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# News Fact Sheet

## Intel at the 2009 International Consumer Electronics Show

**Jan. 8, 2009** – At the 2009 International Consumer Electronic Show (CES) today Intel Corporation announced broad industry support to bring rich Internet applications to the TV through new connected CE devices based on the Intel® Media Processor CE 3100 and a new TV applications framework called Widget Channel, developed with Yahoo! Inc. Among the first CE manufacturers to deliver new connected devices are Toshiba, which launched a series of LCD TV/DVD combos and standalone network players, and Samsung, which will deliver a cable set top box. Industry-leading content and service providers demonstrating new TV Widgets include Accedo, Associated Press, CBS, CinemaNow, eBay, Joost, MySpace, TF1 and Yahoo! And TV broadcasters and movie studios such as Walt Disney and Universal Pictures are also exploring Widget Channel to help consumers connect more deeply to the content they watch.

Earlier this week, Intel, two non-profit organizations and several celebrities announced they were joining forces to raise awareness and funds so children in developing countries can attend primary school and their parents can earn higher incomes. Intel, Kiva.org and Save the Children kicked off a year-long effort called the Small Things Challenge. The program appeals directly to individuals worldwide and encourages them to get involved by donating money to Save the Children's Rewrite the Future program. Individuals can provide support and find more information, including a video featuring musicians and celebrities who support the cause, at [www.smallthingschallenge.com](http://www.smallthingschallenge.com). Intel's Chairman, Craig Barrett, will also discuss the Small Things Challenge during his keynote speech Friday afternoon. His address will focus on the role technology is playing to further economic growth in emerging countries.

Intel also announced continuing momentum in mobility with devices and wireless innovation. A summary of Intel news and updates from CES is included below. Additional CES updates from sites such as flickr\*, Twitter\*, YouTube\* and various blogs can be found at [www.consumerelectronicsinsider.com](http://www.consumerelectronicsinsider.com).



### CE Devices: Bring Internet Applications to Your TV

- **Widget Channel** – Intel and Comcast Corporation showcased the potential to enjoy Internet applications while watching cable TV with the integration of the Widget Channel

with Comcast's interactive program guide. This proof-of-concept demonstration runs a wide array of TV Widgets and access Internet-linked applications on the Comcast guide which uses tru2way technology, a Java-based platform with open API specifications.

- ***Widget Channel Gallery Expands with New Content and Services***  
A broad range of new TV Widgets were demonstrated at the Intel CES booth today from content services providers such as Accedo, Associated Press, CBS, CinemaNow, eBay, MySpace, TF1, and Yahoo!, including their news, weather, finance and Flickr services. Also shown was a "MyMedia" Widget developed by Intel that demonstrated how personal media like music, photos and videos can be incorporated into a TV Widget. These new services add a new dimension to TV and provide capabilities such as games, shopping, community, information services and movie downloads.
- ***Interactive Experiences with Blu-ray Disc Powered by Intel*** – Explore the new capabilities enabled by the Intel® Media Processor CE 3100 – designed specifically for the CE industry. The Blu-ray Disc reference design platform based on the CE 3100 and integrated with Widget Channel, demonstrates how Blu-ray Disc technology can be enhanced with Internet-linked content and services. Also, film studios such as Walt Disney Studios and Universal Pictures are showcasing TV Widgets that enhance the user experience around their Blu-ray movie titles such as "wall-e" and "The Mummy." Interactive capabilities include links to upcoming movies, movie trailers, cast and crew information, rating and parent guides, bonus features and more.
- ***Intel and Adobe Collaborate to Deliver Full Flash Features on Connected TV Set-top Boxes:*** Intel Corporation and Adobe Systems announced earlier this week a working collaboration to bring rich Internet applications to television set top boxes by bringing high-definition capabilities of Adobe® Flash® technology to the Intel® Media Processor CE 3100. The two companies are uniquely positioned to deliver consistent, rich Internet content across PCs, laptops, netbooks, MIDs and now set-top boxes. This announcement furthers the company's mutual business objectives to deliver rich content across the full breadth of client devices.

### **Mobility: Leading the Shift to the Mobile Internet**

The mobile Internet is here today and Intel is dedicated to delivering that experience to the mass consumer market. Momentum continues to build across the globe as Intel leads in mobile innovation with products, solutions and services including Intel® Centrino® 2, Intel® Atom™ processors and 4G wireless broadband with WiMAX.

- ***Intel® My WiFi Technology*** – Intel announced the availability of Intel My WiFi technology, a wireless driver and software update to Intel® Centrino® 2 processor technology based laptops. This software enables a WiFi Personal Area Network (PAN) for WiFi Certified™ consumer electronic devices such as photo frames, cameras and printers. Intel doubles the laptop's WiFi capability, with no additional hardware, by employing a virtual second WiFi interface. The dual interface takes advantage of available Intel® 5100 WiFi Link and Intel® 5300 WiFi Link adapters as well as existing antennas to manage both Wireless LAN and WiFi PAN connections.

- **Internet connection plus up to 8 PAN devices** – Intel My WiFi technology can retain the laptop’s connection to the Internet through a wireless LAN access point while simultaneously connecting up to 8 WiFi Certified™ devices directly to the laptop.
  - **Microsoft® Windows Vista** - With a graphical user interface running on Windows Vista, Intel My WiFi technology is able to take advantage of the operating system’s Internet Connection Sharing (ICS) to allow Internet connectivity to its PAN devices.
  - **Security** – Intel My WiFi technology can negotiate multiple types of security protocols, including WEP, WPA & WPA2. Simple and secure connections between the laptop My WiFi PAN and the device can be made using WiFi Protected Setup.
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- **Intel® Atom™-based Netbooks** – Netbooks are one of the hottest trends in computing today. Come and see one of the widest selections of Intel Atom based netbooks at CES including models from Acer, Asus, Dell, HP, Lenovo, LG, MSI and Samsung at the Intel booth.
  - **Reinventing Your Home and Office Phone:** The Intel® Atom™-enabled media phone can reinvent your home and office phones with the new media phone from OpenPeak. The Intel Atom processor brings the advantages of lower power consumption, small form factor and performance to this single touchscreen-based home communications center that replaces home and business desktop phones. With the OpenPeak media phone connected to the home network through a built-in WiFi/Ethernet link, consumers can use a single device to easily access applications such as their personal calendar, e-mail, text messaging and address book and directory services, as well as the ability to make phone calls. Home users can access up-to-date weather information, recipes, YouTube\*, horoscopes and digital photo albums while Enterprise users can improve productivity with video conference, visual voicemail and other business applications.
  - **Quad Core Comes to Intel® Centrino® 2** – Intel previewed the power of the Intel® Core™ 2 Quad mobile processor (Q9000) for Intel® Centrino® 2 processor technology, with faster multitasking and blazing performance for intensive multimedia applications such as HD video and music encoding and photo editing. Launching this quarter, this is the first mobile quad core processor at mainstream price points with four processor cores at a frequency of 2.0GHz and 6MB L2 cache, all in a notebook form factor.



### **Mobile Internet Devices (MIDs): A Full Internet Experience in Your Pocket**

Device ecosystem momentum continues at CES with a range of MID designs based on the first-generation Intel® Atom™ processor and the Intel System Controller Hub, and representing the productivity, entertainment and information MID market segments.

- **Innovation that fits in your pocket:** OQO Inc., announced the new model 2+ with the Intel® Atom™ processor, the world’s first PC OLED display, and worldwide 3G capability, and will be available in the first half of 2009. Nova Mobile also announced the

SideARM 2 UMPC based on the Intel Atom processor and that combines a 7-inch touch screen with a full qwerty keyboard for enterprise applications. New to the U.S. market, Clarion's MiND, which stands for Mobile Internet Navigation Device, is targeted as the next-generation navigation device with real-time navigation, location-based services and Internet-based entertainment experiences. Other designs on display include Aigo, Ben-Q, BYD, Fujitsu, Gigabyte, Kohjinsha, Lenovo, Panasonic, Sharp, SFR, Tablet Kiosk, TIM/Ben-Q, Trigem, UMID and USI.

In addition to the range of MIDs, there is a broad range of rich, optimized Moblin-based applications being showcased in the Atom Zone at the Intel booth. They include: media players from Move Networks and Real Networks, rich content from Real Super Pass, Blockbuster and Veveo; games from Curious Media, Gameloft and Mytopia; video casting from Livecast, and photo editing applications from Faux Labs and VoIP from Skype.



**WiMAX: The 4G Era Has Begun** – WiMAX, based on the IEEE 802.16e industry specification, is an exciting, flexible wireless 4G broadband technology with the ability to deliver rich Internet data experiences on the go. The WiMAX ecosystem members are delivering on the promise of the mobile Internet and wireless broadband around the world today. A live WiMAX network at CES features WiMAX-enabled notebooks available today from leading OEMs including Acer, Asus, Lenovo and Toshiba, as well as embedded and MIDs. Live Internet streams made possible by Livecast also highlight locations across the globe deploying mobile WiMAX broadband networks.

- ***Global Mobile WiMAX Adoption Continues to Grow*** – Intel, along with some of the world's most prominent technology and media companies, celebrated the historic merger of Sprint and Clearwire to deliver WiMAX technology in the United States. Intel is also working with carriers around the world to deploy mobile WiMAX networks globally. There are currently more than 400 commercial deployments in 133 countries. The WiMAX Forum forecasts more than 133 million WiMAX users will exist worldwide by 2012.
  - On Jan. 6, Clearwire transformed Portland, Ore. into the fastest unwired city in the West and home to one of the first 4G wireless broadband services with WiMAX, branded Clear™. With Clear, consumers and businesses can access the Internet wirelessly and at true broadband speeds at home, in the office, outdoors and on the go.



**Consumer Desktop PCs: Intel® Core™ i7** – Intel® Core™ i7 processors deliver innovative technologies for visual experiences and breakthrough performance on games, video editing software, multitasking and rich Internet applications such as HD video, social media tools and online gaming, all with low power consumption. Demonstrations at CES highlighting the power of these processors include:

- **Mass Animation** – This first-of-its-kind animation application is brought to life by the Intel® Core™ i7 processor. Check out the first collaborative, worldwide effort to produce a computer-generated animated short film for theatrical release. Artists around the world have been invited to share their films through a unique Facebook application, with community voting currently underway at [www.facebook.com/massanimation](http://www.facebook.com/massanimation).
- **Intel Digital Drag Race** – The Intel Digital Drag Race is a design competition that pits two motion designers against each other, and against the clock in challenge of speed, style and skill using the new Intel Core™ i7 processor. Live races will take place at Intel's CES booth on Jan. 9 and 10, when four of the industry's top motion designers will take the hot seat to create an original 17-second video for the CES audience.



**Big Screen 3-D coming soon: Upgrade Your Cinema Experience With Intru 3D** – Ever since we sketched our first drawings on cave walls, humans have been striving to improve our ability to depict realism. Since humans have 2 eyes, we inherently perceive the world in stereo and cannot truly reproduce realism until we develop stereoscopic tools and display technologies. Stereo 3-D technology breaks down a fundamental barrier to realistic visualization. Now Intel and DreamWorks Animation are revolutionizing 3-D filmmaking technology, beginning with the animated feature “Monsters vs. Aliens.” To meet the increased demands of creating 3-D animated feature films, Intel is providing DreamWorks Animation with the latest high-performance processing technologies, including future chips with multiple processing cores. Find more information at [www.intel.com/intru3d](http://www.intel.com/intru3d).

- **3-D at the Super Bowl** – This first-ever all 3-D Super Bowl commercial break event will mark the public debut of DreamWorks Animation's premier 3-D movie trailer for its upcoming feature film, “Monsters vs. Aliens,” which comes to theaters in the United States on March 27. DreamWorks Animation's history-making 3-D movie trailer was animated using Intel's latest, high-performance processing technologies and will be broadcast along with the SoBe television spot at the end of the second quarter of the game, which airs Feb. 1 on NBC.
- **Sneak Peek at the Intel CES booth** – Can't wait until the Super Bowl? Visit the Intel CES booth for an early look at the “Monsters vs. Aliens” trailer in 3-D.

### About Intel

Intel (NASDAQ: INTC), the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Additional information about Intel is available at [www.intel.com/pressroom](http://www.intel.com/pressroom) and [blogs.intel.com](http://blogs.intel.com).

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