)

[2nd Generation Key Concepts](#)

[Transition Timing and Messaging](#)

[Selling Up](#)

► [Technology Descriptors](#)

[2nd Generation Processors](#)

[Extreme Edition Processors](#)

[Previous Generation Processors](#)

[Intel® Processors for
Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)

Intel® Core™ Processors – 2nd Generation Usage Guidelines

Technology Descriptors

NOTE:

The following descriptors are intended for use closer to point of purchase, to communicate features within the 2nd generation Intel® Core™ processor family. Please ensure that these “one-liners” are part of a holistic product story.

The term “built-in visuals” refers to the group of technology features listed below in grey (Intel® HD Graphics, Intel® Quick Sync Video, Intel® InTRU 3D, Intel® Clear Video HD, and optionally Intel® Wireless Display). In order for this term to be meaningful, the

benefits of these constituent technologies must be present in the PC/laptop system being marketed. You accordingly should not use the term “built-in visuals” or the associated sample copy/messaging (as outlined in the associated individual processor or technology pages) if these technology features are not available on systems referred to in the subject marketing materials. Contact your local marketing team or Global Messaging Strategy team if you have questions.

See the Other Products and Technologies section for additional sample copy.

Technology	Available On	Short Form/Hook	Fact Tag
Intel® Turbo Boost Technology 2.0 ¹	2nd gen Intel® Core™ i7/i5	Improved extra GHz on demand ¹	See specific guidance on page 20 .
Intel® Hyper-Threading Technology ²	2nd gen Intel® Core™ i7 w/4T (Dual-core parts)	Smart multitasking ²	4-way multi-task processing (via Intel® Hyper-Threading Technology) ²
	2nd gen Intel® Core™ i5 w/4T		
	2nd gen Intel® Core™ i3 w/4T		
	2nd gen Intel® Core™ i7 w/8T (Quad-core parts)		8-way multi-task processing (via Intel® Hyper-Threading Technology) ²
	Intel® Core™ i7 processor EE w/12T (Six-core parts)		12-way multi-task processing (via Intel® Hyper-Threading Technology) ²
Built-in Visuals ³	2nd gen Intel® Core™ i7/i5/i3	A smart visual experience built in	Built-in visuals ³
Intel® HD Graphics ³	2nd gen Intel® Core™ i7/i5/i3	Great gaming built in	Consult local marketing strategy for guidance.
Intel® Quick Sync Video ³	2nd gen Intel® Core™ i7/i5/i3	Edit and share videos in a flash	Consult local marketing strategy for guidance.
Intel® InTRU™ 3D ³	2nd gen Intel® Core™ i7/i5/i3	3D your PC	Consult local marketing strategy for guidance.
Intel® Clear Video HD ³	2nd gen Intel® Core™ i7/i5/i3	Picture perfect	Consult local marketing strategy for guidance.
Intel® Wireless Display ⁵	Select Intel® Core™ processor-based systems	Your PC on TV ⁵	Intel® Wireless Display ⁵ –Or– Intel® WiDi ⁵
Intel® Anti-theft Technology ⁶	Select Intel® Core™ processor-based with service	Help protect your laptop ⁶	Depends on system configuration and service provider

NOTE: Grayed items must be available to message built-in visuals.

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

Referring to Intel® Core™ Processors

2nd Generation Term Translations

2nd Generation Consumer
Messaging Strategy

2nd Generation Key Concepts

Transition Timing and Messaging

Selling Up

► Technology Descriptors

2nd Generation Processors

Extreme Edition Processors

Previous Generation Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Intel® Core™ Processors – 2nd Generation Usage Guidelines

Technology Descriptors *(continued)*

How to Refer to Intel® Turbo Boost Technology 2.0

This is specific guidance for how to refer to Intel® Turbo Boost technology 2.0. There are specific situations where your reference may or may not require a disclaimer.

CASE 1: Refers to a specific system in fact tag or spec list

DOES NOT REQUIRE A DISCLAIMER.

On a retail or channel fact tag or in an OEM/reseller materials/spec list which refers to a specific system, use the appropriate line below. No disclaimer is needed.

Suggested Copy

- 2nd generation Intel® Core™ [processor number] processor [X.XX] GHz with Turbo Boost 2.0 up to [X.XX] GHz
- 2nd generation Intel® Core™ [processor number] processor [X.XX] GHz with Turbo Boost Technology 2.0 up to [X.XX] GHz
- 2nd generation Intel® Core™ [processor number] processor with Turbo Boost Technology 2.0 (if preference is no GHz mention)

EXAMPLE:

Desktop: 2nd generation Intel® Core™ [iX-XXX] processor [X.XX] GHz with Turbo Boost 2.0 up to [X.XX] GHz.

Laptop: 2nd generation Intel® Core™ [i7-XXXM] processor [X.XX] GHz with Turbo Boost 2.0 up to [X.XX] GHz.

CASE 2: Refers to all other marketing communications

REQUIRES A DISCLAIMER

In all other marketing promotional material mentions in direct, retail, or OEM copy, use the appropriate line below PLUS a disclaimer:

Suggested Copy

- 2nd generation Intel® Turbo Boost Technology 2.0¹ (for general copy about Turbo Boost Technology)
- 2nd generation Intel® Core™ [processor number] processor with Turbo Boost Technology 2.0¹ (for general copy about 2nd gen Core w/Turbo)
- 2nd generation Intel® Core™ [processor number] processor [X.XX] GHz with Turbo Boost Technology 2.0¹ up to [X.XX] GHz
- 2nd generation Intel® Core™ [processor number] processor with Turbo Boost Technology 2.0¹ (if preference is not to mention GHz)

NOTES:

- "Up to X.XX GHz" refers to Single-Core Turbo Frequency.
- "Turbo Boost Technology 2.0" reference cannot be removed or reduced to "Turbo" or "TBT."
- The list of upcoming SKUs that have Intel® Turbo Boost Technology 2.0, their base frequency, and their "up to" Single-Core Turbo Frequency can be found at <http://www.intel.com/technology/turboboost>.

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

2nd Generation Processors

► 2nd Generation
Intel® Core™ Processor Family

2nd Generation
Intel® Core™ i3 Processor

2nd Generation
Intel® Core™ i5 Processor

2nd Generation
Intel® Core™ i7 Processor

2nd Generation Usage Model-
Based Messaging

2nd Generation Intel® Core™
Processors for All-in-One PCs

Extreme Edition Processors

Previous Generation Processors

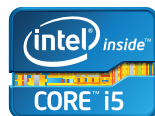
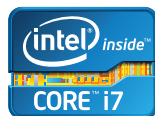
Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers



Intel® Core™ Processors – 2nd Generation Processors

2nd Generation Intel® Core™ Processor Family

NOTE:

- “SMART” AND “INTELLIGENT”

“Smart” and “intelligent” are primary terms to be used with the 2nd generation Intel® Core™ processor family and previous generation Intel® Core™ processor family (previously named “2010”). Avoid additional, similar terms such as “bright,” “clever,” “brilliant,” “genius,” etc., in headlines and lead messages because this could cause confusion.

The concepts of “smart” and “intelligent” are multidimensional. Even in English, “smart” has many different meanings—we understand it can mean “fashionable” or “stylish,” but we don’t consider that an issue. As you localize language, it is helpful to understand the essence of “smart” in the messaging context.

We mean “smart” as “streetwise” or “being intelligent in a street-smart manner,” “savvy,” “ahead of the curve,” “cutting-edge,” and “here-and-now know-how.” It is a warmer way of saying a person is intelligent, yet approachable. It is a combination of wit, skills, and common sense bundled into one, and it can be used for anything from a person to a technology that gets things going by making optimum use of resources at his, her, or its disposal.

Our most recent research reaffirms our belief that “smart” is an extremely friendly term and will be attractive to our mainstream audience. It is the word (in English) that best communicates our main idea to the broad consumer market.

Terms such as “adaptive,” “responsive,” and “automatic” are acceptable to complement “smart.”

NOTE: For messaging alternatives: In languages where “smart,” as described above, does not translate appropriately, “intelligent” may be substituted. In English, please lead with “smart.” For countries where there are restrictions on the use of superlatives, (UK, Germany, France, Italy, Poland, Spain, Turkey, PRC, Korea, Australia, New Zealand, Brazil, Chile, Argentina, Mexico, Costa Rica, Colombia, or the Russian Federation), please refer to provided alternatives and consult with your local counsel for final approval.

- The term “built-in visuals” refers to the group of technology features: Intel® HD Graphics, Intel® Quick Sync Video, Intel® InTRU 3D, Intel® Clear Video HD, and optionally Intel® Wireless Display. In order for this term to be meaningful, the benefits of these constituent technologies must be present in the PC/laptop system being marketed. You accordingly should not use the term “built-in visuals” or the associated sample copy/messaging (as outlined in the associated individual processor or technology pages) if these technology features are not available on systems referred to in the subject marketing materials. Contact your local marketing team or Global Messaging Strategy team if you have questions.

- Unless otherwise noted, this sample copy can also be used for 2nd generation Intel® Core™ i5 Processor.

The Hook

Visibly Smart

Lead Message

For use when built-in visuals are available:

Smart performance and built-in visuals³ for a visibly better PC experience. The 2nd generation Intel® Core™ processor family. Visibly smart.

For use when built-in visuals are not available:

Smart performance for a visibly better PC experience. The 2nd generation Intel® Core™ processor family. Visibly smart.

Sound Bites

- Experience visibly smart (performance)
- The new image of smart performance has arrived
- Smart performance that shows
- Smart. Seamless. Stunning.
- Smart just got brilliant
- Adapts to your needs. Appeals to your senses.
- Get performance you can see

[Table of Contents](#)

[Introduction](#)

[Intel® Core™ Processors](#)

[2nd Generation Usage Guidelines](#)

[2nd Generation Processors](#)

► [2nd Generation
Intel® Core™ Processor Family](#)

[2nd Generation
Intel® Core™ i3 Processor](#)

[2nd Generation
Intel® Core™ i5 Processor](#)

[2nd Generation
Intel® Core™ i7 Processor](#)

[2nd Generation Usage Model-
Based Messaging](#)

[2nd Generation Intel® Core™
Processors for All-in-One PCs](#)

[Extreme Edition Processors](#)

[Previous Generation Processors](#)

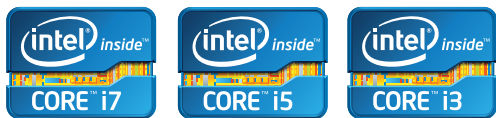
[Intel® Processors for
Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)



Intel® Core™ Processors – 2nd Generation Processors

2nd Generation Intel® Core™ Processor Family *(continued)*

Suggested Copy—Short

[For use when built-in visuals are available:](#)

For a visibly smarter PC experience, look for the 2nd generation Intel® Core™ processor family. These new processors feature improved adaptive performance that adds speed when you need it and built-in visual capabilities for a better PC experience you can see. We call that visibly smart performance. You'll call it amazing.

[For use when built-in visuals are not available:](#)

For a visibly smarter PC experience, look for the 2nd generation Intel® Core™ processor family. These new processors feature improved adaptive performance that adds speed when you need it for a better PC experience you can see. We call that visibly smart performance. You'll call it amazing.



Intel® Core™ Processors – 2nd Generation Processors

2nd Generation Intel® Core™ i3 Processor

NOTE:

- The note for 2nd generation Intel® Core™ processor family usage guidance applies to all members of the family. Please refer to [page 21](#).

The Hook

Visibly smart performance starts here

Lead Message

[For use when built-in visuals are available:](#)

Trade up to a better-looking PC experience with the visuals you want built-in. The 2nd generation Intel® Core™ i3 processor. Visibly smart performance starts here.

[For use when built-in visuals are not available:](#)

Trade up to a better-looking PC experience with the 2nd generation Intel® Core™ i3 processor. Visibly smart performance starts here.

Sound Bites

- Trade up to visibly smart
- The beginning of visibly smart performance
- Get started with performance you can see
- A visibly smart start
- Start your visibly smart experience here

Suggested Copy—Short

[For use when built-in visuals are available:](#)

As the first level of Intel's latest processor family with the visuals you want built-in, the 2nd generation Intel® Core™ i3 processor makes a fast, responsive, and visually immersive PC experience available to everyone. Start here for visibly smart performance.

[For use when built-in visuals are not available:](#)

As the first level of Intel's latest processor family, the 2nd generation Intel® Core™ i3 processor makes a fast, responsive, and visually immersive PC experience available to everyone. Start here for visibly smart performance.

Suggested Copy—Long

[For use when built-in visuals are available:](#)

As the first level of Intel's latest processor family with the visuals you want built-in, the 2nd generation Intel® Core™ i3 processor makes a fast, responsive, and visually immersive PC experience available to everyone. With the 2nd generation Intel Core i3 processor you get built-in visuals³ that offer a rich and exciting set of capabilities for a stunning and seamless visual PC experience with no additional hardware required in the PC. Also featured is Intel® Hyper-Threading Technology², which enables each processor core to work on two tasks at the same time, giving you smart multitasking performance to move between applications quickly and without hesitation. This is where to start for visibly smart performance.

[For use when built-in visuals are not available:](#)

As the first level of Intel's latest processor family, the 2nd generation Intel® Core™ i3 processor makes available to everyone a fast and responsive PC experience you can see. Based on our latest improved design, the 2nd generation Intel Core i3 processor features 4-way multi-task processing made possible by Intel® Hyper-Threading Technology², where each processor core can work on two tasks at the same time. And what you'll notice is how quickly and without hesitation you'll move between applications. That's what visibly smart performance is all about.

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

2nd Generation Processors

[2nd Generation
Intel® Core™ Processor Family](#)

► [2nd Generation
Intel® Core™ i3 Processor](#)

[2nd Generation
Intel® Core™ i5 Processor](#)

[2nd Generation
Intel® Core™ i7 Processor](#)

[2nd Generation Usage Model-
Based Messaging](#)

[2nd Generation Intel® Core™
Processors for All-in-One PCs](#)

Extreme Edition Processors

Previous Generation Processors

Intel® Processors for Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

[Table of Contents](#)

[Introduction](#)

[Intel® Core™ Processors](#)

[2nd Generation Usage Guidelines](#)

[2nd Generation Processors](#)

[2nd Generation
Intel® Core™ Processor Family](#)

► [2nd Generation
Intel® Core™ i3 Processor](#)

[2nd Generation
Intel® Core™ i5 Processor](#)

[2nd Generation
Intel® Core™ i7 Processor](#)

[2nd Generation Usage Model-
Based Messaging](#)

[2nd Generation Intel® Core™
Processors for All-in-One PCs](#)

[Extreme Edition Processors](#)

[Previous Generation Processors](#)

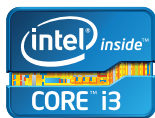
[Intel® Processors for
Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)



Intel® Core™ Processors – 2nd Generation Processors

2nd Generation Intel® Core™ i3 Processor *(continued)*

Key Product Support Points

Smart performance

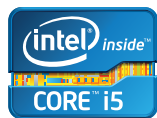
- Features 4-way multi-task processing that allows each core of your processor to work on two tasks at the same time—that's Intel® Hyper-Threading Technology.²

Visual experience

For use when built-in visuals are available:

- Get a stunning and seamless visual experience built into the 2nd generation Intel® Core™ i3 processor.³
- Our built-in visuals let you do more with what you see on your PC.³

In addition, you may use as support points any of the benefits associated with built-in visuals technologies. Please see Built-in Visuals on [page 56](#).



Intel® Core™ Processors – 2nd Generation Processors

2nd Generation Intel® Core™ i5 Processor

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

2nd Generation Processors

[2nd Generation
Intel® Core™ Processor Family](#)

[2nd Generation
Intel® Core™ i3 Processor](#)

► [2nd Generation
Intel® Core™ i5 Processor](#)

[2nd Generation
Intel® Core™ i7 Processor](#)

[2nd Generation Usage Model-
Based Messaging](#)

[2nd Generation Intel® Core™
Processors for All-in-One PCs](#)

Extreme Edition Processors

Previous Generation Processors

[Intel® Processors for
Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)

NOTE:

- The note for 2nd generation Intel® Core™ processor family usage guidance applies to all members of the family. Please refer to [page 21](#).
- The 2nd generation Intel® Core™ i5-2500K SKUs sample copy is for use with technology enthusiasts.
 - ◊ 2nd gen Intel® Core™ i5-2500K (with P chipset) processor sample copy is for use ONLY in marketing materials that feature 2nd generation K SKUs configured in desktop systems with the P chipset that allow for overclocking, but do not provide access to built-in visuals. We recommend you prioritize the benefits of Intel® Turbo Boost Technology and x-way multi-task processing before the “unlocked” feature.
 - ◊ 2nd gen Intel® Core™ i5-2500K processor (with H chipset) sample copy is for use ONLY in marketing materials that feature 2nd generation K SKUs configured in desktop systems with the H chipset built-in visuals and Intel HD Graphics, but without overclocking capability.
- Certain 2nd generation Intel® Core™ i5 desktop processors may not contain Intel® Hyper-Threading technology. For those products, please do not use any sample copy that references Intel® Hyper-Threading technology.

The Hook

Visibly smart performance with a boost

Lead Message

[For use when built-in visuals are available:](#)

Better adaptive performance and a smart visual experience built-in. The 2nd generation Intel® Core™ i5 processor delivers visibly smart performance with a boost.

[For use when built-in visuals are not available:](#)

Better adaptive performance for an even more responsive PC experience. The 2nd generation Intel® Core™ i5 processor delivers visibly smart performance with a boost.

Sound Bites

- Boost your experience with visibly smart performance
- Boost your visual IQ
- Couldn't your performance use a boost?
- Smart performance that shows and adapts¹
- Multitask. Multimedia. Multi smart.

Suggested Copy—Short

[For use when built-in visuals are available:](#)

Our most popular family member adapts and looks better than ever. The 2nd generation Intel® Core™ i5 processor delivers more performance automatically and a better visual PC experience built-in. That's visibly smart performance with a boost.

[For use when built-in visuals are not available:](#)

Our most popular family member adapts and looks better than ever. The 2nd generation Intel® Core™ i5 processor delivers more performance automatically for a more responsive PC experience. That's visibly smart performance with a boost.

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

2nd Generation Processors

2nd Generation
Intel® Core™ Processor Family

2nd Generation
Intel® Core™ i3 Processor

▶ 2nd Generation
Intel® Core™ i5 Processor

2nd Generation
Intel® Core™ i7 Processor

2nd Generation Usage Model-
Based Messaging

2nd Generation Intel® Core™
Processors for All-in-One PCs

Extreme Edition Processors

Previous Generation Processors

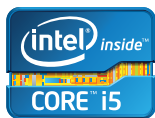
Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers



Intel® Core™ Processors – 2nd Generation Processors

2nd Generation Intel® Core™ i5 Processor *(continued)*

Suggested Copy—Long

For use when built-in visuals are available:

Our most popular family member adapts and looks better than ever. The 2nd generation Intel® Core™ i5 processor delivers even more performance automatically when you need it and now a better visual PC experience built-in. With Intel® Turbo Boost Technology 2.0,¹ the 2nd generation Intel Core i5 processor increases speed automatically for whatever you're doing on your PC. The 2nd generation Intel Core i5 processor also includes built-in visuals,³ a rich set of new features for a stunning and seamless visual PC experience with no additional hardware required in the PC.

Additional copy for laptop only

Also featured is Intel® Hyper-Threading Technology,² which enables each processor core to work on two tasks at the same time, delivering the smart multitasking performance you need to move between applications quickly and without hesitation.

That's visibly smart performance with a boost.

For use when built-in visuals are not available:

Our most popular family member adapts and looks better than ever. The 2nd generation Intel® Core™ i5 processor delivers even more performance automatically when you need it for a more responsive PC experience. With Intel® Turbo Boost Technology 2.0,¹ the 2nd generation Intel Core i5 processor increases speed automatically for whatever you're doing on your PC.

Additional copy for laptop only

Also featured is Intel® Hyper-Threading Technology,² which enables each processor core to work on two tasks at the same time, delivering the smart multitasking performance you need to move between applications quickly and without hesitation.

That's visibly smart performance with a boost.

Key Product Support Points

Smart performance

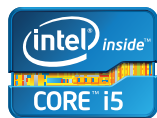
- Smarter processors that deliver extra performance whenever you need it¹ and increased energy efficiency when you don't
- Automatically speeds up your processor when your PC needs extra performance—that's Intel® Turbo Boost Technology 2.0¹ (Intel® Core™ i5/i7 processor SKUs only)
- Features 4-way (and 8-way) multi-task processing that allows each core of your processor to work on two tasks at the same time—that's Intel® Hyper-Threading Technology²

Visual experience

For use when built-in visuals are available:

- Get a stunning and seamless visual experience built into the 2nd generation Intel® Core™ processor family.³
- Our built-in visuals³ let you do more with what you see on your PC.

In addition, you may use as support points any of the benefits associated with built-in visuals technologies. Please see Built-in Visuals on [page 56](#).



Intel® Core™ Processors – 2nd Generation Processors

2nd Generation Intel® Core™ i5 Processor *(continued)*

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

2nd Generation Processors

2nd Generation
Intel® Core™ Processor Family

2nd Generation
Intel® Core™ i3 Processor

► 2nd Generation
Intel® Core™ i5 Processor

2nd Generation
Intel® Core™ i7 Processor

2nd Generation Usage Model-
Based Messaging

2nd Generation Intel® Core™
Processors for All-in-One PCs

Extreme Edition Processors

Previous Generation Processors

Intel® Processors for Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Value of Time

Sound Bites

- Get your time's worth
- Make quality time with your PC a reality
- A processor that values time as much as you do
- Spend time with our family to have more with yours
- Now your PC is waiting for you, not the other way around
- Make good time with visibly smart performance

Suggested Copy Options

For use when built-in visuals are available:

- A processor with visibly smart performance saves you time. With features that automatically speed up your PC and make fast work of editing and sharing videos, the 2nd generation Intel® Core™ processor family is a visible time saver. Start your savings account today.
- Time is precious and valuable, and we all wish we had more of it. With the 2nd generation Intel® Core™ processor family, your wish is granted. With greater speed, responsiveness, and unique built-in visual capabilities all in one processor, we deliver visibly smart PC performance that values time as much as you do. Get your time's worth with Intel Inside®.
- A PC with the 2nd generation Intel® Core™ processor family saves you time. With improved performance, greater adaptability and unique visual features, you'll get more done and wait less. Time saved with our family means you can spend more time with yours.
- We believe in quality PC time, so we built higher performance and new visual features into our 2nd generation Intel® Core™ processor family. Whether you're working with photos to share, or watching a favorite video, the experience is rich, responsive, and enjoyable. That's time well spent.
- Time flies when you're having fun. With amazing new visual capabilities that make editing and sharing videos easier, and [our most responsive gaming performance yet (or) access to exclusive HD shows and movies], the 2nd generation Intel® Core™ processor family will make you wonder where the time went.

Suggested Copy Options *(continued)*

For use when built-in visuals are not available:

- A processor with visibly smart performance saves you time. With features that automatically speed up your PC, the 2nd generation Intel® Core™ processor family is a visible time saver. Start your savings account today.
- Time is precious and valuable, and we all wish we had more of it. With the 2nd generation Intel® Core™ processor family, your wish is granted. With greater speed and responsiveness, we deliver visibly smart PC performance that values time as much as you do. Get your time's worth with Intel Inside®.
- A PC with the 2nd generation Intel® Core™ processor family saves you time. With improved performance and greater adaptability, you'll get more done and wait less. Time saved with our family means you can spend more time with yours.
- We believe in quality PC time, so we built higher performance into our 2nd generation Intel® Core™ processor family. Whether you're working with photos to share, or watching a favorite video, the experience is rich, responsive, and enjoyable. That's time well spent.

2nd Generation Intel® Core™ i5-2500K Processor (with P chipset)

The Hook

2nd generation smart performance with a boost and unlocked¹¹

Lead Message

The 2nd generation Intel® Core™ i5-2500K processor: smart performance with a boost and unlocked.¹¹

[Table of Contents](#)

[Introduction](#)

[Intel® Core™ Processors](#)

[2nd Generation Usage Guidelines](#)

[2nd Generation Processors](#)

[2nd Generation
Intel® Core™ Processor Family](#)

[2nd Generation
Intel® Core™ i3 Processor](#)

► [2nd Generation
Intel® Core™ i5 Processor](#)

[2nd Generation
Intel® Core™ i7 Processor](#)

[2nd Generation Usage Model-
Based Messaging](#)

[2nd Generation Intel® Core™
Processors for All-in-One PCs](#)

[Extreme Edition Processors](#)

[Previous Generation Processors](#)

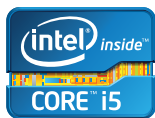
[Intel® Processors for
Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)



Intel® Core™ Processors – 2nd Generation Processors

2nd Generation Intel® Core™ i5 Processor *(continued)*

Sound Bites

- Unlock your full potential
- Unlocked flexibility and freedom
- Fast. Flexible. Fantastic.
- Raise your speed limit
- Exercise your full potential

Suggested Copy—Short

Our most popular family member is more adaptable than ever and unlocked. The 2nd generation Intel® Core™ i5-2500K processor delivers an even better automatic performance increase and is overlocking-enabled for the flexibility to set your systems specs the way you like. That's 2nd generation smart performance with a boost and unlocked.¹¹

2nd Generation Intel® Core™ i5-2500K Processor (with H chipset)

The Hook

Visibly smart desktop performance with a boost

Alternative

High performance desktop visuals with a boost

Lead Message

The 2nd generation Intel® Core™ i5-2500K processor: visibly smart performance with a boost and our highest performance built-in visuals³ for the desktop.

Sound Bites

- Our best visual features for the desktop
- Smart desktop performance that shows and adapts
- Maximize your smart visual experience for the desktop
- Desktop performance and built-in PC visuals maximized

Suggested Copy—Short

The 2nd generation Intel® Core™ i5-2500K processor adjusts its performance even better to your needs and has our highest performance graphics and media features for the desktop built-in. That's visibly smart desktop performance with a boost.

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

2nd Generation Processors

2nd Generation
Intel® Core™ Processor Family

2nd Generation
Intel® Core™ i3 Processor

2nd Generation
Intel® Core™ i5 Processor

► 2nd Generation
Intel® Core™ i7 Processor

2nd Generation Usage Model-
Based Messaging

2nd Generation Intel® Core™
Processors for All-in-One PCs

Extreme Edition Processors

Previous Generation Processors

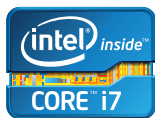
Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers



Intel® Core™ Processors – 2nd Generation Processors

2nd Generation Intel® Core™ i7 Processor

NOTE:

- The note for 2nd generation Intel® Core™ processor family usage guidance applies to all members of the family. Please refer to [page 21](#).
- The 2nd generation Intel® Core™ i7-2600K SKUs sample copy is for use with technology enthusiasts.
 - ◊ 2nd generation Intel® Core™ i7-2600K processor (with P chipset) sample copy is for use ONLY in marketing materials that feature 2nd generation K SKUs configured in desktop systems with the P chipset that allow for overclocking, but do not provide access to built-in visuals. We recommend prioritizing the benefits of Intel® Turbo Boost Technology and x-way multi-task processing before the “unlocked” feature.
 - ◊ 2nd generation Intel® Core™ i7-2600K processor (with H chipset) sample copy is for use ONLY in marketing materials that feature 2nd generation K SKUs configured in desktop systems with the H chipset that built-in visuals and Intel HD Graphics 3000 available, but without overclocking capability.

The Hook

Visibly smart performance at its best

Lead Message

Top-of-the-line performance and responsiveness. The 2nd generation Intel® Core™ i7 processor. Visibly smart performance at its best.

Sound Bites

- Ultimate smart performance that shows
- Our best-looking performance ever
- Our best-looking top model ever
- Command performance

Suggested Copy—Short

Whether it's HD or 3D, multitasking or multimedia, this processor can handle it all. Its top-of-the-line adaptable speed and responsiveness make the 2nd generation Intel® Core™ i7 processor the ideal choice for visibly smart performance at its best.

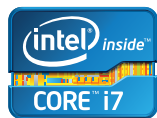
Suggested Copy—Long

For use when built-in visuals are available:

Whether it's HD or 3D, multitasking or multimedia, this processor can handle it all with headroom to spare. Its top-of-the-line speed is complemented by Intel® Turbo Boost Technology 2.0,¹ which adapts processor speed for more performance when you need it. Combined with our richest set of features, including our unique set of built-in visuals,³ the 2nd generation Intel® Core™ i7 processor is the ideal choice for visibly smart performance at its best.

For use when built-in visuals are not available:

Whether it's HD or 3D, multitasking or multimedia, this processor can handle it all with headroom to spare. Its top-of-the-line speed is complemented by Intel® Turbo Boost Technology 2.0,¹ which adapts processor speed for more performance when you need it. Combined with our richest set of features, the 2nd generation Intel® Core™ i7 processor is the ideal choice for visibly smart performance at its best.



Intel® Core™ Processors – 2nd Generation Processors

2nd Generation Intel® Core™ i7 Processor *(continued)*

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

2nd Generation Processors

2nd Generation
Intel® Core™ Processor Family

2nd Generation
Intel® Core™ i3 Processor

2nd Generation
Intel® Core™ i5 Processor

► 2nd Generation
Intel® Core™ i7 Processor

2nd Generation Usage Model-
Based Messaging

2nd Generation Intel® Core™
Processors for All-in-One PCs

Extreme Edition Processors

Previous Generation Processors

Intel® Processors for Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Key Product Support Points

Smart performance

- Smarter processors that deliver extra performance whenever you need it and increased energy efficiency when you don't¹
- Automatically speeds up your processor when your PC needs extra performance—that's Intel® Turbo Boost Technology 2.0¹ (Intel® Core™ i5/i7 processor SKUs only)
- Features 4-way [8-way] multi-task processing that allows each core of your processor to work on two tasks at the same time—that's Intel® Hyper-Threading Technology.²
- Higher frequency and larger cache size delivers even more responsiveness for the serious multitasker.

Visual experience

For use when built-in visuals are available:

- Get a stunning and seamless visual experience built into the 2nd generation Intel® Core™ processor family.³
- Our built-in visuals let you do more with what you see on your PC.³

In addition, you may use as support points any of the benefits associated with built-in visuals technologies. Please see Built-in Visuals on [page 56](#).

Sound Bites

- Unlock your full potential
- Unlocked flexibility and freedom
- Fast. Flexible. Fantastic.
- Raise your speed limit
- Exercise your full potential

Suggested Copy—Short

Whether it's HD media, 3D gaming, or serious multitasking, unlock your full potential with the 2nd generation Intel® Core™ i7-2600K processor. With top-of-the-line adaptive speed¹ and features, and overclocking enabled,¹¹ it delivers 2nd generation smart performance at its best with the flexibility to set your system specs just the way you like.

2nd Generation Intel® Core™ i7-2600K Processor (with H chipset)

The Hook

Visibly smart desktop performance at its best

Lead Message

Get the top-of-the-line processor that delivers visibly smart desktop performance at its best.

2nd Generation Intel® Core™ i7-2600K Processor (with P chipset)

The Hook

2nd generation smart performance at its best and unlocked.¹¹

Lead Message

Get the top-of-the-line processor that delivers 2nd generation smart performance at its best and unlocked.¹¹

[Table of Contents](#)

[Introduction](#)

[Intel® Core™ Processors](#)

[2nd Generation Usage Guidelines](#)

[2nd Generation Processors](#)

[2nd Generation
Intel® Core™ Processor Family](#)

[2nd Generation
Intel® Core™ i3 Processor](#)

[2nd Generation
Intel® Core™ i5 Processor](#)

► [2nd Generation
Intel® Core™ i7 Processor](#)

[2nd Generation Usage Model-
Based Messaging](#)

[2nd Generation Intel® Core™
Processors for All-in-One PCs](#)

[Extreme Edition Processors](#)

[Previous Generation Processors](#)

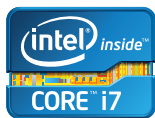
[Intel® Processors for
Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)



Intel® Core™ Processors – 2nd Generation Processors

2nd Generation Intel® Core™ i7 Processor *(continued)*

Sound Bites

- Our best-looking desktop performance
- The ultimate in smart desktop performance that shows
- Our best desktop performance, graphics, and media built-in together
- Our best smart visual experience for the desktop
- Desktop performance and built-in PC visuals maximized

Suggested Copy—Short

Whether it's for serious multimedia or multitasking, see your full potential with the 2nd generation Intel® Core™ i7-2600K processor. With top-of-the-line adaptive speed and our highest performance built-in graphics and media features, it delivers visibly smart performance at its best for the desktop.

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

2nd Generation Processors

2nd Generation
Intel® Core™ Processor Family

2nd Generation
Intel® Core™ i3 Processor

2nd Generation
Intel® Core™ i5 Processor

2nd Generation
Intel® Core™ i7 Processor

► 2nd Generation Usage Model-
Based Messaging

2nd Generation Intel® Core™
Processors for All-in-One PCs

Extreme Edition Processors

Previous Generation Processors

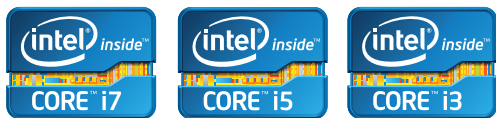
Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers



Intel® Core™ Processors – 2nd Generation Processors

2nd Generation Usage Model-Based Messaging

NOTE:

- This sample copy is intended for use only when built-in visuals are available.
- Whenever possible, your default should be to use the primary individual processor sample copy provided in this document, which has been written to appeal to the greatest common denominator of our audience segments, emphasizing mainstream users.
- However, our messaging research reveals that certain concepts and words have additional relevance to specific consumer audiences. This sample copy is provided as a supplement to address this opportunity to better tailor our messaging to resonate with these audiences. Given the rich and diverse value proposition, this sample copy may be used when you have an opportunity or a need to speak to a specific audience with language that may be more appealing to them.
- Note that because the audiences enjoy or respond to many of the same things, to greater or lesser degrees, and do not have “clean” lines between them, this supplemental sample copy is categorized by usage model/activity and benefit.

Responsiveness and Multitasking

Suggested Copy

Intel's 2nd generation of smart performance includes unique graphics and media features for a visibly better PC experience. From simple documents and photos to 3D games and HD videos, the 2nd generation Intel® Core™ processor family [or Intel® Core™ i5 processor] makes a difference right before your eyes.³

Beyond just graphics and media, the 2nd generation Intel® Core™ processor family [or Intel® Core™ i5 processor] offers a more complete and better set of visual capabilities that's now seamlessly integrated with processor performance to bring out the best in both.³

Seamlessly smart. Visually smooth. With smart performance and enhanced visuals, the 2nd generation Intel® Core™ processor family [or Intel® Core™ i5 processor] creates a smooth, immersive experience on your PC. You can move effortlessly from one application to another without any hesitation or interruption.³

Content Creation and Consumption

Suggested Copy

Performance just got a shot in the arm. With greatly improved 3D graphics and smart new features for editing and watching videos on your PC, the 2nd generation Intel® Core™ processor family [or Intel® Core™ i5 processor] isn't just smart, it's visibly smart for a sharper and richer-looking experience.

Intel seamlessly integrates adaptive speed with HD and 3D visuals, all within the processor. Whether you're viewing, creating and sharing, or moving between multiple applications on your PC, the 2nd generation Intel® Core™ processor family [or Intel® Core™ i5 processor] gives you an effortless and uninterrupted visual experience.

Intel® Quick Sync Video, our built-in hardware acceleration, delivers astonishing performance, completing in minutes what used to take hours.^{10,21} So you edit, burn, and share, then get to the fun faster—and without the need for add-in hardware. Now your video is waiting for you, not the other way around.

With smart performance and built-in 3D visual support with Intel® InTru™ 3D,^{3,4} the 2nd generation Intel® Core™ processor family creates a smooth, immersive experience on your PC. You can watch your favorite 3D movies without hesitation or interruption. Add a new dimension to your PC experience.

[Table of Contents](#)

[Introduction](#)

[Intel® Core™ Processors](#)

[2nd Generation Usage Guidelines](#)

[2nd Generation Processors](#)

[2nd Generation
Intel® Core™ Processor Family](#)

[2nd Generation
Intel® Core™ i3 Processor](#)

[2nd Generation
Intel® Core™ i5 Processor](#)

[2nd Generation
Intel® Core™ i7 Processor](#)

► [2nd Generation Usage Model-
Based Messaging](#)

[2nd Generation Intel® Core™
Processors for All-in-One PCs](#)

[Extreme Edition Processors](#)

[Previous Generation Processors](#)

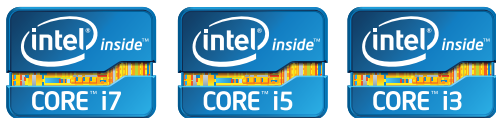
[Intel® Processors for
Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)



Intel® Core™ Processors – 2nd Generation Processors

2nd Generation Usage Model-Based Messaging *(continued)*

Gaming

Audience: Tech Enthusiasts (not recommended for mainstream audiences)

Suggested Copy

For the most popular mainstream games, you're already ready to play. Our built-in Intel® HD Graphics delivers discrete 3D graphics performance without the cost of an add-in card.

With smart performance and built-in 3D visual and graphics support, the 2nd generation Intel® Core™ processor family will add a new dimension to your PC gaming experience.

Power and Battery Life

Suggested Copy

New visuals are great, but what about raw performance? With a brand new design built with our most cutting-edge technology, the 2nd generation Intel® Core™ processor family is a performance superstar that also delivers great energy efficiency. Start running with a faster, cooler crowd today.

Get visibly smart performance to go. With the 2nd generation Intel® Core™ processor family [or Intel® Core™ i3 processor], we're combining faster, energy-efficient performance with a unique set of graphics and media features to deliver a better visual experience and great battery life for your laptop PC.

Our built-in Intel® HD Graphics deliver discrete 3D graphics performance without the battery life penalty of added graphics hardware. So when you're ready to seize power, you won't run out of it. Included with built-in visuals in the 2nd generation Intel® Core™ processor family.

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

2nd Generation Processors

2nd Generation
Intel® Core™ Processor Family

2nd Generation
Intel® Core™ i3 Processor

2nd Generation
Intel® Core™ i5 Processor

2nd Generation
Intel® Core™ i7 Processor

2nd Generation Usage Model-
Based Messaging

► 2nd Generation Intel® Core™
Processors for All-in-One PCs

Extreme Edition Processors

Previous Generation Processors

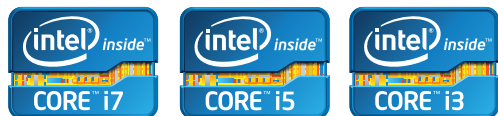
Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers



Intel® Core™ Processors – 2nd Generation Processors

2nd Generation Intel® Core™ Processors for All-in-One PCs

NOTE:

- This sample copy is **ONLY** for use with All-in-One PC form factors that include an Intel® Core™ processor.

The Hook

Visibly smart and stylish performance. All in one processor family.

Alternative

Together in one processor family

Lead Message

The 2nd generation Intel® Core™ processor family delivers visibly smart performance to the style, simplicity, and media of All-in-One PCs.

Alternative

Visibly smart and stylish, All-in-One computing begins with Intel Inside®.

Sound Bites

- Visibly Smart. Fast. Stylish. All-in-One.
- Boost performance. Maximize style. Minimize clutter.
- Your desktop never looked this good
- Desktop performance. All-in-One looks.

Suggested Copy—Short

For use when built-in visuals are available:

The 2nd generation Intel® Core™ processor family delivers visibly smart performance to the style, simplicity, and media of All-in-One PCs. With a range of improved performance and new enhanced visual features built-in, there's a 2nd generation Intel® Core™ processor that's right for you, all in one processor family.

For use when built-in visuals are not available:

The 2nd generation Intel® Core™ processor family delivers visibly smart performance to the style, simplicity, and media of All-in-One PCs. With a range of improved performance, there's a 2nd generation Intel® Core™ processor that's right for you, all in one processor family.

Suggested Copy—Long

For use when built-in visuals are available:

The 2nd generation Intel® Core™ processor family delivers visibly smart performance to the style, simplicity, and media of All-in-One PCs. With a range of improved performance and new enhanced visual features, these new processors deliver a seamless visual PC experience for doing everything from simple e-mail to enjoying the latest 3D and HD entertainment. From the 2nd generation Intel® Core™ i3 processor with exciting built-in visuals, to the adaptive performance of the 2nd generation Intel® Core™ i5 processor, to the top-of-the-line 2nd generation Intel® Core™ i7 processor, our new processor family makes All-in-One PCs visibly smarter, sleeker, and much more media capable. Look to the 2nd generation Intel® Core™ processor family for an All-in-One PC with smart performance that shows inside and out.

For use when built-in visuals are available:

The 2nd generation Intel® Core™ processor family delivers visibly smart performance to the style, simplicity, and media of All-in-One PCs. With a range of improved performance, these new processors deliver a more responsive PC experience for doing everything from simple e-mail to enjoying the latest entertainment. From the first level 2nd generation Intel® Core™ i3 processor, to the adaptive performance of the 2nd generation Intel® Core™ i5 processor, to the top-of-the-line 2nd generation Intel® Core™ i7 processor, our new processor family makes All-in-One PCs visibly smarter, sleeker, and much more media capable. Look to the 2nd generation Intel® Core™ processor family for an All-in-One PC with smart performance that shows inside and out.

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

2nd Generation Processors

[2nd Generation
Intel® Core™ Processor Family](#)

[2nd Generation
Intel® Core™ i3 Processor](#)

[2nd Generation
Intel® Core™ i5 Processor](#)

[2nd Generation
Intel® Core™ i7 Processor](#)

[2nd Generation Usage Model-
Based Messaging](#)

► [2nd Generation Intel® Core™
Processors for All-in-One PCs](#)

[Extreme Edition Processors](#)

[Previous Generation Processors](#)

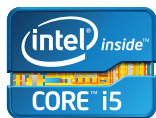
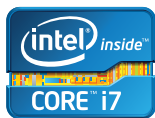
[Intel® Processors for
Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)



Intel® Core™ Processors – 2nd Generation Processors

2nd Generation Intel® Core™ Processors for All-in-One PCs *(continued)*

Key Support Points

General Performance

- Smarter processors that deliver extra performance whenever you need it and increased energy efficiency when you don't
- Automatically speeds up your processor for extra performance—that's Intel® Turbo Boost Technology¹ (Use only with Intel® Core™ i5 or i7 SKUs.)
- Features 4-way [8-way] multi-task processing that allows each core of your processor to work on two tasks at the same time—that's Intel® Hyper-Threading Technology.²
- Make your All-in-One PC visibly smarter with Intel Inside®.

Entertainment and Content Creation

- Make that big All-in-One screen shine with the visibly smart performance and responsiveness of a 2nd generation Intel® Core™ i5 [i7] processor. (Use only in conjunction with systems that have a smaller than 20-inch screen.)

For use only when built-in visuals are available:

- Enjoy a stunning visual experience on your All-in-One PC with the visibly smart performance built into the 2nd generation Intel® Core™ processor family.
- Whether you're watching HD videos or creating your own, our built-in visuals³ make your All-in-One PC visuals smooth, seamless, and rich.

Style and Simplicity

- Visibly smart performance meets style, compactness, and simplicity when you have a 2nd generation Intel® Core™ i5 [i7] processor inside your All-in-One PC.
- Our energy-efficient 2nd generation Intel® Core™ processor family helps make All-in-One PCs smarter, sleeker, and quieter.
- Make a visible difference in your clutter and your performance with an All-in-One PC featuring a 2nd generation Intel® Core™ i5 [i7] processor.

Desktop Replacement or Upgrade

- The heart of a desktop. The body of an All-in-One. And no tradeoffs required.
- Buy your new PC one size smarter, sleeker, and simpler. With a 2nd generation Intel® Core™ i5 [i7] processor in your All-in-One PC, you get it all in one processor.
- With a 2nd generation Intel® Core™ i5 [i7] processor inside, you get a reliable, full-featured desktop PC experience and the style and simplicity of an All-in-One PC.

2nd Generation Intel® Core™ i5 Processor for All-in-One PCs

The Hook

Visibly smart, and stylish performance. All in one processor.

Lead Message

The 2nd generation Intel® Core™ i5 processor delivers visibly smart performance with a boost to the style, simplicity, and media of All-in-One PCs.

Suggested Copy—Short

[For use when built-in visuals are available:](#)

Our most popular family member is more adaptable and better looking than ever. The 2nd generation Intel® Core™ i5 processor delivers desktop performance, an improved ability to boost speed as needed, and built-in visuals for better media, to the style and simplicity of All-in-One PCs. Now you can have the responsive and adaptive performance you expect from a desktop and a smooth and uninterrupted 3D and HD entertainment experience together from one processor. 2nd generation Intel Core i5 processor: visibly smart performance with a boost for All-in-One PCs.

[For use when built-in visuals are not available:](#)

Our most popular family member is more adaptable and better looking than ever. The 2nd generation Intel® Core™ i5 processor delivers desktop performance and an improved ability to boost speed as needed, to the style and simplicity of All-in-One PCs. Now you can have the responsive and adaptive performance you expect from a desktop and a smooth and uninterrupted entertainment experience together from one processor. 2nd generation Intel Core i5 processor: visibly smart performance with a boost for All-in-One PCs.

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

2nd Generation Processors

2nd Generation
Intel® Core™ Processor Family

2nd Generation
Intel® Core™ i3 Processor

2nd Generation
Intel® Core™ i5 Processor

2nd Generation
Intel® Core™ i7 Processor

2nd Generation Usage Model-
Based Messaging

► 2nd Generation Intel® Core™
Processors for All-in-One PCs

Extreme Edition Processors

Previous Generation Processors

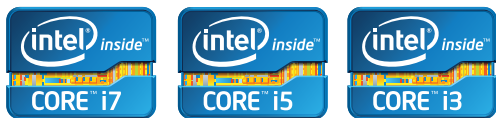
Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers



Intel® Core™ Processors – 2nd Generation Processors

2nd Generation Intel® Core™ Processors for All-in-One PCs *(continued)*

2nd Generation Intel® Core™ i7 Processor for All-in-One PCs

The Hook

Visibly smart performance and style at its best. All in one processor. ■

Lead Message

The 2nd generation Intel® Core™ i7 processor delivers visibly smart performance at its best to the style, simplicity, and media of All-in-One PCs. ■

Suggested Copy—Short

For use when built-in visuals are available:

Whether it's 3D or HD, multitasking or multimedia, now you can get our most responsive and adaptive performance and a smooth uninterrupted entertainment experience together from one processor. With top-of-the-line speed and built-in visuals for better media, the 2nd generation Intel® Core™ i7 processor gives your All-in-One PC visibly smart performance at its best.

For use when built-in visuals are available:

Whether it's 3D or HD, multitasking or multimedia, now you can get our most responsive and adaptive performance and a smooth uninterrupted entertainment experience together from one processor. With top-of-the-line speed, the 2nd generation Intel® Core™ i7 processor gives your All-in-One PC visibly smart performance at its best. ■

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

2nd Generation Processors

Extreme Edition Processors

► Intel® Core™ i7 Processor Extreme
Edition Desktop (Content Creators)

[Intel® Core™ i7 Processor Extreme
Edition Desktop \(Gaming\)](#)

[Intel® Core™ i7 Processor Extreme
Edition Laptop \(Content Creators\)](#)

[Intel® Core™ i7 Processor Extreme
Edition Laptop \(Gaming\)](#)

Previous Generation Processors

[Intel® Processors for
Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)



Intel® Core™ Processors – Extreme Edition Processors

Intel® Core™ i7 Processor Extreme Edition Desktop (Content Creators)

NOTE:

- This sample copy is **ONLY** for use with the six-core 2010 Intel® Core™ i7 processor Extreme Edition parts. If you have needs for the quad-core version of this sample copy please contact the Global Messaging Strategy Team.

The Hook

The Intel® Core™ i7 processor Extreme Edition:
Intel's fastest,^{10,28} smartest PC processor.

Alternative (see NOTE under usage guidance)

Intel's smartest PC processor

—or—

Intel's smartest processor for desktops

Lead Message

The Intel® Core™ i7 processor Extreme Edition: Intel's fastest,^{10,28} smartest digital creativity engine.

Alternative (see NOTE under usage guidance)

The Intel® Core™ i7 processor Extreme Edition: Intel's smartest digital creativity engine.

Sound Bites

- The perfect digital creativity engine
- Unrivalled performance. Unlimited digital creativity.
- Unleash Intel's fastest,^{10,28} smartest desktop processor

Suggested Copy—Short

The Intel® Core™ i7 processor Extreme Edition is the perfect engine for power users who demand unparalleled performance and unlimited digital creativity. Experience Intel's fastest,^{10,28} smartest PC processor: you'll get maximum PC power for whatever you do.

Suggested Copy—Long

The Intel® Core™ i7 processor Extreme Edition is the perfect engine for power users who demand unparalleled performance and unlimited digital creativity. Experience Intel's fastest,^{10,28} smartest PC processor. You'll get maximum PC power for whatever you do, thanks to the combination of smart features like Intel® Turbo Boost Technology¹ and Intel® Hyper-Threading Technology,² which together activate full processing power exactly where and when you need it. It's no surprise the Intel® Core™ i7 processor Extreme Edition is Intel's fastest,^{10,28} smartest PC processor.

Key Product Support Points

- Automatically speeds up your processor when your PC needs extra performance—that's Intel® Turbo Boost Technology.¹
- Features 12-way multi-task processing that allows each core of your processor to work on two tasks at the same time—that's Intel® Hyper-Threading Technology.²
- Bring your 3D creations to life faster with up to 37% more performance.^{10,29}
- Save valuable time and render your HD videos up to 19% faster.^{10,30}
- Advanced photo and video editing up to 35% faster.^{10,31}

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

2nd Generation Processors

Extreme Edition Processors

Intel® Core™ i7 Processor Extreme
Edition Desktop (Content Creators)

► Intel® Core™ i7 Processor Extreme
Edition Desktop (Gaming)

Intel® Core™ i7 Processor Extreme
Edition Laptop (Content Creators)

Intel® Core™ i7 Processor Extreme
Edition Laptop (Gaming)

Previous Generation Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers



Intel® Core™ Processors – Extreme Edition Processors

Intel® Core™ i7 Processor Extreme Edition Desktop (Gaming)

NOTE:

- This sample copy is **ONLY** for use with the six-core Intel® Core™ i7 processor Extreme Edition parts. If you have needs for the quad-core version of this sample copy please contact the Global Messaging Strategy Team.

The Hook

The Intel® Core™ i7 processor Extreme Edition:
Intel's fastest,^{10,28} smartest PC processor.

Alternative (see NOTE under usage guidance)

Intel's smartest PC processor

—or—

Intel's smartest processor for desktops

Lead Message

Dominate your gaming competition with the unlocked, ultra-threaded Intel® Core™ i7 processor Extreme Edition. It's Intel's fastest,^{10,28} smartest PC processor.

Alternative (see NOTE under usage guidance)

Dominate your gaming competition with the unlocked, ultra-threaded Intel® Core™ i7 processor Extreme Edition, Intel's smartest PC processor.¹¹

Sound Bites

- Super-smart. Ultra-threaded. Absolutely uncompromised.
- Unlocked,¹¹ Unleashed. Uncompromised.
- Intel's fastest,^{10,28} smartest desktop processor technology unleashed
- Ultra capable. Downright devastating.

Suggested Copy—Short

Dominate your gaming competition with the unlocked,¹¹ unleashed and uncompromised Intel® Core™ i7 processor Extreme Edition. Thanks to the latest ultra-threaded, overclocking-enabled¹¹ killer combination of smart features, including Intel® Turbo Boost Technology¹ and Intel® Hyper-Threading Technology,² the Intel® Core™ i7 processor Extreme Edition is Intel's most tuneable, capable, and downright devastating PC processor ever.

Suggested Copy—Long

Dominate your competition with the Intel® Core™ i7 processor Extreme Edition. Thanks to the latest ultra-threaded, overclocking-enabled¹¹ killer combination of smart features, including Intel® Turbo Boost Technology¹ and Intel® Hyper-Threading Technology,² the Intel® Core™ i7 processor Extreme Edition is Intel's most tuneable, capable, and downright devastating PC processor ever. It's the ultimate weapon for extreme gamers who demand unmatched PC performance. The Intel® Core™ i7 processor Extreme Edition: All of Intel's know-how in Intel's fastest,^{10,28} smartest PC processor.

Key Product Support Points

- Automatically speeds up your processor when your PC needs extra performance—that's Intel® Turbo Boost Technology.¹
- Features 12-way multi-task processing that allows each core of your processor to work on two tasks at the same time—that's Intel® Hyper-Threading Technology.²
- Overclocking-enabled¹¹ to allow tuning your system for extra performance.
- Open the door to more immersive gaming experiences with up to 50% better physics and AI performance.^{10,32}
- Dominate your gaming competition with a smoother and more realistic experience.^{10,33}

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

2nd Generation Processors

Extreme Edition Processors

[Intel® Core™ i7 Processor Extreme Edition Desktop \(Content Creators\)](#)

[Intel® Core™ i7 Processor Extreme Edition Desktop \(Gaming\)](#)

► [Intel® Core™ i7 Processor Extreme Edition Laptop \(Content Creators\)](#)

[Intel® Core™ i7 Processor Extreme Edition Laptop \(Gaming\)](#)

Previous Generation Processors

[Intel® Processors for Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)



Intel® Core™ Processors – Extreme Edition Processors

Intel® Core™ i7 Processor Extreme Edition Laptop (Content Creators)

The Hook

The Intel® Core™ i7 processor Extreme Edition: Intel's fastest,^{10,28} smartest processor for laptops.

Lead Message

The Intel® Core™ i7 processor Extreme Edition: The processor with the most cutting-edge features for Intel's fastest,^{10,28} smartest performance.

Alternative (see NOTE under usage guidance)

Intel's smartest performing processor for laptops, with cutting-edge features plus overclocking¹¹ enabled.

Suggested Copy—Short

Discover adrenaline on a chip with Intel's fastest,^{10,28} smartest laptop processor. With the widest array of performance-enhancing features in Intel's new family of processors, the Intel® Core™ i7 processor Extreme Edition is the perfect engine for power users who demand unrivaled performance.

Suggested Copy—Long

Discover adrenaline on a chip. With the widest array of performance-enhancing features in Intel's new family of processors, the Intel® Core™ i7 processor Extreme Edition is the perfect engine for power users who demand unrivaled performance.

You'll get maximum laptop power for whatever you do, thanks to the combination of smart features like Intel® Turbo Boost Technology¹ and Intel® Hyper-Threading Technology,² which together activate full processing power exactly where and when you need it. It's no surprise the Intel® Core™ i7 processor Extreme Edition is Intel's fastest,^{10,28} smartest processor for laptops.

Key Product Support Points

- Automatically speeds up your processor when your laptop needs extra performance—that's Intel® Turbo Boost Technology.¹
- Features 8-way multi-task processing that allows each core of your processor to work on two tasks at the same time—that's Intel® Hyper-Threading Technology.²
- Overclocking-enabled to allow tuning your system for extra performance.¹¹

Table of Contents

Introduction

Intel® Core™ Processors

2nd Generation Usage Guidelines

2nd Generation Processors

Extreme Edition Processors

Intel® Core™ i7 Processor Extreme
Edition Desktop (Content Creators)

Intel® Core™ i7 Processor Extreme
Edition Desktop (Gaming)

Intel® Core™ i7 Processor Extreme
Edition Laptop (Content Creators)

► Intel® Core™ i7 Processor Extreme
Edition Laptop (Gaming)

Previous Generation Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers



Intel® Core™ Processors – Extreme Edition Processors

Intel® Core™ i7 Processor Extreme Edition Laptop (Gaming)

NOTE:

- If you need sample copy for the 2nd Generation Intel® Core™ i7 Processor Extreme Edition Laptop (Gaming) contact the Global Messaging Strategy Team.

The Hook

The Intel® Core™ i7 processor Extreme Edition: Intel's fastest,^{10,28} smartest processor for laptops.

Lead Message

The Intel® Core™ i7 processor Extreme Edition: The smart processor that'll have you outperforming, overwhelming, and overthrowing your competition.

Alternative (see NOTE under usage guidance)

Intel's smartest performing processor for laptops, with cutting-edge features plus overclocking-enabled.¹¹

Suggested Copy—Short

The competition doesn't stand a chance when your laptop is powered by Intel's fastest,^{10,28} smartest laptop processor, the Intel® Core™ i7 processor Extreme Edition. With the widest array of performance-enhancing features in Intel's new family of processors, you can reach unprecedented speeds that will have you dominating the gaming world.

Suggested Copy—Long

The competition doesn't stand a chance when your laptop is powered by the Intel® Core™ i7 processor Extreme Edition. With the widest array of performance-enhancing features in Intel's new family of processors, you can reach unprecedented speeds that will have you dominating the gaming world.

You'll get maximum laptop power for whatever you do, thanks to the combination of smart features like Intel® Turbo Boost Technology¹ and Intel® Hyper-Threading Technology,² which together activate full processing power exactly where and when you need it. It's no surprise the Intel® Core™ i7 processor Extreme Edition is Intel's fastest,^{10,28} smartest processor for laptops.

Key Product Support Points

- Automatically speeds up your processor when your laptop needs extra performance—that's Intel® Turbo Boost Technology.¹
- Features 8-way multi-task processing that allows each core of your processor to work on two tasks at the same time—that's Intel® Hyper-Threading Technology.²
- Overclocking-enabled to allow tuning your system for extra performance.¹¹

[Table of Contents](#)

[Introduction](#)

[Intel® Core™ Processors](#)

2nd Generation Usage Guidelines

2nd Generation Processors

Extreme Edition Processors

Previous Generation Processors

► Previous Generation Intel® Core™
Processor Family (2010)

[Previous Generation
Intel® Core™2 Processors](#)

[Intel® Processors for
Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)



Intel® Core™ Processors – Previous Generation Processors

Previous Generation Intel® Core™ Processor Family (2010)

NOTE:

- Use the term “previous generation” as a descriptor for all 2010 Intel® Core™ processors and Intel® Core™2 processors when present in market with 2nd generation product family.

The Hook

Previous generation smart performance ■

Lead Message

Get smart performance with previous generation (2010) Intel® Core™ processors. ■

[Table of Contents](#)

[Introduction](#)

[Intel® Core™ Processors](#)

2nd Generation Usage Guidelines

2nd Generation Processors

Extreme Edition Processors

Previous Generation Processors

[Previous Generation Intel® Core™
Processor Family \(2010\)](#)

► Previous Generation
Intel® Core™2 Processors

[Intel® Processors for
Ultra-Thin Laptops](#)

[Intel® Processors for Basic Computing](#)

[Intel® Atom™ Processor Family](#)

[Other Products and Technologies](#)

[Legal Disclaimers](#)



Intel® Core™ Processors – Previous Generation Processors

Previous Generation Intel® Core™2 Processors

NOTE:

- Use the term “previous generation” as a descriptor for all 2010 Intel® Core™ processors and Intel® Core™2 processors when present in market with 2nd generation product family.

Mature Markets

The Hook

Previous generation performance

Lead Message

Get great performance with Intel® Core™2 [Duo or Quad] processors.



Intel® Processors for Ultra-Thin Laptops

Intel® Core™ i3 Processor for Ultra-Thin Laptops

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for Ultra-Thin Laptops

► Intel® Core™ i3 Processor for Ultra-Thin Laptops

Intel® Core™ i5 Processor for Ultra-Thin Laptops

Intel® Core™ i7 Processor for Ultra-Thin Laptops

Intel® Pentium® Processor for Ultra-Thin Laptops

Intel® Celeron® Processor for Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

NOTE:

- This sample copy is only for use with Intel® Core™ i3 ultra-low voltage or SVBGA processors combined with z-height system designs (under 1 inch).

The Hook

Smart style starts here

Lead Message

Smart, stylish performance starts with the Intel® Core™ i3 processor, now available in sleek, new, ultra-thin laptops that are light enough to carry all day and offer long(er) battery life.

Sound Bites

- Smart style starts here
- Smart performance or style? Don't choose—get both.
- Smart. Now fashionable too.

Suggested Copy—Short

Get the smart performance you need without compromising the stylish looks you want, thanks to an ultra-thin laptop powered by the Intel® Core™ i3 processor. With enhanced battery life and a sleek design, it is the perfect entry point for a responsive PC experience.

Suggested Copy—Long

Now you can get started with smart performance without compromising the stylish looks you want. An ultra-thin laptop powered by the Intel® Core™ i3 processor is the perfect entry point for a responsive PC experience. And with enhanced battery life and a sleek design, it's ready to go when you are. Ultra-thin laptops now available with the Intel® Core™ i3 processor: moving up to smart style has never been easier.

Key Product Support Points

Technology

- 4-way multi-task processing allows each core to work on two tasks simultaneously—that's Intel® Hyper-Threading Technology.²
- Get a stunning visual experience with Intel® HD Graphics, available on select models of the Intel® Core™ processor family.

Performance

- Only low-power-consumption processors from the Intel® Core™ processor family deliver the performance and long battery life you need in the sleek designs you crave.
- Smart-performing ultra-thin laptops have Intel Inside®.

Battery Life

OK for use with Ultra-Low Voltage SKUs Only

- Energy-efficient technology from Intel reduces power consumption and helps bring longer battery life to ultra-thin laptops.
- Low-power-consumption Intel® processors enable longer battery life for ultra-thin notebooks.

Lightweight

- Intel® low-power-consumption processors require less cooling than standard processors, enabling new laptop designs that are ultra-thin and light enough to carry all day.
- Intel® technology helps enable the thinnest laptops.
- The sleekest-designed laptops have Intel Inside®.



Intel® Processors for Ultra-Thin Laptops

Intel® Core™ i5 Processor for Ultra-Thin Laptops

NOTE:

- This sample copy is only for use with Intel® Core™ i5 ultra-low voltage or SVBGA processors combined with z-height system designs (under 1 inch).

The Hook

Boost your performance and style ■

Lead Message

Boost your performance and your style with the smart Intel® Core™ processor, now available in sleek ultra-thin laptops that are light enough to carry all day and offer long(er) battery life. ■

Sound Bites

- Boost your performance and style
- Smarter. Faster. And now thinner.
- Buy your ultra-thin laptop one size smarter
- Smart has arrived. Now in ultra-thin. ■

Suggested Copy—Short

With an ultra-thin laptop powered by the Intel® Core™ i5 processor, you'll get a boost to your performance—and your style. From enhanced battery life and an ultra-sleek design, to the ability to automatically increase speed for demanding tasks, it's smart computing that looks as good as it performs. ■

Suggested Copy—Long

Get a boost to your performance and your style with an ultra-thin laptop powered by the Intel® Core™ i5 processor. With features including enhanced battery life and the ability to automatically boost your laptop's speed for demanding tasks, it delivers solid performance on the go. And with an ultra-sleek design that turns heads as easily as it fits in your bag, you can look good using your new laptop for longer. Ultra-thin laptops now available with the Intel® Core™ i5 processor: smart computing that looks as good as it performs. ■

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for Ultra-Thin Laptops

Intel® Core™ i3 Processor for Ultra-Thin Laptops

► Intel® Core™ i5 Processor for Ultra-Thin Laptops

Intel® Core™ i7 Processor for Ultra-Thin Laptops

Intel® Pentium® Processor for Ultra-Thin Laptops

Intel® Celeron® Processor for Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers



Intel® Processors for Ultra-Thin Laptops

Intel® Core™ i5 Processor for Ultra-Thin Laptops *(continued)*

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for Ultra-Thin Laptops

Intel® Core™ i3 Processor
for Ultra-Thin Laptops

► Intel® Core™ i5 Processor
for Ultra-Thin Laptops

Intel® Core™ i7 Processor
for Ultra-Thin Laptops

Intel® Pentium® Processor
for Ultra-Thin Laptops

Intel® Celeron® Processor
for Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Key Product Support Points

Technology

- Automatically speeds up your processor when your PC needs extra performance—that's Intel® Turbo Boost Technology.¹
- 4-way multi-task processing allows each core to work on two tasks simultaneously—that's Intel® Hyper-Threading Technology.²
- Get a stunning visual experience with Intel® HD Graphics, available on select models of the Intel® Core™ processor family.

Performance

- The low-power-consumption Intel® Core™ i5 processor allows for more responsive, more sleek, and more energy-efficient ultra-thin laptops.^{10,34}
- Only low-power-consumption processors from the Intel® Core™ processor family deliver the performance and long battery life you need in the sleek designs you crave.
- Smart performing ultra-thin laptops have Intel Inside®.

Battery Life

OK for use with Ultra-Low Voltage SKUs Only

- Energy-efficient technology from Intel reduces power consumption and helps bring longer battery life to ultra-thin laptops.
- Low-power-consumption Intel® processors enable longer battery life for ultra-thin notebooks.

Lightweight

- Intel® low-power-consumption processors require less cooling than standard processors, enabling new laptop designs that are ultra-thin and light enough to carry all day.
- Intel® technology helps enable the thinnest laptops.
- The sleekest-designed laptops have Intel Inside®.



Intel® Processors for Ultra-Thin Laptops

Intel® Core™ i7 Processor for Ultra-Thin Laptops

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for Ultra-Thin Laptops

Intel® Core™ i3 Processor for Ultra-Thin Laptops

Intel® Core™ i5 Processor for Ultra-Thin Laptops

► Intel® Core™ i7 Processor for Ultra-Thin Laptops

Intel® Pentium® Processor for Ultra-Thin Laptops

Intel® Celeron® Processor for Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

NOTE:

- This sample copy is only for use with Intel® Core™ i7 ultra-low voltage or SVBGA processors combined with z-height system designs (under 1 inch).

The Hook

The ultimate balance of style and performance

Lead Message

With a sleek, new, ultra-thin laptop powered by the Intel® Core™ i7 processor, you get the ultimate balance of smart performance and stylish design.

Sound Bites

- The ultimate balance of style and performance
- Delivers big and travels light
- Ultimate in smart. Pinnacle in slim.

Suggested Copy—Short

Get the ultimate balance of smart performance and style with a sleek new laptop powered by the Intel® Core™ i7 processor, Intel's top processor designed for ultra-thin laptops. Packed with rich features including enhanced battery life and the ability to automatically increase speed for demanding tasks, it's a stylish mobile superstar that delivers big—and travels light.

Suggested Copy—Long

With a sleek new laptop powered by the Intel® Core™ i7 processor, Intel's top processor designed for ultra-thin laptops, you get the ultimate balance of smart performance and style. Enjoy a rich set of features including enhanced battery life and the ability to automatically increase speed for demanding tasks when and where you need it. Add in its ultra-sleek design and you've got a stylish mobile superstar at your fingertips. Ultra-thin laptops now available with the Intel® Core™ i7 processor: they deliver big and travel light.

Key Product Support Points

Technology

- Automatically speeds up your processor when your PC needs extra performance—that's Intel® Turbo Boost Technology.¹
- 4-way multi-task processing allows each core to work on two tasks simultaneously—that's Intel® Hyper-Threading Technology.²
- Get a stunning visual experience with Intel® HD Graphics, available on select models of the Intel® Core™ processor family.

Performance

- Only low-power-consumption processors from the Intel® Core™ processor family deliver the performance and long battery life you need in the sleek designs you crave.
- Smart performing ultra-thin laptops have Intel Inside®.

Battery Life

OK for use with Ultra-Low Voltage SKUs Only

- Energy-efficient technology from Intel reduces power consumption and helps bring longer battery life to ultra-thin laptops.
- Low-power-consumption Intel® processors enable longer battery life for ultra-thin notebooks.

Lightweight

- Intel® low-power-consumption processors require less cooling than standard processors, enabling new laptop designs that are ultra-thin and light enough to carry all day.
- Intel® technology helps enable the thinnest laptops.
- The sleekest-designed laptops have Intel Inside®.



Intel® Processors for Ultra-Thin Laptops

Intel® Pentium® Processor for Ultra-Thin Laptops

NOTE:

- This sample copy is only for use with Intel® Pentium® ultra-low voltage or SVBGA processors combined with z-height system designs (under 1 inch).

The Hook

Intel's classic processor—now in sleek, new, ultra-thin laptops

Lead Message

Sleek, new, ultra-thin laptops with the Intel® Pentium® processor are a reliable choice for your basic computing needs.

Sound Bites

- The new, ultra-thin way to experience Intel's classic processor
- The Intel reliability you trust. The ultra-thin design you crave.

Suggested Copy—Short

Ready to go mobile with an ultra-thin laptop? Make sure yours has Intel Inside®. Sleek, new laptops with the Intel® Pentium® processor are a reliable choice for your basic computing needs.

Suggested Copy—Long

Ready to go mobile with an ultra-thin laptop? Make sure yours has Intel Inside®. Sleek, new laptops with the classic Intel® Pentium® processor provide energy efficiency and proven reliability for your basic computing needs, so you can travel lighter and stay unplugged longer.

Key Product Support Points

- Keep pace with your basic computing tasks in style.
- Reliable Intel® technology, now available in ultra-thin laptops.
- Low-power-consumption Intel® processors enable longer battery life in ultra-thin laptops.
- Get the Intel quality you expect from the leading manufacturer of PC processor technology.
- Intel® low-power-consumption processors require less cooling than standard processors, enabling new laptop designs that are ultra-thin and light enough to carry all day.
- Intel® technology helps enable the thinnest laptops.
- The sleekest-designed laptops have Intel Inside®.

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for Ultra-Thin Laptops

Intel® Core™ i3 Processor for Ultra-Thin Laptops

Intel® Core™ i5 Processor for Ultra-Thin Laptops

Intel® Core™ i7 Processor for Ultra-Thin Laptops

► Intel® Pentium® Processor for Ultra-Thin Laptops

Intel® Celeron® Processor for Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers



Intel® Processors for Ultra-Thin Laptops

Intel® Celeron® Processor for Ultra-Thin Laptops

NOTE:

- This sample copy is only for use with Intel® Celeron® ultra-low voltage or SVBGA processors combined with z-height system designs (under 1 inch).

The Hook

Entry-level computing in sleek, new, ultra-thin laptops

Lead Message

Get entry-level computing at a good value with the Intel® Celeron® processor, now available in sleek, ultra-thin laptops.

Sound Bites

- Good value and sleek style come together
- Get the value of Intel Inside®, now in ultra-thin laptops

Suggested Copy—Short

Shopping for your first laptop? An ultra-thin laptop powered by the Intel® Celeron® processor is a good place to start your search. Entry-level computing has never been so stylish.

Suggested Copy—Long

Shopping for your first laptop? An ultra-thin laptop powered by the Intel® Celeron® processor is a good place to start your search. Sleek new laptops with the Intel® Celeron® processor provide entry-level computing at a good value. Get stylish with Intel Inside®.

Key Product Support Points

- Go ultra-thin, with the value of Intel Inside®.
- Start your ultra-thin laptop experience with technology from Intel, the industry leader for more than 40 years.
- Low-power-consumption Intel® processors enable longer battery life in ultra-thin laptops.
- Get the quality you expect from Intel, the leading manufacturer of PC processor technology.
- Intel® low-power-consumption processors require less cooling than standard processors, enabling new laptop designs that are ultra-thin and light enough to carry all day.
- Intel® technology helps enable the thinnest laptops.
- The sleekest-designed laptops have Intel Inside®.

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for Ultra-Thin Laptops

Intel® Core™ i3 Processor for Ultra-Thin Laptops

Intel® Core™ i5 Processor for Ultra-Thin Laptops

Intel® Core™ i7 Processor for Ultra-Thin Laptops

Intel® Pentium® Processor for Ultra-Thin Laptops

► Intel® Celeron® Processor for Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers



Intel® Processors for Basic Computing

Intel® Pentium® Processor and Intel® Celeron® Processor

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

► Intel® Pentium® Processor and
Intel® Celeron® Processor

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Intel® Pentium® Processor

The Hook

Intel's classic, reliable processor

Lead Message

The Intel® Pentium® processor is the classic and reliable choice for basic computing tasks.

Intel® Celeron® Processor

The Hook

Intel's entry-level processor

Lead Message

Get entry-level computing with the Intel® Celeron® processor.



Intel® Atom™ Processor Family

Intel® Atom™ Processor for Netbooks

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

► Intel® Atom™ Processor for Netbooks

Intel® Atom™ Processor for Entry-
Level Desktops—Emerging Markets

Intel® Atom™ Processor for smart TV-
Enabled Devices

Other Products and Technologies

Legal Disclaimers

Mature Markets + Emerging Markets Tier 1/2

The Hook

Your small, connected companion

Lead Message

Get the perfect complement to your PC when you're away from home, with a small, portable netbook powered by an Intel® Atom™ processor.

Sound Bites

- Your small, connected companion
- Easy Internet access is now more portable than ever
- The perfect complement to your PC

Suggested Copy—Short

Get the perfect complement to your PC when you're away from home. Take easy Internet access to more places with a portable netbook powered by the Intel® Atom™ processor. It's your small, connected companion.

Suggested Copy—Long

Get the perfect complement to your PC when you're away from home. Take easy Internet access to more places with a netbook powered by the Intel® Atom™ processor. Get e-mail, instant messaging, and Web surfing with long battery life that makes it simpler to stay in touch on the go. A portable netbook powered by the Intel® Atom™ processor: it's your small, connected companion.

Key Product Support Points

- The power to get e-mail, instant messaging, and the Internet on the go.
- Low-power design leaves you battery life to spare.
- Don't want to share? Get your kids their own netbook powered by an Intel® Atom™ processor for about the price of a videogame system.
- If your home PC runs Microsoft® Windows,* most netbooks powered by an Intel® Atom™ processor will be compatible with the software and peripherals you already own and use. (NOTE: For reactive use only when needed to position against competitive products.)



Intel® Atom™ Processor Family

Intel® Atom™ Processor for Netbooks *(continued)*

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

► Intel® Atom™ Processor for Netbooks

Intel® Atom™ Processor for Entry-
Level Desktops—Emerging Markets

Intel® Atom™ Processor for smart TV-
Enabled Devices

Other Products and Technologies

Legal Disclaimers

Emerging Markets

The Hook

The Internet and computing always within your reach ■

Lead Message

Take advantage of having the Internet and computing always within your reach with a small, portable netbook powered by an Intel® Atom™ processor. ■

Sound Bites

- The Internet and computing always within your [your family's] reach
- Simple Internet and computing: now yours.
- Take the Internet to more places
- Big world of learning. Little to carry. ■

Suggested Copy—Short

Make a smart investment in your [your family's] future with a netbook powered by the Intel® Atom™ processor. Take advantage of having the Internet and computing always within your reach, while also developing practical skills. It's possible on a small, portable netbook with Intel Inside®. ■

Suggested Copy—Long

Make a smart investment in your [your family's] future with a netbook powered by the Intel® Atom™ processor. Take advantage of having the Internet and computing always within your reach. Enjoy exploring the online world of e-mail, music, video, and news, while also developing practical skills. And because a netbook is small and portable, you can use it either at home or away. Get a convenient device for your computing needs from a trusted global name—it's possible on a netbook with Intel Inside®. ■

Key Product Support Points

- Explore a new world online while improving your computing skills.
- Make a smart investment in your (your family's) future.
- Small and portable, so it can be used either at home or away.
- A practical, quality purchase from a trusted global name. Make sure your netbook has Intel Inside®. ■



Intel® Atom™ Processor Family

Intel® Atom™ Processor for Entry-Level Desktops—Emerging Markets

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Intel® Atom™ Processor for Netbooks

► Intel® Atom™ Processor for Entry- Level Desktops—Emerging Markets

Intel® Atom™ Processor for smart TV- Enabled Devices

Other Products and Technologies

Legal Disclaimers

The Hook

The practical device for Internet and computing at home ■

Lead Message

Unlock the possibilities of the Internet and improve your computing skills at home with a practical entry-level desktop powered by an Intel® Atom™ processor. ■

Sound Bites

- The practical device for Internet and computing at home
- Share the excitement of the Internet and computing with your family
- A big world of learning for your young explorer ■

Suggested Copy—Short

Make a smart investment in your [your family's] future with an entry-level desktop powered by an Intel® Atom™ processor. Take advantage of having the Internet and computing at home, while also developing your PC skills. ■

Suggested Copy—Long

Make a smart investment in your [your family's] future with an entry-level desktop powered by an Intel® Atom™ processor. Take advantage of having the Internet and computing at home for your family to share. Enjoy exploring the online world of e-mail, music, video, and news, while also developing your PC skills. Get a practical device for your computing needs from a trusted global name—it's possible on an entry-level desktop with Intel Inside®. ■

Key Product Support Points

- Explore a new world online while improving your computing skills.
- Make a smart investment in your [your family's] future.
- A practical, quality purchase from a trusted global name. Make sure your entry-level desktop has Intel Inside®. ■

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Intel® Atom™ Processor for Netbooks

Intel® Atom™ Processor for Entry-
Level Desktops—Emerging Markets

► Intel® Atom™ Processor for smart TV-
Enabled Devices

Other Products and Technologies

Legal Disclaimers



Intel® Atom™ Processor Family

Intel® Atom™ Processor for smart TV-Enabled Devices

NOTE:

- The term “smart TV” should be used to describe a new way to experience TV. It is not a product, device, or application.
- When using the Intel Inside® terminology as the “brand” within messaging, headlines, copy blocks, etc., you must type both words in capitalization followed by the circle-R registered trademark symbol after the second word—Correct Use: Intel Inside®

EXAMPLE: Imagine the performance of Intel Inside®

The Hook

Your TV just got a whole lot smarter

Lead Message

Your TV experience just got a whole lot smarter with Intel Inside®.

Sound Bites

- TV + Internet—everything you love together on one screen
- See just how smart your TV can be
- Experience TV like never before
- A new vision of television
- Turn on a new experience (you won’t want to turn it off)
- Now the vision is back in television
- Imagine the performance of Intel Inside®

Suggested Copy—Short

Your TV just got a whole lot smarter. The Intel® Atom™ processor brings intelligent and powerful capabilities to your smart TV experience. Everything you love about TV and the Internet is now together on one screen. Instantly find and watch your favorite shows and movies. Easily surf between channels and websites. Experience TV like never before.^{1,2}

Suggested Copy—Long

Your TV just got a whole lot smarter. The Intel® Atom™ processor, available in a new range of TVs, DVD/Blu-ray* players, and set-top boxes, brings your smart TV experience to life with intelligent and powerful capabilities. Now everything you love about TV and the Internet is together on one screen.

Instantly find and watch your favorite shows and movies with home theater quality video and audio. Easily and intuitively surf between channels and websites. Enjoy online video and downloadable Internet applications in high definition. With smart TV, now you can experience TV like never before. All thanks to the performance of Intel Inside®.^{1,2}

Key Product Support Points

- Home theater quality A/V support with sharp images, deep color, and exceptional video and audio performance
- Technology that enables quick and seamless display of and switching between different media formats^{1,2}
- Performance to support up to 1080p HD video quality, up to 7.1 Surround Sound, and a wide variety of other audio and video formats.^{1,2}

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

► Intel® Turbo Boost Technology 2.0

Intel® Hyper-Threading Technology

Built-in Visuals

Intel® Wireless Display

Intel® Anti-Theft Technology

4G WiMAX Wireless Technology

Intel® Solid-State Drives

Intel® Centrino® Wireless Products

Intel® My WiFi Technology

Intel® Processors for Home Servers
and Intel® Processors for Entry-Level
Desktops—Mature Markets

Legal Disclaimers

Other Products and Technologies

Intel® Turbo Boost Technology 2.0

The Hook

Improved extra GHz on demand¹

Lead Message

Delivers an even greater burst of processor speed automatically when your PC needs extra performance.

Sound Bites

- We gave our own turbo a boost
- More performance automatically
- Our Turbo Boost boosted
- The original turbo, only better
- Smart. Efficient. Dynamic.

Suggested Copy—Short

Our next generation of adaptive performance is more intelligent, energy-efficient, and dynamic than ever before. It delivers that automatic speed increase your PC needs for demanding tasks but with the volume turned up—that's Intel® Turbo Boost Technology 2.0.¹ Available exclusively on 2nd generation Intel® Core™ i5 [and/or Core™ i7] processor[s].

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Intel® Turbo Boost Technology 2.0

► Intel® Hyper-Threading Technology

Built-in Visuals

Intel® Wireless Display

Intel® Anti-Theft Technology

4G WiMAX Wireless Technology

Intel® Solid-State Drives

Intel® Centrino® Wireless Products

Intel® My WiFi Technology

Intel® Processors for Home Servers

and Intel® Processors for Entry-Level
Desktops—Mature Markets

Legal Disclaimers

Other Products and Technologies

Intel® Hyper-Threading Technology

NOTE:

- For processors that have 4 cores, but do not have Intel® Hyper-Threading Technology, it is ACCEPTABLE to use the phrase “4-way multi-task processing.”

The Hook

Smart multitasking²

Lead Message

When each core of your processor can work on two tasks at the same time, you get more responsive multitasking. Now that's smart.

Sound Bites

- Smart multitasking²

Suggested Copy—Short

With 4-way [8-way] multi-task processing made possible by Intel® Hyper-Threading Technology², your processor can work on two tasks simultaneously. Your PC is more responsive and hesitates less, which means you spend more time doing and less time waiting. Make that hourglass and frustration a thing of the past. Start smart multitasking today with the 2nd generation Intel® Core™ processor family in your next PC.

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Intel® Turbo Boost Technology 2.0
Intel® Hyper-Threading Technology

► Built-in Visuals

Intel® Wireless Display
Intel® Anti-Theft Technology
4G WiMAX Wireless Technology
Intel® Solid-State Drives
Intel® Centrino® Wireless Products
Intel® My WiFi Technology
Intel® Processors for Home Servers
and Intel® Processors for Entry-Level
Desktops—Mature Markets

Legal Disclaimers

Other Products and Technologies

Built-in Visuals

NOTE:

- This sample copy is intended for use only when built-in visuals are available.
- The built-in visuals sample copy is intended for use with 2nd generation Intel® Core™ processor family products.
- The term “built-in visuals” refers to the group of technology features: Intel® HD Graphics, Intel® Quick Sync Video, Intel® InTRU 3D, Intel® Clear Video HD, and optionally Intel® Wireless Display. In order for this term to be meaningful, the benefits of these constituent technologies must be present in the PC/laptop system being marketed. You accordingly should not use the term “built-in visuals” or the associated sample copy/messaging (as outlined in the associated individual processor or technology pages) if these technology features are not available on systems referred to in the subject marketing materials. Contact your local marketing team or Global Messaging Strategy team if you have questions.
- For all end-user communication, do not use the term “processor graphics.”
- Use “previous generation Intel® Graphics Technology” when referring to Intel® Integrated Graphics paired with previous generation Intel® Core™ processors.
- Do not use the performance-level identifiers (i.e., 2000 or 3000) in any marketing materials referring to Intel® HD Graphics.

The Hook

A smart visual experience built in

Lead Message

Built-in visuals only

Everything you need to enjoy stunning and seamless visual experiences, now built into your processor.

Built-in visuals with a specific feature benefit or benefit/name payoff

Our built-in visuals³ feature [benefit only or benefit/name]. It's a better visual PC experience built in.

Sound Bites

- Appeal to your senses
- A better-looking PC experience
- Good looks come standard
- Your PC just got better looking
- Feast your eyes on this
- Extra sensory performance
- A better way to look at performance
- Beyond graphics and media (for Raj, Max only)

Suggested Copy—Short

The visual features built into the processor deliver everything you need to enjoy a stunning and seamless experience when viewing and interacting with all your PC visuals. So what you see looks amazing and runs without hesitation or interruption. For your next PC, get immersed in the smart visual experience built into every member of the 2nd generation Intel® Core™ processor family.

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Intel® Turbo Boost Technology 2.0
Intel® Hyper-Threading Technology

► Built-in Visuals

Intel® Wireless Display

Intel® Anti-Theft Technology

4G WiMAX Wireless Technology

Intel® Solid-State Drives

Intel® Centrino® Wireless Products

Intel® My WiFi Technology

Intel® Processors for Home Servers
and Intel® Processors for Entry-Level
Desktops—Mature Markets

Legal Disclaimers

Other Products and Technologies

Built-in Visuals *(continued)*

Intel® Quick Sync Video

The Hook

Edit and share videos in a flash

Lead Message

Built-in performance makes fast work of creating, editing, and sharing your favorite videos. Exclusively available as part of the visual experience included in the 2nd generation Intel® Core™ processor family.

Sound Bites

- Video to go
- Edit. Burn. Share. Fast. (For use with Raj and Max audience segments only.)
- Gives a new meaning to fast forwarding through your video
- Your video on fast forward
- Now your video is waiting for you, not the other way around
- Don't blink or you'll miss it

Suggested Copy—Short

Your video is ready already. Intel® Quick Sync Video³ takes the wait out of editing and sharing your videos. A unique feature of the visual experience built into the 2nd generation Intel® Core™ processor family, this hardware acceleration delivers astonishing performance, completing in minutes what used to take hours. So you edit, burn, and share, then get to the fun faster than ever. Now your video is waiting for you, not the other way around.

Intel® HD Graphics

The Hook

Great gaming built in

Lead Message

Built-in performance for mainstream gaming—no extra hardware needed

Sound Bites

- Consider subtracting the add-in
- There's a new game in town
- Ditch the discrete (For use with the Raj audience segment only)
- Already ready to play
- Our best 3D graphics yet. Built in. See for yourself.
- Get ahead of the game

Suggested Copy—Short

For mainstream games, our new built-in Intel® HD Graphics³ delivers discrete 3D graphics performance without the added cost and power (or shorter battery life) of a discrete graphics add-in card. Featuring our highest frames per second ever and additional headroom for dialing up your game settings, you'll rethink the need for extra hardware.^{10,22} Get it standard with the built-in visuals included as part of the 2nd generation Intel® Core™ processor family.

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Intel® Turbo Boost Technology 2.0
Intel® Hyper-Threading Technology

► Built-in Visuals

Intel® Wireless Display

Intel® Anti-Theft Technology

4G WiMAX Wireless Technology

Intel® Solid-State Drives

Intel® Centrino® Wireless Products

Intel® My WiFi Technology

Intel® Processors for Home Servers
and Intel® Processors for Entry-Level
Desktops—Mature Markets

Legal Disclaimers

Other Products and Technologies

Built-in Visuals *(continued)*

Intel® Clear Video HD Technology

The Hook

Picture perfect

Lead Message

Sharper. Smoother. Richer. View images and video the way they were meant to be seen.

Sound Bites

- Improve your images
- The new image of smart performance
- Visual. Vivid. Vibrant.
- Hi, definition! (English only)
- HD-lightful (English only)
- The eyes have it (English only)

Suggested Copy—Short

Intel® Clear Video HD Technology³ delivers superb visual performance for sharper images, richer color, and life-like audio and video. Get immersed in viewing your favorite photos, movies, and websites without stuttering or interruption on your PC screen [or HDTV with Intel® WiDi⁵]. Available with the built-in visuals included in the 2nd generation Intel® Core™ processor family.

Intel® InTru™ 3D Technology

The Hook

3D your PC

Lead Message

Immerse yourself with full HD Stereo 3D viewing right on your PC.

Sound Bites

- Add a new dimension to your PC experience
- 3D. HD. You'll see.
- 3D-lightful (English only)
- Go deeper with Intel Inside®
- This is your PC on 3D
- Your PC to the power of 3D

Suggested Copy—Short

Add yet another dimension to what you see on your PC courtesy of Intel® InTRU™ 3D technology.^{3,4} It helps make viewing Blu-ray* movies in stereo 3D and full 1080p resolution possible on your home computer [or right at home]. It's just one more way that our built-in visuals deliver an immersive PC experience that simply pulls you in. Available on every model of the 2nd generation Intel® Core™ processor family.

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Intel® Turbo Boost Technology 2.0
Intel® Hyper-Threading Technology
Built-in Visuals

► Intel® Wireless Display

Intel® Anti-Theft Technology
4G WiMAX Wireless Technology
Intel® Solid-State Drives
Intel® Centrino® Wireless Products
Intel® My WiFi Technology
Intel® Processors for Home Servers
and Intel® Processors for Entry-Level
Desktops—Mature Markets

Legal Disclaimers

Other Products and Technologies

Intel® Wireless Display

NOTE:

- This sample copy is **ONLY** for use with SKUs that use Intel® solutions exclusively, not third-party graphics or wireless. The software and hardware must be properly validated for Intel® Wireless Display;⁵ otherwise do not market.

EXAMPLE: if a system has Intel® Centrino®, Intel® HD Graphics and an Intel® Core™ processor but hasn't been validated for Intel® Wireless Display;⁵ do not use the sample copy.

- When referring to this technology the terms Intel® Wireless Display; Intel® WiDi Technology; or Intel® WiDi are all acceptable. It is recommended that in your first reference to Intel® Wireless Display you use "Intel® Wireless Display" version, as a way to describe the technology, and in subsequent references use the appropriate term given space constraints.
- When using the short version, always capitalize the "W" and "D," and leave the "i"s in lower case. Do not capitalize the entire term unless it is used in a title or paragraph heading where all terms are capitalized. Always precede "WiDi" with Intel and circle-R registered trademark, but do not include a circle-R registered trademark or trademark after the "WiDi" term.
 - » Correct: Wirelessly project laptop content on your TV with Intel® WiDi.⁵
 - » Incorrect: Wirelessly project laptop content to your TV with WiDi.⁵

The Hook

Share your laptop content wirelessly on your TV⁵

Lead Message

Now it is easy to wirelessly project laptop [or All-in-One PC] content on your TV with Intel® Wireless Display.⁵

Sound Bites

- Your PC on TV⁵
- Gather around your TV to enjoy your PC⁵
- See what's on your PC on your TV⁵
- Your PC. Now on your TV (in 1080p).⁵
- Your content. On more screens.⁵

Suggested Copy—Short

Now enjoy all of your personal and online content on your big screen—by simply wirelessly connecting your laptop to your TV. Available exclusively on laptops [or All-in-One PCs] featuring a smart 2nd generation Intel® Core™ processor, Intel® Wireless Display combined with an adapter enables you to project personal content, online TV shows, movies, videos, and more, all with great image clarity up to 1080p. No more crowding around the laptop—now you can gather around the TV to enjoy your PC content.⁵

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Intel® Turbo Boost Technology 2.0

Intel® Hyper-Threading Technology

Built-in Visuals

Intel® Wireless Display

► Intel® Anti-Theft Technology

4G WiMAX Wireless Technology

Intel® Solid-State Drives

Intel® Centrino® Wireless Products

Intel® My WiFi Technology

Intel® Processors for Home Servers
and Intel® Processors for Entry-Level
Desktops—Mature Markets

Legal Disclaimers

Other Products and Technologies

Intel® Anti-Theft Technology

The Hook

Minimize the risk of laptop theft or loss with Intel® Anti-Theft Technology⁶

Lead Message

Minimize the risk of laptop theft or loss with Intel® Anti-Theft Technology⁶

Suggested Copy—Long

Today's consumers are concerned about the risk of loss or theft of their performance laptops. Intel is helping minimize this risk with Intel® Anti-Theft Technology.⁶ This smart security hardware can detect potential theft and automatically disable your laptop. Once your laptop is returned, Intel® Anti-Theft Technology can easily reactivate your laptop without harming your digital content. Intel® Anti-Theft Technology is available as an option on designated Intel® Core™ processor-based laptops. Intel® Anti-Theft Technology-enabled management software subscription is required to activate Intel® Anti-Theft Technology. See your sales consultant for more details.

Key Product Support Points

Protection

- Tamper-resistant security feature in laptop hardware that detects potential theft and disables itself.⁶

Non-destructive

- When returned, the laptop can be easily reactivated without harming laptop or data.⁶

Owner Recovery Message

- Disabled laptop can display unique recovery message and contact information to return laptop to its rightful owner.⁶

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Intel® Turbo Boost Technology 2.0

Intel® Hyper-Threading Technology

Built-in Visuals

Intel® Wireless Display

Intel® Anti-Theft Technology

► 4G WiMAX Wireless Technology

Intel® Solid-State Drives

Intel® Centrino® Wireless Products

Intel® My WiFi Technology

Intel® Processors for Home Servers
and Intel® Processors for Entry-Level
Desktops—Mature Markets

Legal Disclaimers

Other Products and Technologies

4G WiMAX Wireless Technology

NOTE:

- 4G WiMAX wireless technology messaging indicates the availability or future availability of 4G WiMAX⁷ broadband connectivity; use legal disclaimers as appropriate.
- This copy should only be used with laptop systems featuring processors from the Intel® Core™ processor family with built-in WiMAX wireless technology.
- When using the term 4G WiMAX wireless technology it is recommended that in your first reference to you use “4G WiMAX,” then in subsequent references, you use the terms “WiMAX” and/or “4G WiMAX” interchangeably, as appropriate.

EXCEPTIONS:

- ◊ Japan: Only use the term “WiMAX”
- ◊ South Korea: Use the term “WiBro” as a replacement for the term “WiMAX”

Mature Markets: 4G WiMAX Wireless Technology

The Hook

Freedom to enjoy broadband Internet on the go, all over town.⁷

Lead Message

Now you can access broadband Internet all over town at blazing speeds. With devices powered by Intel® processors and 4G WiMAX⁷ next-generation wireless technology, you'll enjoy effortless mobile connectivity where you need it.

Key Product Support Points

- No need to search for hotspots—easy and fast access to broadband Internet while on the go, all over town.⁷
- Enjoy the convenience of staying connected, even when you are on the go.⁷
- Great broadband performance is no longer limited to your home or office. Now it's mobile, so you can enjoy videos or multitask while you are on the go.⁷
- The next-generation 4G WiMAX gives you blazing high-speed mobile performance for using online applications on the go.⁷

Mature Markets: Intel® Core™ Processors and 4G WiMAX Wireless Technology

The Hook

Say goodbye to hotspots. Say hello to smart performance and ultra-fast connectivity at any spot.⁷

Lead Message

2nd generation Intel® Core™ processors and 4G WiMAX wireless technology: Say goodbye to hotspots. Say hello to smart performance and ultra-fast connectivity at any spot.⁷

Sound Bites

- Smart performance. Ultra-fast connectivity.
- Faster. Smarter. Ever connected.
- Fast, smart, and totally connected.

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Intel® Turbo Boost Technology 2.0

Intel® Hyper-Threading Technology

Built-in Visuals

Intel® Wireless Display

Intel® Anti-Theft Technology

► 4G WiMAX Wireless Technology

Intel® Solid-State Drives

Intel® Centrino® Wireless Products

Intel® My WiFi Technology

Intel® Processors for Home Servers
and Intel® Processors for Entry-Level
Desktops—Mature Markets

Legal Disclaimers

Other Products and Technologies

4G WiMAX Wireless Technology *(continued)*

Suggested Copy—Short

Say goodbye to hotspots. Say hello to smart performance and ultra-fast connectivity at any spot.⁷ A laptop with a 2nd generation Intel® Core™ processor and 4G WiMAX wireless technology delivers great PC performance with blazing Internet speed. With WiMAX, you can stop worrying about where you'll connect from and get excited about what you'll connect to.

Mature Markets: Intel® Atom™ Processors and 4G WiMAX Wireless Technology

Lead Message

Travel all over town and still enjoy the same quality high-speed Internet experience you get at home.⁷ Intel® Atom™ processor-based netbooks with built-in ultra-fast 4G WiMAX wireless technology let you enjoy blazing broadband connection speeds.

Suggested Copy—Short

Now you can get blazing fast broadband Internet performance all over town.⁷ Intel® processor-based devices paired with 4G WiMAX technology give you the bandwidth of a wired PC, delivering blazing Internet speeds. WiMAX gives you the bandwidth to interact with friends, stream videos quickly, and download and upload large files in a flash. With WiMAX, you can stop worrying about where you'll connect from and get excited about what you'll connect to.

Emerging Markets: Intel® Atom™ Processor and 4G WiMAX Wireless Technology

Lead Message

Keep the Internet and computing always in reach with the convenience of netbooks powered by the Intel® Atom™ processor and built-in 4G WiMAX wireless technology. Connect at home, at work, in the park, and all over town and enjoy advanced high-speed internet where you need it.⁷

Suggested Copy—Short

Now there's a fast way to experience high-speed Internet at home, at work, in the local park, and all around town. Intel® processors-based devices paired with 4G WiMAX wireless technology bring true broadband to more places than ever. Check e-mail, connect with friends, and surf the web at blazing speeds. Don't worry about where you'll connect from—get excited about what you'll connect to.⁷

Key Product Support Points

- Provides fast Internet access all over town.⁷
- Allows you to take your high-speed broadband internet connection with you, on the go.⁷

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Intel® Turbo Boost Technology 2.0

Intel® Hyper-Threading Technology

Built-in Visuals

Intel® Wireless Display

Intel® Anti-Theft Technology

4G WiMAX Wireless Technology

► Intel® Solid-State Drives

Intel® Centrino® Wireless Products

Intel® My WiFi Technology

Intel® Processors for Home Servers
and Intel® Processors for Entry-Level
Desktops—Mature Markets

Legal Disclaimers

Other Products and Technologies

Intel® Solid-State Drives

Intel® X25-V SATA Solid-State Drive

The Hook

A worry-free alternative to the hard drive

Lead Message

Intel® Solid-State Drives are a worry-free alternative to hard drives with no noise, no moving parts, and no drama. Trust your personal content to the beautiful silence of a rugged, dependable, and energy-efficient Intel Solid-State Drive.

Sound Bites

- A worry-free alternative to the hard drive
- Rugged and reliable hard drive alternative⁸

Key Product Support Points

- No moving parts for higher reliability and longer life span.
- Extremely rugged—can withstand bumps and shocks without losing precious data.⁸
- For quality and reliability, trust Intel.

Intel® X25-M SATA Solid-State Drive

The Hook

Intel's high-performance alternative to hard drives

Lead Message

PCs based on the Intel® Core™ i7 processor get even better when paired with a reliable Intel® Solid-State Drive, the high-performance alternative to hard drives. (with Core i7)

Intel® Solid-State Drives, the reliable alternative to traditional hard drives, offer breakthrough storage performance to launch PC applications quickly and easily. (SSD only)

Sound Bites

With Core i7

- The super-fast storage solution for PCs powered by Intel® Core™ i7 processors
- Leading processor performance meets leading storage performance
- Maximize your gaming performance/advantage
- The super-fast storage solution for PCs with the ultimate smart performance

SDD Only

- The high-performance hard drive alternative
- A new level in storage performance and reliability
- Get a storage performance boost with peace of mind

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Intel® Turbo Boost Technology 2.0

Intel® Hyper-Threading Technology

Built-in Visuals

Intel® Wireless Display

Intel® Anti-Theft Technology

4G WiMAX Wireless Technology

► Intel® Solid-State Drives

Intel® Centrino® Wireless Products

Intel® My WiFi Technology

Intel® Processors for Home Servers
and Intel® Processors for Entry-Level
Desktops—Mature Markets

Legal Disclaimers

Other Products and Technologies

Intel® Solid-State Drives *(continued)*

Suggested Copy

With Core i7

PCs based on the Intel® Core™ i7 processor, the ultimate in smart performance, get even better when paired with a reliable Intel® Solid-State Drive, an alternative to traditional hard drives. Take your PC to a new level of responsiveness—including faster boot-up, application launch, and file loading—with Intel® SSDs, and get the quality experience you expect from Intel products.

SDD Only

Intel® Solid-State Drives, a reliable alternative to traditional hard drives, offer breakthrough storage performance. Take your PC to a new level of responsiveness—including application launch and file loading—with Intel® SSDs, and get the quality experience you expect from Intel products.

(NOTE: It is acceptable to use “Intel’s leading-edge PC processor” instead of “Intel’s ultimate smart performance” for the Intel® Core™ i7 processor.**)

Key Product Support Points

- Experience up to 56% faster PC responsiveness compared with hard drives.^{10,27}

Save time

- Get into the game significantly faster with quick game loading times.^{10,35}
- Emerge faster from hibernation.^{10,36}
- Get more done and wait less.^{10,36}

Trusted

- No moving parts for high reliability and long battery life.
- Get the quality and reliability you expect from Intel, the leading manufacturer of PC processor technology.

Leading technology

- Based on innovative, industry-leading 34nm Flash technology.
- Save power so you can stay mobile longer. (Laptop)
- Consumes less power than a traditional hard drive.

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Intel® Turbo Boost Technology 2.0

Intel® Hyper-Threading Technology

Built-in Visuals

Intel® Wireless Display

Intel® Anti-Theft Technology

4G WiMAX Wireless Technology

Intel® Solid-State Drives

► Intel® Centrino® Wireless Products

Intel® My WiFi Technology

Intel® Processors for Home Servers
and Intel® Processors for Entry-Level
Desktops—Mature Markets

Legal Disclaimers

Other Products and Technologies

Intel® Centrino® Wireless Products

Intel® Centrino® Wireless Product Name Key

- Kelsey Peak: Intel® Centrino® Wireless-N + WiMAX 6150
- Taylor Peak: Intel® Centrino® Advanced-N 6205
- Rainbow Peak 2: Intel® Centrino® Advanced-N 6230
- Rainbow Peak 1: Intel® Centrino® Advanced-N 1030
- Crane Peak + BT: Intel® Centrino® Wireless-N 130
- Crane Peak: Intel® Centrino® Wireless-N 100
- Condor Peak: Intel® Centrino® Wireless-N 1000
- Puma Peak: Intel® Centrino® Advanced-N 6200 and Intel® Centrino® Ultimate N 6300
- Kilmer Peak: Intel® Centrino® Advanced-N + WiMax 6250

The Hook

Get simply better wireless for your computer

Suggested Copy—Short

Stay connected throughout your busy day. Get better wireless for your computer with Intel® Centrino® wireless. Intel® Centrino® wireless products provide great coverage and reliable connectivity while consuming minimal power.

Key Product Support Points

Intel® Centrino® Wireless-N + WiMAX 6150

- Ultra-fast WiMAX and reliable Intel 802.11 bgn WiFi for reliable, wireless connections at home, work, and on-the-go

Intel® Centrino® Advanced-N 6205

- Advanced 802.11 abgn WiFi with faster connections in more places

Intel® Centrino® Advanced-N 6230

- Advanced 802.11 abgn WiFi with integrated Bluetooth for faster, reliable connections to more devices in more places

Intel® Centrino® Advanced-N 1030

- Reliable Intel 802.11 bgn WiFi with integrated Bluetooth for robust device connectivity

Intel® Centrino® Wireless-N 130

- Basic 802.11 bgn WiFi connectivity for casual home users

Intel® Centrino® Wireless-N 100

- Basic 802.11 bgn WiFi and Bluetooth device connectivity for casual home users

Intel® Centrino® Wireless-N 1000

- Reliable Intel 802.11 bgn WiFi

Intel® Centrino® Advanced-N 6200

- Advanced 802.11 abgn WiFi with faster connections in more places

Intel® Centrino® Advanced-N + WiMax 6250

- Ultra-fast WiMAX and advanced 802.11 abgn WiFi for maximum versatility and flexible coverage

Intel® Centrino® Ultimate N 6300

- Ultimate 802.11 abgn WiFi adapter with up to 2x greater range, perfect for streaming rich media throughout your home.²⁶

Table of Contents

Introduction

Intel® Core™ Processors

**Intel® Processors for
Ultra-Thin Laptops**

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Intel® Turbo Boost Technology 2.0

Intel® Hyper-Threading Technology

Built-in Visuals

Intel® Wireless Display

Intel® Anti-Theft Technology

4G WiMAX Wireless Technology

Intel® Solid-State Drives

Intel® Centrino® Wireless Products

► **Intel® My WiFi Technology**

Intel® Processors for Home Servers
and Intel® Processors for Entry-Level
Desktops—Mature Markets

Legal Disclaimers

Other Products and Technologies

Intel® My WiFi Technology

The Hook

Wirelessly connect your laptop to all of your WiFi-enabled devices⁹

Lead Message

Intel® My WiFi Technology allows you to wirelessly connect your other WiFi-enabled devices directly to an Intel® Core™ processor-based laptop.⁹

Suggested Copy—Long

Intel® My WiFi Technology⁹ allows you to wirelessly connect up to eight of your WiFi-enabled devices directly to an Intel® Core™ processor-based laptop. Easy to set up with no additional equipment required, you can enjoy being directly connected to other WiFi-enabled laptops, netbooks, and consumer electronics devices like printers, headphones, and media players all at once while still connected to the Internet. With the optional Intel® My WiFi Technology, an Intel® Core™ processor-based laptop can become your own personal wireless router.

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Intel® Turbo Boost Technology 2.0
Intel® Hyper-Threading Technology
Built-in Visuals
Intel® Wireless Display
Intel® Anti-Theft Technology
4G WiMAX Wireless Technology
Intel® Solid-State Drives
Intel® Centrino® Wireless Products
Intel® My WiFi Technology

► Intel® Processors for Home Servers
and Intel® Processors for Entry-Level
Desktops—Mature Markets

Legal Disclaimers

Other Products and Technologies

Intel® Processors for Home Servers and Intel® Processors for Entry-Level Desktops—Mature Markets

Intel® Processors for Home Servers

The Hook

Home Servers with Intel Inside® make protecting and sharing your digital life easier

Lead Message

Powered by Intel Inside®, today's Home Servers make it easier than ever to protect your data as well as share digital photos, music, videos, and documents with family and friends in a convenient, reliable way.

Sound Bites

- Protecting and sharing your digital life has never been easier
- Powered by Intel® technology, today's Home Servers offer data protection and much more
- A convenient way to access and share your digital life, at home or away

Suggested Copy—Long

Powered by Intel® technology, today's Home Servers make it easier than ever to protect your data on all of your home PCs, as well as access your digital music, video, photos, and files when you are away from home. No more worrying about which PC has that digital photo, song, or school report—all your files are never more than a few clicks away.¹³ Home Servers with Intel Inside® also provide advanced features like media streaming, video conversion, and home automation control. With Intel Inside®, today's Home Servers give you an easier, more secure way to manage your digital life.

Key Product Support Points

Protect

- A Home Server powered by Intel® technology gives you peace of mind with daily computer backups providing automatic protection of photos, media, and files and easy file recovery.

Share

- A Home Server powered by Intel® technology gives you the ability to conveniently share digital media among all the PCs in your home as well as with family and friends.

Connect

- At home or away, a Home Server with Intel Inside® gives you complete access to all your photos, media, music, and files.

Intel® Processors for Entry-Level Desktops—Mature Markets

The Hook

Designed for affordable computing and Internet access at home

Lead Message

A range of affordable entry-level desktop designs, powered by Intel Inside®, help you bring Internet access to additional rooms in your home.

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Legal Disclaimers

Legal Disclaimers

Usage Guidance

Parenthetical descriptors should be removed when using disclaimer text.

Features and Disclosure Disclaimers

1. (TURBO) Requires a system with Intel® Turbo Boost Technology capability. Intel Turbo Boost Technology 2.0 is the next generation of Intel Turbo Boost Technology and is available only on 2nd generation Intel® Core™ i5 and Core™ i7 processors. Consult your PC manufacturer. Performance varies depending on hardware, software and system configuration. For more information, visit <http://www.intel.com/technology/turboboost>.
2. (HT) Available on select Intel® Core™ processors. Requires an Intel® HT Technology enabled system. Consult your PC manufacturer. Performance will vary depending on the specific hardware and software used. For more information including details on which processors support HT Technology, visit <http://www.intel.com/info/hyperthreading>.
3. (Built-in Visuals) Available on the 2nd gen Intel® Core™ processor family. Includes Intel® HD Graphics, Intel® Quick Sync Video, Intel® Clear Video HD Technology, Intel® InTru™ 3D Technology, and Intel® Advanced Vector Extensions. Also optionally includes Intel® Wireless Display depending on whether enabled on a given system or not. Whether you will receive the benefits of built-in visuals depends upon the particular design of the PC you choose. Consult your PC manufacturer whether built-in visuals are enabled on your system. Learn more about built-in visuals at <http://www.intel.com/technology/visualtechnology/index.htm>.
4. (InTRU™ 3D) Viewing stereo 3D content requires 3D glasses and a 3D capable display. Physical risk factors may be present when viewing 3D material.
5. (WiDi) Requires an Intel® Wireless Display enabled PC, TV Adapter, and compatible television. Available on select Intel® Core™ processors. Does not support Blu-Ray or other protected content playback. Consult your PC manufacturer. For more information, see www.intel.com/go/wirelessdisplay.
6. (Anti-Theft) No system can provide absolute security under all conditions. Requires an enabled chipset, BIOS, firmware and software, and a subscription with a capable Service Provider. Consult your system manufacturer and Service Provider for availability and functionality. Intel assumes no liability for lost or stolen data and/or systems or any other damages resulting thereof. For more information, visit <http://www.intel.com/go/anti-theft>.
7. (WiMax Connectivity) WiMAX connectivity requires a WiMAX-enabled device and subscription to a WiMAX broadband service. WiMAX connectivity may require you to purchase additional software or hardware at extra cost. Availability of WiMAX is limited; check with your service provider for details on availability and network limitations. Actual broadband performance will depend upon your service provider and results may vary due to environment factors and other variables. See www.intel.com/go/wimax for more information.
8. (SSD) As based on the overall features and Intel technologies in the Intel® Core™ i7 processor family. Performance will vary depending on specific hardware and software used. See www.intel.com/products/processor/corei7/ for more information.
9. (My Wifi) Intel® My Wifi Technology is an optional feature and requires additional software and an Intel® Centrino® wireless adapter. WiFi devices must be certified by the WiFi Alliance for 802.11 b/g/a in order to connect. See www.intel.com/network/connectivity/products/wireless/mywifi.htm for more details.

10.(Benchmark Disclaimer) Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations, and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.

11.(Unlocked) WARNING: Altering clock frequency and/or voltage may: (i) reduce system stability and useful life of the system and processor; (ii) cause the processor and other system components to fail; (iii) cause reductions in system performance; (iv) cause additional heat or other damage; and (v) affect system data integrity. Intel has not tested, and does not warranty, the operation of the processor beyond its specifications. Intel assumes no responsibility that the processor, including if used with altered clock frequencies and/or voltages, will be fit for any particular purpose.

12.(smart TV) Internet access, Internet-enabled content/services, and 1080p HD video may require additional hardware and/or subscriptions at additional cost. Check with your device manufacturer for details.

13.(Home Server) Home Servers with Intel® Atom™ processors require an Internet connection and wireless router. Certain capabilities may not be compatible with all computer systems or devices, so consult with your system or device manufacturer prior to purchase. For more information, see www.intel.com/go/storage.

Performance Disclaimers

15.(Responsiveness/Multitasking—3 year baseline) PCMark Vantage, a hardware performance benchmark for PCs running Windows 7* or Windows Vista*, includes a collection of various single and multi-threaded CPU, Graphics, and HDD test sets with a focus on Windows* application tests. Configurations: Pre-production 2nd generation Intel® Core™ i5-2400 processor (desktop) and 2nd generation Intel® Core™ i5-2410M processor (laptop) compared with Intel® Core™2 Duo processor E6550 (desktop) and Intel® Core™2 Duo processor T7250 (laptop), typical 3-4 year old installed base products as defined by IDC (Dec'08). For more information go to <http://www.intel.com/performance>.

16.(Responsiveness/Multitasking—Gen-1 baseline) PCMark Vantage, a hardware performance benchmark for PCs running Windows 7* or Windows Vista*, includes a collection of various single and multi-threaded CPU, Graphics, and HDD test sets with a focus on Windows* application tests. Configurations: Pre-production 2nd generation Intel® Core™ i5-2400 processor (desktop) and 2nd generation Intel® Core™ i5-2410M processor (laptop) compared with Intel® Core™ i5-650 processor (desktop) and Intel® Core™ i5-450M processor (laptop). For more information go to <http://www.intel.com/performance>.

17.(Content creation—3 year baseline) Intel® High Definition Experience and Performance Ratings Test 2009 (Intel® HDXPRT 2009) is a benchmark that runs consumer digital media applications on a PC. Intel® HDXPRT 2009 automatically runs tests using commercially available applications from the following usage categories: music encoding, photo and video editing, and High Definition video playback. For more information on HDXPRT 2009 go to: <http://www.intelcapabilitiesforum.net/downloads/hdxprt/>. Configurations: Pre-production 2nd generation Intel® Core™ i5-2400 processor (desktop) and 2nd generation Intel® Core™ i5-2410M processor (laptop) compared with Intel® Core™2 Duo processor E6550 (desktop) and Intel® Core™2 Duo processor T7250 (laptop), typical 3-4 year old installed base products as defined by IDC (Dec'08). For more information go to <http://www.intel.com/performance>.

Table of Contents

Introduction

Intel® Core™ Processors

Intel® Processors for
Ultra-Thin Laptops

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Legal Disclaimers

Legal Disclaimers *(continued)*

- 18.(Content creation—Gen-1 baseline) Intel® High Definition Experience and Performance Ratings Test 2009 (Intel® HDXPRT 2009) is a benchmark that runs consumer digital media applications on a PC. Intel® HDXPRT 2009 automatically runs tests using commercially available applications from the following usage categories: music encoding, photo and video editing, and High Definition video playback. For more information on HDXPRT 2009 go to: <http://www.intelcapabilitiesforum.net/downloads/hdxprt/>. Configurations: Pre-production 2nd generation Intel® Core™ i5-2400 processor (desktop) and 2nd generation Intel® Core™ i5-2410M processor (laptop) compared with Intel® Core™ i5-650 processor (desktop) and Intel® Core™ i5-450M processor (laptop). For more information go to <http://www.intel.com/performance>.
- 19.(Value of Time—3 year baseline) Methodology based upon the Intel® High-Definition Experience and Performance Rating Tool 2009 (HDxPRT 2009), which categorizes workflows into the following digital media categories: video, photos, and music. Usage model assumptions: one of each workflow per week in 16 waking hours per day across 50 weeks, accounting for two weeks of vacation time. Configurations: Pre-production 2nd generation Intel® Core™ i5-2400 processor (desktop) and 2nd generation Intel® Core™ i5-2410M processor (laptop) compared with Intel® Core™ i5-650 processor (desktop) and Intel® Core™ i5-450M processor (laptop). For more information go to <http://www.intel.com/performance>.
- 20.(Value of Time—Gen-1 baseline) Methodology based upon the Intel® High-Definition Experience and Performance Rating Tool 2009 (HDxPRT 2009), which categorizes workflows into the following digital media categories: video, photos, and music. Usage model assumptions: one of each workflow per week in 16 waking hours per day across 50 weeks, accounting for two weeks of vacation time. Configurations: Pre-production 2nd generation Intel® Core™ i5-2400 processor (desktop) and 2nd generation Intel® Core™ i5-2410M processor (laptop) compared with Intel® Core™ i5-650 processor (desktop) and Intel® Core™ i5-450M processor (laptop). For more information go to <http://www.intel.com/performance>.
- 21.(Quick Sync Video—3 year baseline) Video transcode claim using Windows 7's drag-and-drop video transcode feature to render a 720p HD video clip for playback on a Sony® Walkman® portable media player. Speedup is 2.5X faster on a pre-production 2nd generation Intel® Core™ i5-2400 processor (desktop) and 2nd generation Intel® Core™ i5-2410M processor (laptop) compared with Intel® Core™ i5-650 processor (desktop) and Intel® Core™ i5-450M processor (laptop).
- 22.(Mainstream Games) Games like Starcraft® II, Sims® 3 and Call of Duty® Modern Warfare 2 will run smoothly at 30fps or better at 1024x768 on 2nd generation Intel® Core™ i5-2400 with Intel® HD Graphics 2000.
- 23.(Gaming Benchmark—3 year baseline) Claim based on 3DMark® Vantage scores using pre-production 2nd generation Intel® Core™ i5-2400 processor (desktop) and 2nd generation Intel® Core™ i5-2410M processor (laptop) compared with Intel® Core™ i5-650 processor (desktop) and Intel® Core™ i5-450M processor (laptop). Results have been based on internal Intel analysis and are provided for informational purposes only. See <http://www.intel.com/performance/desktop/extreme/index.htm> for additional information.
- 24.(Gaming Benchmark—Gen-1 baseline) Claim based on 3DMark® Vantage scores using pre-production 2nd generation Intel® Core™ i5-2400 processor (desktop) and 2nd generation Intel® Core™ i5-2410M processor (laptop) compared with Intel® Core™ i5-650 processor (desktop) and Intel® Core™ i5-450M processor (laptop). Results have been based on internal Intel analysis and are provided for informational purposes only. See <http://www.intel.com/performance/desktop/extreme/index.htm> for additional information.
- 25.(Content creation—Gen-1 baseline—Core i7 Desktop) Intel® High Definition Experience and Performance Ratings Test 2009 (Intel® HDXPRT 2009) is a benchmark that runs consumer digital media applications on a PC. Intel® HDXPRT 2009 automatically runs tests using commercially available applications from the following usage categories: music encoding, photo and video editing, and High Definition video playback. For more information on HDXPRT 2009 go to: <http://www.intelcapabilitiesforum.net/downloads/hdxprt/>. Configuration: Pre-production 2nd generation Intel® Core™ i7-2600 processor compared with Intel® Core™ i7-870 processor. For more information go to <http://www.intel.com/performance>.
- 26.(Centrino Wireless Range) Up to 2x greater range enabled by 3x3 Draft-N implementations with 3 spatial streams. Up to 450 Mbps of bandwidth based on the theoretical maximum bandwidth enabled by 3x3 Draft-N implementations with 3 spatial streams in combination with a 3 spatial stream Access Point. Actual wireless throughput and/or range will vary depending on your specific operating system, hardware, and software configurations. Check with your PC and access point manufacturer for details.
- 27.(SSD Responsiveness) Measured by PCMark® Vantage*. Performance tests and ratings measured using a Toshiba® T410 laptop with 160GB 2.5" Intel® X25-M SATA Solid-State Disk and 320GB Hitachi® SATA Hard Disk Drive. Tests reflect approximate performance of Intel products as measured by those tests. For more information on performance tests and performance of Intel products, visit <http://www.intel.com/performance>.
- 28.(World's Fastest Claim) Based on SPECint_rate_base2006* and SPECfp*_rate_base2006 scores. Configuration: Intel® Core™ i7-980X Processor Extreme Edition compared with Intel® Core™ i7-975 Processor Extreme Edition. Results based on internal Intel analysis and are provided for informational purposes only. See <http://www.intel.com/performance/desktop/extreme/index.htm> for additional information.
- 29.(3D Content Creation) Based on Cinebench® R10 scores. Configuration: Intel® Core™ i7-980X Processor Extreme Edition compared with Intel® Core™ i7-975 Processor Extreme Edition. Results based on internal Intel analysis and are provided for informational purposes only. See <http://www.intel.com/performance/desktop/extreme/index.htm> for additional information.
- 30.(High Video Rendering) Based on Sony® Vegas Pro® 8.0b scores. Configuration: Intel® Core™ i7-980X Processor Extreme Edition compared with Intel® Core™ i7-975 Processor Extreme Edition. Results have been based on internal Intel analysis and are provided for informational purposes only. See <http://www.intel.com/performance/desktop/extreme/index.htm> for additional information.
- 31.(High End Photo and Video Editing) Based on Adobe® After Effects®. Configuration: Intel® Core™ i7-980X Processor Extreme Edition compared with Intel® Core™ i7-975 Processor Extreme Edition. Results have been based on internal Intel analysis and are provided for informational purposes only. See <http://www.intel.com/performance/desktop/extreme/index.htm> for additional information.
- 32.(Extreme Edition Physics and AI) Based on 3DMark® Vantage scores. Configuration: Intel® Core™ i7-980X Processor Extreme Edition compared with Intel® Core™ i7-975 Processor Extreme Edition. Results have been based on internal Intel analysis and are provided for informational purposes only. See <http://www.intel.com/performance/desktop/extreme/index.htm> for additional information.
- 33.(Extreme Edition Gaming) Based on Resident Evil® 5 fixed benchmark and Crysis® v1.2.1 CPU test 1. Configuration: Intel® Core™ i7-980X Processor Extreme Edition compared with Intel® Core™ i7-975 Processor Extreme Edition. Results have been based on internal Intel analysis and are provided for informational purposes only. See <http://www.intel.com/performance/desktop/extreme/index.htm> for additional information.
- 34.(ULV Performance) Claim based on comparing an ultra-thin laptop equipped with the Intel® Core™ i5-520UM Mobile processor vs. a thin and light laptop equipped with the Intel® Core™ Duo processor T2250 (a typical 3-4 year old installed base system as defined by IDC (Dec'08)).

Table of Contents

Introduction

Intel® Core™ Processors

**Intel® Processors for
Ultra-Thin Laptops**

Intel® Processors for Basic Computing

Intel® Atom™ Processor Family

Other Products and Technologies

Legal Disclaimers

Legal Disclaimers

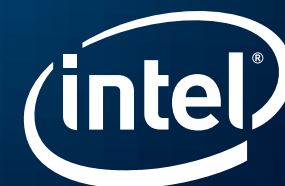
Legal Disclaimers *(continued)*

35.(SSD Game Load) Performance tests and ratings measured using a High Performance Notebook with 80 GB 2.5 Intel® X25-M SATA Solid-State Disk and an identical notebook with two 160 GB Seagate® ST9160823AS SATA Hard Disk Drives in RAID 0 running an automated script that launches and loads 3 popular games in succession. Tests reflect approximate performance of Intel products as measured by those tests. For more information on performance tests see <http://www.youtube.com/user/channelintel#p/search/1/qqm50Bbbzuc>.

36.(SSD Hibernation) Performance tests and ratings measured using Lenovo® T61 Thinkpad® with 80 GB 2.5 Intel® X25-M SATA Solid-State Disk and an identical notebook with a Hitachi® 5400RPM, 160 GB SATA Hard Disk Drives performing productivity tasks and suspend and resume from hibernate. Tests reflect approximate performance of Intel products as measured by those tests. For more information on performance tests see <http://www.youtube.com/user/channelintel#p/search/9/bJoN7gbD2v8>.

Intel, Intel Inside, and Intel Atom are trademarks of Intel Corporation in the U.S. and other countries.

For Pass-Through Use Only
Effective for materials releasing January 2011—May 2011



© 2010 Intel Corporation. All rights reserved. Intel, the Intel logo, Intel Core, Intel Inside, and Intel Atom are trademarks of Intel Corporation in the U.S. and other countries.

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

1010/WWJ/CMD/PDF