



Fact Sheet

Intel Aims to Foster Creative Innovation with the Intel ‘Make It Wearable’ Challenge

INTERNATIONAL CONSUMER ELECTRONICS SHOW, Las Vegas, Jan. 7-10, 2014 — During his keynote address at CES, Intel CEO Brian Krzanich announced the Intel ‘Make It Wearable’ challenge to encourage innovation with wearable technology and help create new connected experiences. The challenge will be awarding more than US\$1.3 million cash awards to winners and will also be connecting contenders with industry luminaries to help realize their ideas.

The global effort will call upon the smartest and most creative minds to create wearables devices that will help computing evolve to become ever more personal and connected. The inventors are encouraged to consider areas of importance for the proliferation of wearable devices and ubiquitous computing, such as meaningful usages, aesthetics, battery life, security and privacy.

- The product must be based on Intel technology and be a sensor or computing device that is attached, embedded or worn on the body.
- Winners will be announced by January 2015.
- The grand prize winner will receive US\$500,000. The second and third place winners will receive US\$200,000 and US\$100,000, respectively. The ten finalists will receive US\$50,000 to help get their ideas off the ground. Each will be provided with more than 70 hours of intensive mentoring over two months.
- The challenge will begin in summer 2014 and is open to individuals in selected countries to submit ideas via a website (makeit.intel.com) for new wearable products. Intel will announce the list of eligible countries before submission opening.
- Categories include fashion, wellness, social, education, environment, security and healthcare.
- Judges and mentors will be luminaries in various fields related to wearables such as technology, entrepreneurship and design.

Visit makeit.intel.com for more details, additional eligibility requirements and official rules, to be posted before submission opening.

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 newsroom.intel.com and blogs.intel.com.

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