



# INTEL PERFORMANCE MAXIMIZER

## PARTNER TRAINING GUIDE

Press embargo: May 28, 2019 @ 2pm Taiwan time

Sales/ad embargo: June 18, 2019

Updated May 17, 2019

# LEGAL DISCLAIMERS

Some features may only be available with the latest version of Intel Performance Maximizer. Visit [downloadcenter.intel.com](https://downloadcenter.intel.com) to download the latest version. Eligible processors include 9th Gen Intel® Core™ i9-9900K, i9-9900KF, i7-9700K, i7-9700KF, i5-9600K, i5-9600KF. For complete information, visit [www.intel.com/performancemaximizer](https://www.intel.com/performancemaximizer).

All information provided here is subject to change without notice. Contact your Intel representative to obtain the latest Intel product specifications, roadmaps, and related information.

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. For more complete information visit [www.intel.com/benchmarks](https://www.intel.com/benchmarks).

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.

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- Key Features & Benefits
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# INTEL® PERFORMANCE MAXIMIZER OVERVIEW

## What is it?

A free, innovative, and automated overclocking tool exclusively from Intel that makes it easy to dynamically and reliably custom-tune a select unlocked 9th gen Intel® Core™ processor based upon its individual performance DNA.

## Target segment

Gamers and content creators that may not be comfortable with the more technically involved approaches to overclocking

## Timing

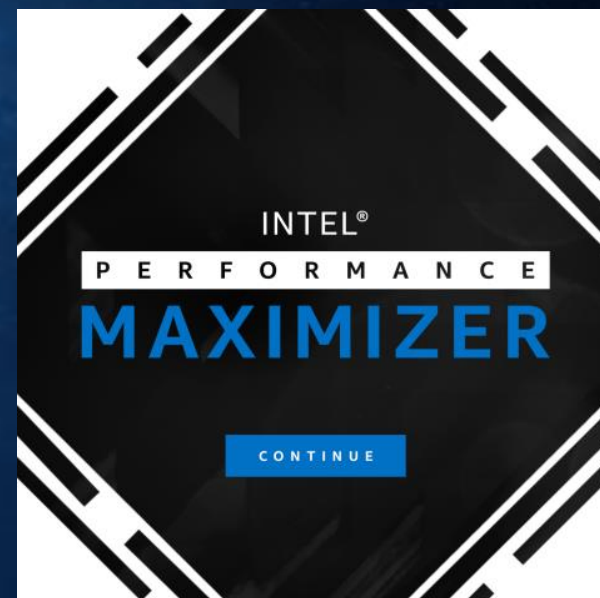
- Available starting June 18

## Eligible processors

- Intel® 9th Gen Core™ i9-9900K
- Intel® 9th Gen Core™ i9-9900KF
- Intel® 9th Gen Core™ i7-9700K
- Intel® 9th Gen Core™ i7-9700KF
- Intel® 9th Gen Core™ i5-9600K
- Intel® 9th Gen Core™ i5-9600KF

## How to Download

- Go to [intel.com/performancemaximizer](https://intel.com/performancemaximizer) to download for free
- Download, install, and run
- No need for activation codes



# KEY FEATURES & BENEFITS

## EXTENSIVE TESTING



- Uses a **proprietary set of tests** exclusive to Intel.
- Tests designed to **extensively cover more areas** of CPU logic, not just one.
- Multiple testing areas mean a **more confident** overclock.

## PERSONALIZED OVERCLOCK



- Examines **your actual processor's** individual performance DNA.
- Offers a **personalized recommendation** on how much you can overclock.

## SIMPLE INTERFACE



- **Easy to use:** download, install, and run.
- **Simply accept** the overclock recommendation.
- No **complex** BIOS screens or calculations required.

## INTEL PERFORMANCE MAXIMIZER: SIMPLE, CONFIDENT OVERCLOCKING

## SYSTEM MONITORING



- **Monitors** your CPU and adjusts overclock over time.
- Provides a great and personalized overclocking experience **over the life of the system.**

## GREAT FOR UNLOCKED 9<sup>TH</sup> GEN

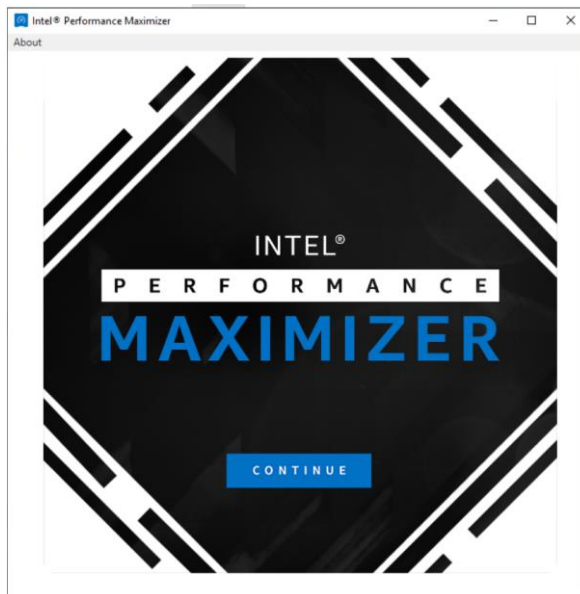


- Unlocked 9<sup>th</sup> Gen Core™ processors are built with **overclocking** in mind.
- Confidently take **full advantage** of these CPUs' distinctive capabilities

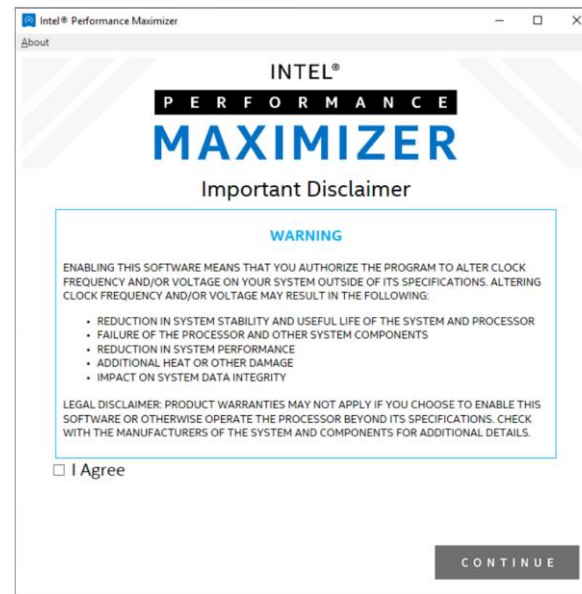
Some features may only be available with the latest version of Intel Performance Maximizer.  
Visit [downloadcenter.intel.com](https://downloadcenter.intel.com) to download the latest version.

# INTEL PERFORMANCE MAXIMIZER UI

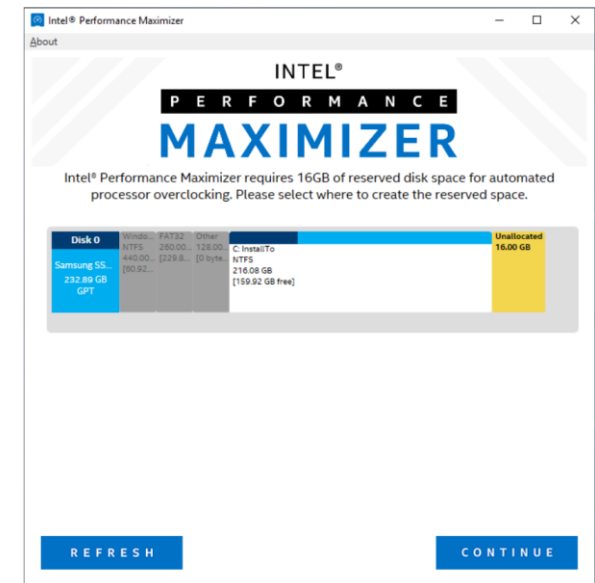
Download at  
[intel.com/performancemaximizer](https://intel.com/performancemaximizer)



Splash image

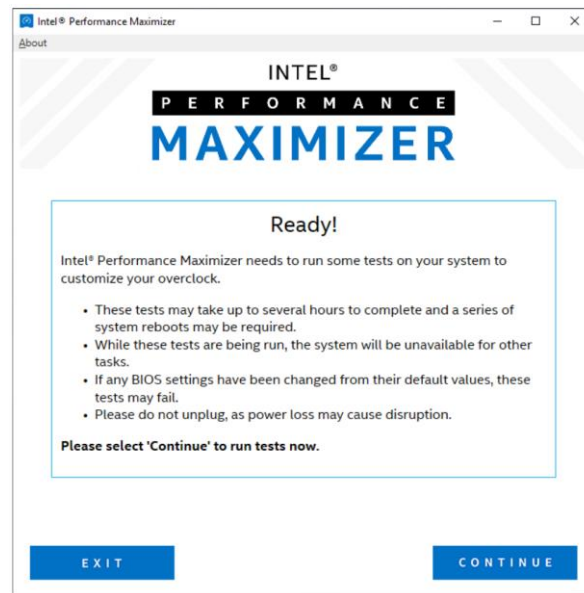


Disclaimer

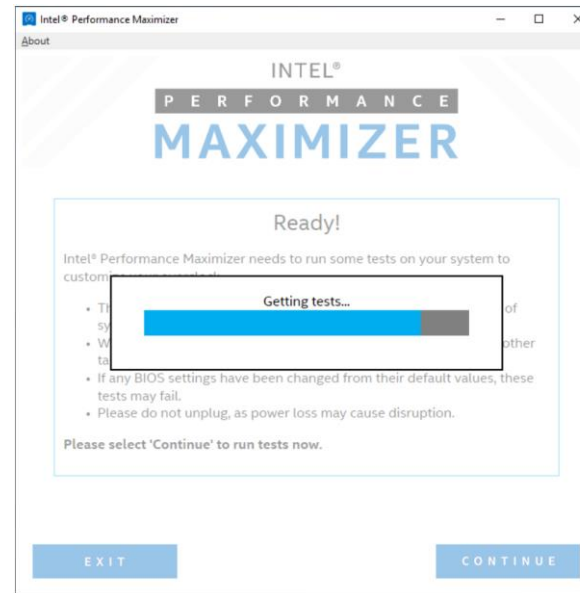


IPM preselects an area of the hard drive to install the software; IPM requires an exclusive partition to run the test; automatically identifies the partition

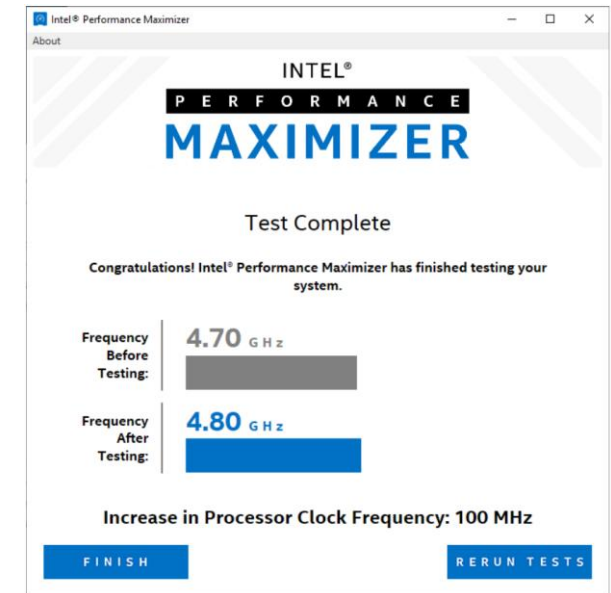
# INTEL PERFORMANCE MAXIMIZER UI



IPM ready to run;  
warning that  
system will not be  
usable at this time



Test may take  
several hours to  
test



Testing complete;  
will show  
frequency before  
and after testing

# INTEL PERFORMANCE MAXIMIZER VS. OTHER OC TOOLS

- Intel® Performance Maximizer goes above and beyond other overclocking tools in two ways:
  - Uses a proprietary set of tests specific to each unlocked 9<sup>th</sup> Gen processor, so that it covers more areas of the CPU, not just one.
  - It monitors the CPU and adjusts overclock over time over the life of the system.

	3 <sup>rd</sup> Party <sup>1</sup>	Intel Performance Maximizer
Fully automated overclocking	Generalized	Custom tests
Compensation for processor aging over time		✓
Processor test coverage	Limited	Comprehensive

<sup>1</sup> As of 3/23/2019. Comparison includes:

Gigabyte Easy Tune.. [http://download.gigabyte.us/FileList/Utility/mb\\_utility\\_easytune\\_B18.1213.1.zip](http://download.gigabyte.us/FileList/Utility/mb_utility_easytune_B18.1213.1.zip)

MSI OC Genie- <https://appuals.com/use-msi-oc-genie-overclock-pc/>

Intel Extreme Tuning Utility - <https://downloadcenter.intel.com/download/24075/Intel-Extreme-Tuning-Utility-Intel-XTU->

Some features may only be available with the latest version of Intel Performance Maximizer. Visit [downloadcenter.intel.com](https://downloadcenter.intel.com) to download the latest version.

# WHY IS THIS GREAT FOR THE CHANNEL PARTNER?

## EXPAND REACH

Overclocking is more relevant than ever to a broader range of gamers and creators, including some mainstream users.

## ADD MORE VALUE

Include Intel Performance Maximizer with new select unlocked 9<sup>th</sup> Gen Intel® Core™ processor-based desktops for differentiated value.

## ROBUST SOLUTION

Tests designed to extensively cover more areas of CPU logic, not just one, for a more confident overclock.

# MARKETING Q&A

Question	Answer
<b>What is Intel® Performance Maximizer?</b>	An innovative, automated overclocking tool exclusively from Intel® that makes it easy to dynamically and reliably custom-tune a select unlocked 9th Gen Intel® Core™ processor based upon its individual performance DNA.
<b>What makes it unique?</b>	<p>Other automatic overclocking tools fail to consider the individual performance potential of a given processor, but instead generalize your overclock based on pre-characterized data.</p> <p>Intel® Performance Maximizer provides an unprecedented window into what a single, individual processor is capable of doing—running an extremely robust performance validation analysis and then automatically adjusting settings to match the distinctive capabilities of an individual, unlocked processor.</p> <p>Lastly, Intel® Performance Maximizer takes the long view—making it possible to dynamically adjust performance over time to provide the best possible overclocking experience while enabling superior reliability.</p>
<b>When will Intel Performance Maximizer be available?</b>	Intel Performance Maximizer will be available to download on June 18, 2019.
<b>Who is the target audience for this tool?</b>	This tool is great for gamers and creators who want to get the most from their systems, but might not be comfortable with the more technically advanced methods of overclocking.
<b>Is there a cost for this tool?</b>	Intel® Performance Maximizer is free to download.

# MARKETING Q&A

Question	Answer
<b>Is this tool limited to the channel and end users, or will MNCs be able to download it onto finished systems?</b>	It is currently available in the channel. MNCs may download Intel Performance Maximizer onto finished desktops in 2H 2019.
<b>Is this tool only available for desktop CPUs?</b>	Yes, currently this product is only for select unlocked 9 <sup>th</sup> Gen Intel® Core™ desktop processors.
<b>Where do I go to download the tool?</b>	ITP partners and online retailers should go to <a href="https://intel.com/performanceoptimizer">intel.com/performanceoptimizer</a> or go directly to <a href="#">Intel Download Center</a> .
<b>Is there a limit to how many times I can download, uninstall, and reinstall the tool?</b>	No, there is no limit.
<b>Is Intel Performance Maximizer available globally?</b>	Yes, Intel Performance Maximizer is available worldwide, but the tool itself, the purchase site, and tool support is currently only available in English. This tool may be expanded to additional languages, please stay tuned for updates.
<b>Why would I download Intel Performance Maximizer and offer it to my customers?</b>	Intel Performance Maximizer is a great opportunity for you to offer to your customers as part of a bundle or integrated in a qualifying desktop system.
<b>There are a lot of free overclocking tools out there. What makes this one different?</b>	Intel Performance Maximizer is a special tool in that it offers personalized overclocking based on the system's unique CPU instead of a generic processor.
<b>Where can I get marketing materials to support Intel Performance Maximizer?</b>	Marketing materials, including digital assets, messaging, and video will be available on <a href="#">Intel® Partner Marketing Studio</a> .
<b>I have more questions. Who should I contact?</b>	Contact your account manager for more info.

# TECHNICAL Q&A

Question	Answer
<b>Why does Intel® Performance Maximizer take so long to characterize my system?</b>	The tests bundled with Intel® Performance Maximizer are designed to provide more robust coverage on a variety of different algorithms your processor may encounter. This coverage is tested on a core by core basis and can take a few hours to complete depending on the number of cores present in your processor.
<b>What type of tests does Intel® Performance Maximizer run on my system?</b>	Intel® Performance Maximizer uses proprietary tests to cover a wide range of stresses that your processor may see during operation.
<b>What happens if I run Intel® Performance Maximizer on an already overclocked system?</b>	Intel® Performance Maximizer requires that the system begin in a stock unlocked configuration to run properly.
<b>What if I characterized my processor and there was no benefit after running the software?</b>	There are a number of variables that can affect the ability of a processor to overclock, including thermal, electrical and system limitations. Improving these areas can result in a better opportunity to overclock the processor.
<b>What happens if I run Intel® Performance Maximizer along with a tool to OC memory and/or GPU?</b>	There is no guarantee of system overclock compatibility when using other overclocking tools, including Intel® Extreme Tuning Utility. It is recommended that users do not Intel® Performance Maximizer in conjunction with other overclocking software.
<b>What happens to my BIOS settings if I install Intel® Performance Maximizer, run it and then uninstall the program?</b>	Uninstalling Intel® Performance Maximizer using the software front end should revert the system and BIOS settings back to their stock values.

# TECHNICAL Q&A

Question	Answer
<b>What happens if I change my BIOS settings in advance and the run Intel® Performance Maximizer?</b>	Intel® Performance Maximizer requires that the system begin in a stock unlocked configuration to run properly.
<b>I get an error message stating that Intel® Performance Maximizer isn't compatible with my system, despite the fact that I have a supported processor and chipset.</b>	Intel® Performance Maximizer requires that the watchdog timer (WDT) is set to enabled in BIOS for it to operate correctly. Please check your BIOS settings to ensure that the watchdog timer is not turned off/disabled.
<b>Will all processor SKUs overclock the same amount? What factors affect my results?</b>	Intel® Performance Maximizer tests will iterate on frequency per core at a given voltage until a temperature, voltage or current limit is reached. Intel has set a maximum value for each of these limits and will tune up to those values if system components will support them. Otherwise it the tests will run until a system limit is reached, and then revert to the next lower successfully passing frequency.

# MARKETING RESOURCES

# PARTNER MARKETING MATERIALS



Deliverable	Details
Online Marketing Materials	<ul style="list-style-type: none"><li>• Web banners (6)</li><li>• Social media imagery (6)</li><li>• Landing page</li></ul>
Video	<ul style="list-style-type: none"><li>• 1:00 sizzle video with script</li></ul>
Ad copy	<ul style="list-style-type: none"><li>• Includes long/short copy, headlines, subheads, CTAs, and social media</li></ul>

See all materials at [marketingstudio.intel.com](https://marketingstudio.intel.com)

# INTEL® TECHNOLOGY PROVIDER CONTENT



## INTEL® PERFORMANCE MAXIMIZER SALES BRIEF

Helps you summarize product features and messages in a concise way



## INTEL® PERFORMANCE MAXIMIZER PRODUCT BRIEF

More in-depth messaging, including 9<sup>th</sup> Gen Intel® Core™ processors

