

# GAMING PERFORMANCE WITH UNLOCKED 7TH GEN INTEL® CORE™ i7 K PROCESSORS



New laptops featuring the latest unlocked<sup>1</sup> and overclockable 7th Gen Intel® Core™ processors completely change the game with great responsiveness, high framerates and support for streaming. Because gaming today isn't just about the experience—it's about the community.

Share your gameplay without compromise thanks to unprecedented on-the-go power and responsiveness.

## WHY GO UNLOCKED?

Looking to play the latest AAA games in more places? Now you can. New unlocked Intel® mobile processors remove the limits—making it possible to turn up CPU speeds for even bigger performance gains.

### Pick up a laptop for unlocked gaming:

**UNLOCKED PERFORMANCE:** 7th Gen Intel® Core™ i7 K processors + Discrete Graphics. Many laptops are overclocked out of the box. Look for the "K".

#### WHERE AND HOW YOU WANT:

Tune the performance, configure with top-of-the-line graphics and up to 120Hz displays, and take your gaming rig on-the-go!

#### GAME, RECORD & SHARE:

Get headroom to game at a smooth 60 FPS or higher while simultaneously recording and streaming to your favorite broadcasting platform.

**FUTURE-READY:** VR-Ready, Thunderbolt™, and headroom for serious multi-tasking.



## GAMING OPPORTUNITIES



GAMING IS HUGE:

# 300 MILLION

PC Gamers<sup>2</sup>



ESPORTS AND LIVE BROADCASTING:

# MASSIVE REACH

- eSports: 250 Million viewers (2016)<sup>3</sup>
- 90% of viewers also play<sup>3</sup>
- Over 100 Million unique monthly active streams<sup>4</sup>



VIRTUAL REALITY:

# THE NEXT BIG THING

- \$100 Billion market in the next 10 years<sup>5</sup>

## WHAT TO SAY TO YOUR CUSTOMER

"OEM tuned systems are achieving **overclocked speeds of up to 4.4GHz out of the box.**"<sup>6</sup>

"Intel® Extreme Tuning Utility has the 'knobs' to **turn up the performance of your unlocked laptop.**"

"Do you want a system **that is premium VR-Ready and able to hit a consistent 90 FPS?**"

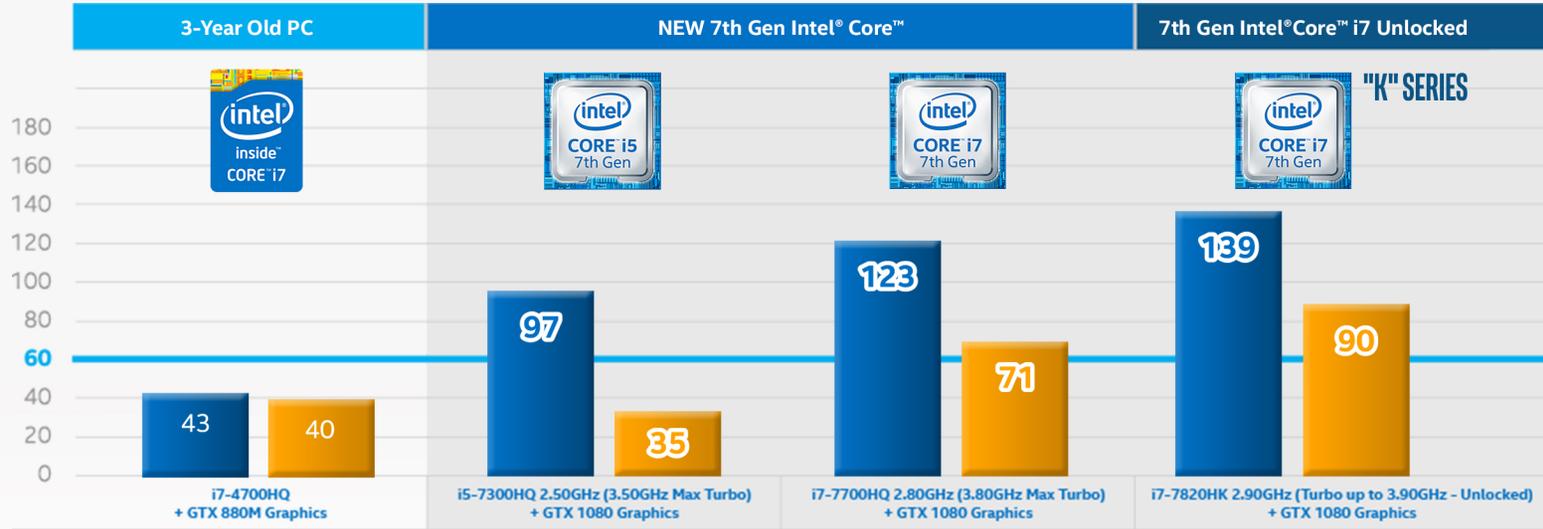
"Look for a system with a **gaming keyboard, high refresh rate display, VR-ready, and overclocked out of the box.**"

# UNLOCKED GOES ABOVE & BEYOND 60 FPS



## FRAMES PER SECOND (1080P — ULTRA SETTINGS)<sup>7</sup>:

- GOW4 Standalone
- GOW4 + TwitchTV x264



**RECOMMEND 7TH GENERATION INTEL® CORE™ i7 PROCESSORS**  
**REMEMBER: "K" MEANS "UNLOCKED"**

**Unlocked for an Added Boost:** Unlocked processors provide an additional “knob” to adjust—allowing enthusiasts to overclock the CPU inside their laptop for even more gaming power and performance.

## STREAMING: WHAT IS IT?

Today, more gamers than ever are “livestreaming”, or broadcasting and narrating their gameplay in real time to viewers on sites like Twitch. There are currently over 100 million unique monthly active streams and more than 20 billion minutes viewed per month. And the vast majority of these viewers also play the games!

## MEGA-TASKING IS MEGA-DEMANDING

Simultaneously playing and livestreaming places big demands on any laptop. 60 frames per second (FPS) is the minimum target for smooth gameplay. Recommend 7th Gen Intel® Core™ i7 K processors for the performance headroom required for this demanding gaming experience.

1 Altering clock frequency or voltage may damage or reduce the useful life of the processor and other system components, and may reduce system stability and performance. Product warranties may not apply if the processor is operated beyond its specifications. Check with the manufacturers of system and components for additional details. For more information, visit: <http://www.intel.com/content/www/us/en/gaming/overclocking-intel-processors.html>. 2 Source: Open Gaming Alliance Pinnacle Report 3 Source: NewZoo 4 Source: Twitch 5 Source: Goldman Sachs 6 Source: <http://www.dell.com/en-us/shop/productdetails/alienware-17-laptop> 7 Gears of War 4\* + Twitch Workload: measures average frame-rate (FPS) on Gears of War 4 while broadcasting to Twitch\* using OBS on a secondary monitor. Mobile (NVIDIA GTX1080 Systems): Intel® Core™ i5-7300HQ Processor, PL1=45W TDP, 4C4T, Turbo up to 3.5GHz, measured on: MSI\* Dominator Pro GT73VR, Graphics: NVIDIA\* GeForce GTX 1080, Memory: 16GB Kingston DDR4-2400, Storage: 256GB Samsung\* SSD, Display Resolution: 1920x1080 17", OS: Windows 10 RS1; Intel Core i7-7700HQ Processor, PL1=45W TDP, 4C8T, Turbo up to 3.8GHz, measured on: MSI Dominator Pro GT73VR, Graphics: NVIDIA GeForce GTX 1080, Memory: 16GB Kingston DDR4-2400, Storage: 256GB Samsung SSD, Display Resolution: 1920x1080 17", OS: Windows 10 RS1; Intel Core i7-7820HK Processor, PL1=45W TDP, 4C8T, Turbo up to 3.9GHz, measured on: MSI, Graphics: NVIDIA GeForce GTX 1080, Storage: 256GB Samsung SSD, Display Resolution: 1920x1080 17", OS: Windows 10 RS1; Mobile Refresh System: Intel Core i7-4700HQ Processor, PL1=47W TDP, 4C8T, Turbo up to 3.4GHz, measured on: ASUS G750JZA, Graphics: NVIDIA GTX 880M, Memory: 2x4GB LPDDR3-1600, Storage: 256GB Sandisk\* SSD, Display Resolution: 1920x1080 17", OS: Windows 10 RS1

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. Intel processor numbers are not a measure of performance. Processor numbers differentiate features within each processor family, not across different processor families. Go to: [http://www.intel.com/products/processor\\_number/](http://www.intel.com/products/processor_number/)