intel

Enriching Lives

The 21st century will see technological change on an astonishing scale. These breakthroughs depend on understanding what people love and creating experiences that will transform how we experience life. At Intel Labs, researchers study people's everyday routines to develop computing experiences that simplify, enhance, and enrich our daily lives.
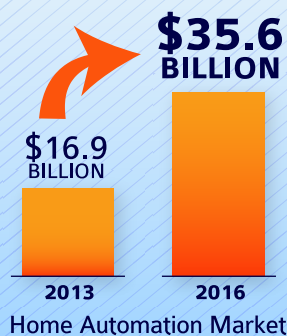
This will help us **Be Understood, Be Meaningful, Be Expressive,** and **Be Free.**

Be **Understood**

Technology will know not only who we are, but what we care about, and help us express who we want to be.

Home Automation

Our homes will soon be customized and automated just like our smartphones.

$35.6 BILLION

$16.9 BILLION

2013 — 2016

Home Automation Market

Be **Meaningful**

Technology will create meaningful experiences based on our individual likes and needs.

Personalized Shopping

How many times have you looked for a product at a store, only to be confused and flustered with the many sizes, options, and features of all the products available?

59% of shoppers say personalized shopping makes shopping easier

2013

Be **Expressive**

Technology will let us live life to the fullest.
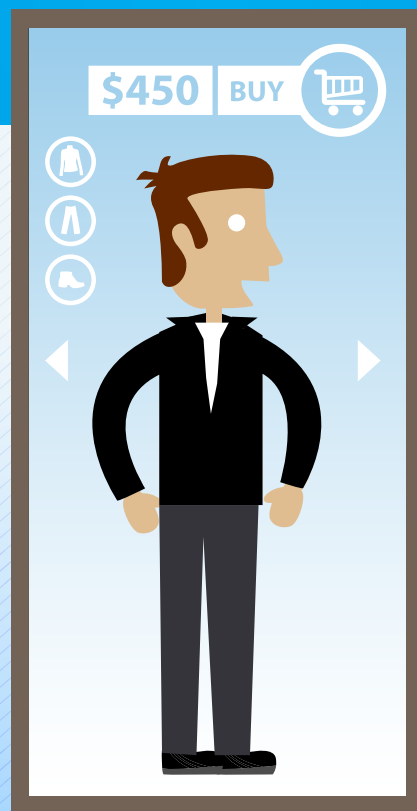
Highly Engaged Displays

As ubiquitous interactive displays emerge, they will enable new ways for you to engage and express yourselves through immersive experiences like never before.

+1/4 Internet connectivity 2013

x3 2015
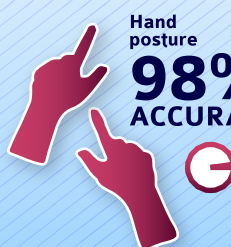
Number of internet connected TVs

$450 BUY

Be **Free**

Technology will simplify our life.

Any Surface Interaction

Beyond the cloud, what if we unshackle you from devices? Imagine the ability to display and interact on any surface with any devices. You will no longer have to worry about which applications, devices, and displays to bring...you will have access to all of them.

Hand posture **98% ACCURATE**

Supporting technology already exists. There's a system 98% accurate in determining hand posture, which is critical for recognizing gestures and carrying out commands on unique surfaces.

$15 BUY