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Consumer Backgrounder

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Intel takes on "Hourglass Syndrome" to help eliminate the wait

Do you hate to wait? Have you experienced moments of frustration during the workday, staring at your computer as the hourglass spins and freezes? Do you find yourself practically pulling your hair out waiting for your technology to work so you could upload your photos, send that important family email or meet a deadline?

Have you ever missed out on the perfect concert or sporting event tickets or get jammed in the back row, middle airplane seat because your technology could not keep up with you when you tried to check-in? You may be experiencing what Intel is now humorously calling "Hourglass Syndrome."

While not a real syndrome or medical condition, Hourglass Syndrome is a way to describe the situation that many consumers face – waiting for their technology to keep up with the speed of their lives.

PC Performance: Top Pain Point
Intel found a connection between technology and stress through recent research that showed computer performance is the number one pain point for consumers, especially when it comes to the speed of performance and their processor.

To supplement this research, Intel worked with Harris Interactive in March 2010, to conduct an omnibus survey on the topic of technology and stress. Survey highlights revealed:
- 41 percent of adults said waiting for their computer to catch up to them stresses them out.
- 66 percent of computer users said they are at least somewhat stressed when waiting for their computer, with 23 percent collectively saying they are stressed, very stressed or extremely stressed.
- The average computer users spend 13 minutes per day waiting for their technology to catch up to them – the equivalent of waiting up to three days a year.

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- 4 percent of computer users said they wait an average of one to three hours for their technology to catch up with them.

Eliminating the Wait
Over the past five years, a lot has changed in the way we use technology, including the launch of YouTube* in 2006, Facebook* exploding to more than 400 million users, high-definition (HD) content online, massive growth in digital photography sharing sites and consumers demanding faster and easier video streaming and editing capabilities. Consumers need a PC that gives them the freedom to handle it all without suffering from Hourglass Syndrome.

Intel is tackling the hourglass head on to help reduce the wait. The new 2010 Intel® Core™ family of processors are smart and faster thanks to a new feature called Intel® Turbo Boost Technology[1]. With this new feature, the processor automatically adapts to an individual's performance needs, giving the boost you need to speed up and saving energy when you don't – reducing the wait for some users.

For example, the Intel® Core™ i5 processors are about twice as fast as three-year old PCs for video, photo and music downloading experiences[2]. Applications are faster, and your PC is more responsive, even as you multi-task.

Stress Less
In addition to upgrading to the latest and greatest Intel-powered technology, Intel collaborated with psychology expert Cooper Lawrence on the topic of technology and stress to provide some simple tips on the idea of mindful stress management including:
- Have a support network
- Develop a sense of control
- Change your outlook
- Be more prepared to deal with stress

About Intel
Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at www.intel.com/pressroom and blogs.intel.com.

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[1] Intel® Turbo Boost Technology is exclusively available with Intel® Core™ i5 and i7 processor series only. Intel® Turbo Boost Technology performance varies depending on hardware, software and overall system configuration. Check with your PC manufacturer on whether your system delivers Intel® Turbo Boost Technology. For more information, see www.intel.com/technology/turboboost

[2] Comparing the Intel® Core™ i5 650 to the Intel® Core™ 2 Duo E6400 on PCMark* Vantage overall score