Demo Fact Sheet

INTEL CORPORATION CEO PAUL OTELLINI'S CES KEYNOTE

Intel Demonstrates Future Internet Computing Applications

INTERNATIONAL CONSUMER ELECTRONICS SHOW, Las Vegas, Jan. 7, 2008 – During a keynote today at the International Consumer Electronics Show, Intel Corporation President and CEO Paul Otellini described how the Internet will continue transforming the CE and entertainment industries, and how its evolution will create business opportunities for those who embrace it.

Otellini said that the personal Internet of tomorrow will "serve you -- delivering the information you want, when you want it, how you want, wherever you are."

Otellini demonstrated several future Internet computing applications and said they will "make the world a smaller place." He also described four obstacles that need to be overcome to make these applications possible on mainstream computing devices in the next 3 to 5 years.

WHAT WAS DEMONSTRATED?

Traveling with a Mobile Internet Device
Otellini highlighted a future where an American visiting Beijing could use a pocket-sized mobile Internet device to audibly and visually translate building signs, restaurant menus and conversations in real-time. The applications also showcased how the traveler could also prevent getting lost with step-by-step visual cues of landmarks to watch for appearing on the device's screen.

Using the concept of a future mobile Internet device loaded with GPS technology, Otellini used **EveryScape's*** visual and interactive local search platform to take a virtual stroll around a Beijing hotel, looking for familiar landmarks – just as if he were right there on the street. Using the application's augmented reality technology, he saw who leaseholders were for each building along the street and found Intel's office without entering a specific address. EveryScape.com bridges the gap between the physical world and the real one with the first online experience that lets people explore a destination's interiors and exteriors by walking down streets and going inside local buildings and landmarks. For additional information, visit www.everyscape.com.

3-D Virtual Jam Session
Otellini was also joined onstage by Steve Harwell, the lead singer of the band Smash Mouth*, to demonstrate how the Internet can enable more natural social interactions and better shared experiences.

First, using **eJamming* AUDiiO** software-as-a-service – which connects musicians via a social network and then online together to synchronize their music over the Internet in real-time in a virtual recording studio – Harwell connected with the rest of his band. As the band recorded the first 20 seconds of its hit single "Walking on the Sun," eJamming's software both minimized latency and then imposed milliseconds of delay so all the audio streams were synchronized. Live performances such as this one can also be netcast over eJamming® JamCast to fans listening on computers, mobile Internet devices and Web-enabled cell phones anywhere in the world. For additional information, visit www.ejamming.com.

Second, three snapshots were taken of Harwell with a digital camera and processed by **Big Stage's*** patented software, which mapped the contours of his face to create a life-like 3-D avatar that is fully equipped for animation. The avatar of Harwell – alive through realistic movement and gestures – was then styled with virtual accessories and dropped into still images as part of a user friendly Web-based experience. A life-like 3-D avatar of Otellini was also dropped into one of Smash Mouth's music videos where it was able to mirror the band member's physical appearance and movements. Using Big Stage's technology, people can easily create life-like 3-D avatars of themselves that can be integrated into famous movie scenes, TV shows, video games, music videos, virtual worlds, still images, user-generated content, instant messages, e-mails, social networks and more – instantly. This highly personalized content, driven by Big Stage and a hallmark of the next generation of the personal Internet, can then be shared by users across social networks, mobile phones and more. Big Stage will launch to consumers in the second quarter of this year. For additional information, visit www.BigStage.com.

Third, **Virtual Heroes'*** technology team integrated technologies from eJamming, Big Stage and Organic Motion*. The Virtual Heroes art team created a realistic looking virtual garage for Smash Mouth to rehearse. Life-like avatars of the band's three musicians with their instruments – created by Big Stage's software – were also unveiled inside the virtual 3D garage. A leader in advanced learning technologies, Virtual Heroes creates simulations-based learning solutions and digital games-based learning solutions that integrate photo-realistic virtual worlds, serious games, social-networking and Internet 2.0 technologies. For additional information, visit www.virtualheroes.com.

The last step in creating the 3-D virtual jam session was made possible by **Organic Motion's** computer vision technology, which captured Harwell's exact movements in real-time as he sang Smash Mouth's hit song "All Star." The company's markerless motion capture system processed 14 live streaming video cameras to understand Harwell's precise 3-D movements and simultaneously animated his photo-realistic avatar with real human digital movement in real-time. The company's core technology is the industry's first real-time, full body markerless motion capture system and can be used to create powerful production advances and new opportunities in the entertainment, healthcare, sports and retail industries. For additional information, visit www.organicmotion.com.

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<u>**FOR MORE INFORMATION**</u>

The webcast of Otellini's keynote will be available for replay at
http://intel_ces.edgesuite.net/2008/home.html. More information about Intel's news at CES is
available at www.intel.com/pressroom/CES.

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