2nd Generation Intel® Core™ i7 Processor

**Hook**

Visibly smart performance at its best.

**Lead message**


**Sound bites**

Ultimate smart performance that shows.

Our best-looking performance ever.

Our best-looking top model ever.

Command performance.

**Short copy**

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.

**Long copy**

*(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.
Key product support points

Smart performance

- Smarter processors that deliver extra performance whenever you need it and increased energy efficiency when you don’t.¹
- Automatically speeds up your processor when your PC needs extra performance—that’s Intel® Turbo Boost Technology 2.0.¹
- 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 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

¹Requires 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 Intel® Core™ i7 processors. Consult your PC manufacturer. Performance varies depending on hardware, software and system configuration. For more information, visit www.intel.com/technology/turboboost.

²Available on select Intel® Core™ processors. Requires Intel® Hyper-Threading Technology (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 Intel HT Technology, visit www.intel.com/info/hyperthreading.

³Available on the 2nd generation 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 www.intel.com/technology/visualtechnology/index.htm.