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Backgrounder

INTEL CES DEMONSTRATIONS AND POINTS OF INTEREST

Jan. 7-10, 2008 – Great computing starts with Intel inside. At CES 2008, take some time to explore cutting-edge consumer applications based on the latest Intel processor technologies. At Intel's booth (Central #7153) and other locations around the show, you'll see how Intel is changing the game with technologies that redefine mobile computing.

Here's a guide to help you explore:

Technology experiences within the Intel booth

The Intel Performance Zone – Show attendees get a chance to step into an HD video blue-screen experience and witness first-hand the performance of notebooks based on the new Intel® Centrino® processor technology. Intel technicians will have the power of a movie studio at their fingertips as they create and edit high-definition video in a matter of minutes. The demonstration features the new 45nm Hafnium-infused Intel® Centrino® processor technology.

WiMAX: Broadband on the Go – Be the first to drive a race car through a remote control link, and see where you're going with video streamed over WiMAX wireless broadband technology. Show attendees get to step up to the controls and race a car on a track located across the street from the convention center in the BMW Sauber F1 Team Pit Lane Park. (See below for more details.) WiMAX high-speed mobile broadband connectivity will debut in certain Intel® Centrino®-based laptops in mid-2008.

High-Def Lounge – See some of the most stunning images of Earth on some of the latest notebooks on Earth. In the High-Def lounge, sit down and experience how notebooks based on the new 45nm Hafnium-infused Intel® Centrino® processor technology create amazing HD video experiences.

Thin and Light Computing Zone -- Check out five of the latest thin and light notebooks based on Intel® Centrino® processor technology. These notebooks are smaller, thinner and built for power efficiency because of the low-voltage Intel® Centrino® processor technologies at their core. Among these notebooks are models that include processors that draw less than 10W of power for astonishing battery life.

-- more --

Mobile Internet Devices – Put the full power of the Internet in your pocket with these powerful, connected and small devices. Find your way, shoot and share photos, and be connected on the go with these devices based on powerful Intel® ultra mobile processor technology (codenamed “Menlow”). This display includes both market available product and prototypes of upcoming devices.

Technology demonstrations within the Intel booth

A walk through the Intel booth will find more than 15 hands-on technology demonstrations that showcase the latest in consumer computing applications, including HD video editing and playback, immersive game play and exciting new computing form-factors. *To find these demonstrations in the booth look for the words in brackets -- [] -- below on the signs at the top of the kiosks.*

Mobile computing

HD Video Editing – Whether you want to direct your own Hollywood masterpiece or watch video in Full 1080P HD on your notebook, Intel® Centrino® processor-technology notebooks have great performance for amazing HD video experiences. See HD Video encoding with Pinnacle Systems Studio Plus* 11 and the new 45nm Intel® Centrino® processor technology with Intel® HD Boost technology. *[Create HD]* Watch some of the latest HD films on notebooks from Toshiba featuring HD-DVD drives and Sony with Blu-ray Disc* for films in stunning full HD. *[Experience HD]*

Immersive Game Play – Get mobile gaming with increased realism and stunning visual detail with the new 45nm Hafnium-infused Intel® Centrino® processor technology on notebooks built for incredible gaming from Alienware. *[Get in the game]* Experience the amazing gaming visuals of Hellgate London8 with Intel® Centrino® processor technology and the Mobile Intel® Graphics Media Accelerator X3100 *[Experience stunning visuals]*. Or become a rock legend with the all new Guitar Hero III* for the PC from Activision. *[Become a rock star]*

Wireless Connectivity -- Stay connected with faster, broader wireless options for your notebook computer. Harness the power of high-speed wireless to stream HD video throughout the home with Intel® Centrino® processor technology and Intel Next Gen Wireless N and wireless networking from Monsoon Multi-media*. *[Unleash HD]* Also see how WiMAX Technology will provide broadband on the go for a range of next-generation Intel-based mobile computers and devices. *[Experience WiMAX]*

Desktop computing

Extreme Gaming – With four processor cores experience stunning realism on immersive games with advanced AI, particle systems, dynamic physics and texture generation engines. These intense gaming systems feature the new 45nm Intel® Core™2 Extreme processor for unrivaled gaming performance. *[Epic gaming performance]* And see how Commodore Gaming tricks out PCs for serious gaming performance and customized exteriors tailored to the taste of the extreme gamer with systems based on the Intel® Core™2 Extreme processor. *[Conquer extreme gaming]*

Get the most out of HD -- With four processor cores and Intel® HD Boost technology you'll see impressive performance gains when encoding video. Systems from NEC (NEC Value Star L) feature the all new Intel® Core™2 processor with Viiv™ technology with Hafnium-infused

circuitry for unbelievable system responsiveness when editing in HD. *[The power to create HD]* And the new Shuttle* XPC SG33G5M system features the advanced performance of the Intel® Core™2 Duo processor, and visual clarity of Intel Graphics, providing the foundation for excellent high-definition video and audio experiences. The Shuttle XPC includes Blu-ray* playback for movies in HD and surround sound from Intel Graphics, Intel® High Definition Audio and integrated HDMI. *[Get into your HD]*

Innovative form-factors – See how performance meets power efficiency in style with these exciting new PCs based on the Intel® Core™2 Duo processor and Intel Graphics enabling cooler, quieter and sleeker desktop designs. Computers and applications are featured from Dell (XPS One), Gateway (One), ADVENT ECO PC developed by DSG International plc, AOpen (MiniPC MP965-DR), Niveus (Media Center – Sierra Edition) and Mondo (Digital Media Server 3100*). *[Find a PC designed for you]*

Consumer Electronics

Smart DTV - Experience smart DTV with interactive services and content to play games online, download movies and access a wide range of services. Get music, news and online education as Intel® Architecture brings the power of the Internet to your TV through this Changhong* DTV. *[Experience smart DTV]*

SATA Solid-state Storage – See the industry’s first high-performance Serial ATA solid-state hard disk drive. Intel high-performance solid state drives plug right into exist notebook drive bays and have no moving parts to fail. *[Get enhanced mobile storage]*

Protect your digital life – The Intel® SS4200-E Consumer Storage platform gives high-definition videos, movies, photos and music a safer place to live. *[Protect your digital life]*

Technology experiences outside of the Intel booth

BMW Sauber F1 Team Pit Lane Park* – Go behind the scenes of a real F1 racing team as the BMW Sauber F1 Racing Team and Intel bring the incredible Pit Lane Park experience to CES 2008. Located across from the convention center in the Gold Lot, the experience puts you up close and personal with F1 racing cars and the many advanced technologies that make these super-cars so fast and agile. Pit Lane Park also hosts the race track on the other end of the WiMAX-enabled racing experience from the Intel booth on the show floor.

Mobile Broadband On the Go – Experience mobile connectivity on the move inside a WiMAX-enabled, eco-friendly SUVs. WiMAX is a high-speed wireless broadband technology that will debut on certain Intel® Centrino® processor technology-based notebooks and mobile devices in mid-2008. These vehicles are equipped with an in-dash, Intel® Core™ 2 processor-based infotainment system with Web, music, video and streaming internet TV, location based services, GPS and more -- all connected by WiMAX technology. While roaming the streets around the convention center, the vehicles will be connected to high-speed Internet access and advanced software applications. Live video from these mobile broadband WiMAX-enabled vehicles will also be streaming to the Intel booth throughout the show.

Dell/Intel Extreme Gaming Tour – 35 winners from around the world meet in Las Vegas for an extreme gaming showdown. The Dell/Intel Gaming Tour is housed in a semi-tractor/trailer and outfitted with serious gaming systems for serious gaming competition. The tour uses systems

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from Dell Computer with Intel® Core™2 Extreme processor and Intel® Centrino® processor technology.