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Fact Sheet

INTEL WORLD AHEAD PROGRAM IN BRAZIL

About Intel World Ahead Program

The Intel World Ahead Program aims to enhance lives by accelerating access to uncompromised technology for everyone, anywhere in the world. Focused on people in the world's developing communities, it integrates and extends Intel's efforts to advance progress in three areas: accessibility, connectivity, and education. Intel's goal is not only to extend affordable PC access but to develop the PCs tailored to local needs, drive critical connectivity, cultivate sustainable local capabilities, and provide the technology education needed to make a meaningful difference in people's lives.

Global Objectives

The program's 5-year objectives are to extend wireless broadband PC access to the world's next billion users while training 10 million more teachers on the effective use of technology in education – with the possibility of reaching another 1 billion students.

Brazil's Role in the Intel World Ahead Program

Brazil will play a pivotal role in Intel's World Ahead Program, benefiting from the program itself and acting as a critical design and development center for products utilized worldwide under the program. With only 25 percent of Brazil's population currently having access to the Internet and 20 percent of schools having access to computers, the country will benefit from the Intel World Ahead Program.

The World Ahead Program elements are key parts of Intel's broader investments in Brazil, where the investments are focused on growing the company's research and development, venture capital activities, and education and community programs in the country.

to the Intel World Ahead Program will also help accelerate the implementation of Brazil's social and digital inclusion programs to help improve the country's education standards and competitiveness. Increasing technology accessibility and Internet connectivity in the nation's schools will help ensure that next generation Brazilians are skilled in the use of IT for their own education, work productivity and active citizenship.

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Computer Accessibility Programs

Intel is working to create opportunities for widespread PC ownership and use by increasing access to fully capable, affordable PCs tailored to regional needs and by helping to develop the local ecosystems that will sustain this access.

Intel's Discover the PC Initiative

Intel's Discover the PC Initiative is designed to bring personal computing to people in developing countries who previously did not have access to a PC or the means to own one. The initiative provides customized technology solutions that enable new types of PCs to meet the specific needs of the developing world. These include low-cost, full-featured, easy to use PCs for home and work, Community PCs customized for public-access PC kiosks, and low-cost notebook PCs tailored to the needs of schools and students. In Brazil, they include the following:

- A low-cost, **full-function desktop PC platform** for first-time computer users. This PC has a small and energy-efficient design suitable for dense living environments. Intel will initially make these PCs available through government agencies and telecommunications companies.
- **The Classmate PC platform** is a teacher-student computing solution designed to serve the educational needs in developing countries. The platform brings a complete hardware and localized pedagogical software solution that enables classroom and content management. This is being achieved through interaction with local pedagogical content providers and educators. ClassMate PC is made of three key elements, a small form factor, affordable and rugged notebook designed for students, a teacher console unit, and a complete integrated software management solution.

Design and Development

- Inaugurated in 2005 in São Paulo, the Platform Development Center (PDC) aims to define and develop new computing platforms and technologies that can meet the Brazilian and Latin American markets' needs. The PDC employs a heterogeneous group of professionals ranging from anthropologists, psychologists, and designers, to engineers and researchers who study Brazilian users' day-to-day activities and related scenarios. The objective is to understand which of their needs can be met by computing and communication technologies and how such technologies should be effectively introduced in the users' lives.

Digital Inclusion Programs

- Intel is strongly committed to enabling more lower-income Brazilians to benefit from Internet access and the opportunities IT allows, such as productivity, social inclusion and education. To this end, the company is engaged in a series of programs and initiatives. For example, Intel will donate 9,000 PCs next year to Brazilian government to help improve learning skills in public classrooms.

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Ecosystem Development

Other examples of Intel's work with governments, schools, non-governmental organizations and local entrepreneurs to develop sustainable technology and education ecosystems include the following:

- Launched in April, the **Desafio Digital program's** main goals are to encourage students to follow a professional career in hardware, software or IT infrastructure industries. The program also instructs public school students in software development so that they can be hired by companies of the Araraquara region that is 200 miles from Sao Paulo.
- **The GV-Intel Entrepreneurship and Venture Capital Challenge** was created this year to stimulate entrepreneurship in Brazil's next generation of business leaders. This competition is part of an international business plan competition, the Intel®/UC Berkeley Technology Entrepreneurship Challenge. To participate, college technology students create a business plan based on technology and innovation related to one of the following areas: Digital Mobility, Digital Office, Digital Home, Digital Health and New Uses of Technology. The first and second winners will represent Brazil in the worldwide competition in California.
- **Intel Capital** established a $50 million Brazilian venture fund to promote technology growth in Brazil.

Internet Connectivity Programs

Intel has deployed a fully functional, expandable and **shared access computing solution** suitable for rural communities. Intel realized that the villages needed computing to improve business efficiency, improve productivity, manage growth, and address social needs like education and health. However, Internet connectivity is the key element for success. Intel is leading a WiMAX pilot in the Amazon area, enabling broadband access in the middle of the jungle. The pilot in Parintins showcases how technology expands what's possible.

Intel also has carried out **WiMAX pilot projects** in Brazil since 2004. Tests have been made in Brasília (Federal District), in the mountain city of Ouro Preto (Minas Gerais state), in the seaside city of Mangaratiba (Rio de Janeiro state), in Belo Horizonte (Minas Gerais), São Paulo state and more recently in Parintins (the Amazon).

Education Programs

Intel has been investing for 5 years in educational programs in Brazil. Programs focus on using technology to enhance student learning and improving the development of math, science and computer skills in Brazil's students. and the donation of 9,000 PCs to Brazilian Government to help improve learning skills in public classrooms.

Teacher Training

- In Brazil, **Intel® Teach** has helped 90,000 teachers in the country's 27 states to take full advantage of technology in the classroom to benefit students. Intel expects to train an additional 500,000 teachers by 2011.
- Intel will launch a Portuguese on-line version of Intel Teach next year.

Community Programs

- **Intel® Learn program** allows young people aged 10 to 18 from underprivileged communities to develop the necessary computer skills and other capabilities for today's competitive labor market. The informal, after-school program focuses on developing critical thinking and collaborative work at a community technology center. Nearly 12,000 youths will benefit from the program by the end of this year.
- The **Intel® Technical Student** program is an Intel initiative -- supported by the Brazilian Ministries of Labor, Education and Culture -- that aims to promote digital inclusion and professional qualification of young public school students. Designed for regular and professional secondary education, the program consists of two courses: PC assembly and PC maintenance.
- **Intel Computer Clubhouse**: Two computer clubhouses in Sao Paulo have reached thousands of disadvantaged youths since 2001

Science Fairs

- Intel sponsors science fairs in Brazil, such as the Febrace (Brazilian Fair of Sciences & Engineering, Creativity, and Innovation) and the Mostratec (International Science and Technology Fair). Febrace is an annual Science and Engineering fair that shows projects from public and private school students throughout Brazil. Mostratec is an annual event organized by the Foundation & Technical School Liberato Salzano Vieira da Cunha, a state school located in Novo Hamburgo (Rio Grande do Sul state), that gathers about 150 projects in 13 different categories from Brazil and more than a dozen guest countries. Winners at these fairs then compete at the **Intel® International Science and Engineering Fair.** These local science fairs impact tens of thousands of students each year.

Higher Education

- The **Intel® Higher Education Program** focuses on advanced innovation in key areas of technology and in the development of technicians to meet the growing demand for skilled workers worldwide. Intel has an active program with five leading universities in Brazil to enable world class research, curriculum and faculty development.

More on the World Ahead program can be found at www.intel.com/intel/worldahead.

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