Backgrounder

Spring Forward: Time for a New PC

Santa Clara, Calif., April 1, 2013 – It's time for a change. With the arrival of spring it's time to air out the house, clean out closets, and utter the phrase "out with the old and in with the new." In addition to your home and wardrobe, spring is also a great time to upgrade your technology.

If you aren't sure if it is time for a new PC, ask yourself some questions. Do you down a cup of coffee in the time it takes to boot up your PC in the morning? Do you spend minutes watching the status bar inch its way to 100 percent or stare at the hourglass while your PC struggles to download a movie? Are you hauling your charger everywhere because your PC won't hold a charge for more than an hour at a time? Do the wires and weight of your bulky PC tie you down?

If so, you are not alone. Over 300 million computers around the world are over 4 years old, including one-third of U.S. PCs.* And 65 percent of these older PCs are bulky desktops. Around the world, people are complaining about their old devices. These are the most common pain points:

- 39 percent say their 4-year-old PC is outdated.
- 36 percent say their 4-year-old PC freezes when running too many applications.
- 33 percent their old PC takes too long to boot up.
- 28 percent say their old PC is too slow for their needs.

A lot has changed over the past 4 years. A PC is no longer just a tool — it's a way of life. We expect a lot from our technology, and older PCs simply do not move as fast as we do. If you have not upgraded your technology in over 4 years, you may not know what you are missing.

There are a lot of new and exciting technologies, including smartphones and tablets, but the PC remains the best device for many people for many reasons:

- Performance: PCs use powerful processors, which makes them fast and responsive. Applications that require a lot of horsepower, such as photo editing, HD video streaming and gaming, run best on a PC thanks to its processor.
- Productivity: To-date, a PC is still the best way to get a lot done in the fastest amount of time. Complicated tasks such as booking a vacation or filling out a spreadsheet are simply easier to accomplish on a PC.
- Multi-tasking: PCs allow you to multi-task and conduct several activities at once. Communicate with your friends on Skype while listening to music, finishing an online shopping order and playing a game of solitaire all at the same time on your PC.

In the past 4 years, Intel® technology advancements have transformed the way we use computers. This innovation has given way to an exciting array of thin, light and powerful PCs. The latest generation of Intel-inspired Ultrabook™ convertibles easily switch from laptop to tablet mode by flipping, folding or twisting the screen and also have touch capabilities. In addition to Ultrabooks, Intel powers a suite of PC devices that meet every individual's needs, desires, and preferences.

Here are some additional reasons to upgrade:

Stop Waiting. Faster Computers with No Lag Time
- Today's Intel-powered PCs are on average 3 times faster than PCs from 4 years ago.
- You can edit and share a 2-hour HD video in about 2 minutes on today's PC. Four years ago? On average, it took over an hour.
- Today, an Intel-powered Ultrabook boots up in under 7 seconds. With a 4-year-old PC, it could take more than a minute.
- You can transfer 500 photos on USB 3.0 in 23 seconds. On a 4-year-old PC that uses USB 2.0, it can take more than a minute.

Sleek and Sexy Devices: Say Goodbye to Your Big and Bulky PC
- The latest Intel-powered PCs are much lighter, on average weighing half as much as an older PC (3.0 lbs vs. 7.3 lbs).
- Today's PCs are much thinner; many are less than an inch thick.
- Today's PCs boast double the battery life, offering up to 8 hours of battery life versus the average 2.5 hour life of a 4-year-old PC.

New, Exciting Experiences
In addition to saving time, new PCs are simply more fun to use. They enable more capabilities with significantly better performance enhancing your experiences including:
- Sharper, crystal-clear screen resolution for photo and video consumption.
- Smoother, richer Internet and social networking experiences to connect with family and friends.
- The latest systems offer a convertible experience – the flexibility of a tablet and a power of a PC in one device.
- Today's PCs bring the magic of touch to your computing experience.

More for Less: Affordable Computing
- On average, today's PCs cost an average of $200 less than PCs of 4 years ago.
- A "good" PC ranges from $199-$349 and is offered in basic clamshell and Chromebook designs with 3rd Gen Intel® Celeron® or Pentium® U & Y Processor technology, Intel® HD Graphics, 2GB memory and 3-5 hours of battery life.
- A "better" PC ranges from $ 349-$499 and comes in thin clamshell design with 3rd Gen Intel® Celeron®, Pentium® or Core ™ i3 U Processor technology, Intel® HD Graphics, touch and non-touch capabilities, 4GB memory, Windows 8 and more than 4 hours of battery life.
- A "best" PC ranges from $500 and up and the sky is the limit. These PCs have touch capabilities, up to 8 hours of battery life, sleek designs and also include the new Ultrabook convertibles that can easily switch from laptop to tablet mode by flipping, folding or twisting the screen.

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