



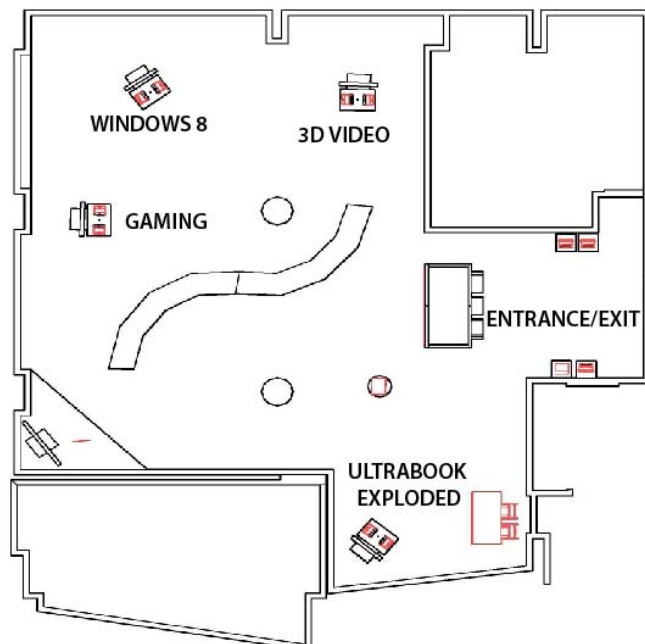
## Next Wave of Intel® Ultrabook™ Devices *Based on 3<sup>rd</sup> generation Intel® Core™ Processors*

Intel's vision is to re-invent mobile computing with the introduction of a new category of device called the Ultrabook. The Ultrabook frees users from compromise. It delivers all the best experiences of our time, brought together in sleek, mobile designs including music, movies, gaming, documenting and capturing (and editing!) life's favorite moments.

In June 2012, a new wave of devices began launching, based on Intel's latest technology, the 3rd generation Intel Core processors. These new devices enable more choices in style and design and deliver increased responsiveness, greater security, increased graphics and computing performance, and a lower average power for improved energy efficiency.

Later this year, Intel and the industry will further evolve the Ultrabook experience on select systems to include capabilities that let people engage naturally and intuitively, like touch experiences, in traditional clamshell and new convertible designs.

**Additional photos, videos and facts are available at:  
[www.intel.com/newsroom/ultrabook](http://www.intel.com/newsroom/ultrabook)**



## Augmented Reality, Wireless Display on Ultrabook Device

*Thanks to efforts of entire technology industry*

This demonstration shows two augmented reality scenarios on an Ultrabook device:

- This demonstration uses augmented reality to show an “exploded” Ultrabook, which pulls back the curtain for a look at the components within the system. Intel has worked with the entire computing industry, from hard drive to keyboard manufacturers in order to deliver a form factor that users want without compromising function or performance.
  - And thanks to Intel Wireless Display (WiDi) on the Ultrabook, get a closer look at the Ultrabook by easily projecting to a nearby WiDi-enabled television without requiring cables of any kind.
- Augmented reality, once a technology only seen in science fiction, is now beginning to hit mainstream consumers. Some retailers take advantage of it for more realistic online shopping scenarios. In this demonstration, using the Ultrabook and its web camera, people can see their mirror image on screen and select sunglasses online they want to try on to see what fits best for their features.

## Touch Coming to Ultrabook Devices

*A great companion for summer travel: from booking process to carry-on device to sharing device*

Intel believes that touch capability is a key component to the Ultrabook experience and will be increasingly important across a wide range of devices. Touch will also help fuel even more innovation and new experiences, particularly for Ultrabook convertibles that offer a truly no-compromise computing experience. Due later this year, Intel is tracking 30 touch-enabled Ultrabook devices, including 10 convertible designs.

This demonstration walks through a summer traveler’s experience on the Lenovo\* Yoga\* Ultrabook convertible running Microsoft\* Windows\* 8:

- Ultrabook devices will present a flagship platform to deliver a premium, full-featured Windows 8 experience consistent with Microsoft’s promise of re-imagining Windows.
- Multitasking is made easy with “snap”. Two apps can be snapped side by side at the same time on Ultrabook – keep in touch with social networking while you watch a video.
- All the familiar applications users are accustomed to, such as authoring and photo editing tools, will “just work,” thanks to backwards compatibility and broad enabling for Microsoft\* Windows\* 8 on Intel.
- Ultrabook systems are equipped with enhanced security features, including Intel® Anti-Theft technology that lets people remotely disable the system if it is lost or stolen<sup>1</sup>.

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<sup>1</sup>No system can provide absolute security under all conditions. Requires an enabled chipset, BIOS, firmware, and software, and a subscription with a capable service provider. Consult your system manufacturer and service provider for availability and functionality. Intel assumes no liability for lost or stolen data and/or systems or any other damages resulting thereof. For more information, visit [www.intel.com/go/anti-theft](http://www.intel.com/go/anti-theft).

## Easily Share and Edit HD and 3D Home Videos

Utilize a pair of 3D glasses to see how Ultrabook can easily edit and publish 3D videos quickly, easily and on-the-go.

- New Ultrabooks have up to twice the video processing and 3D graphics performance of the prior generation, cutting a user's video processing time in half and making for a smoother, richer visual experience.
- All 3rd generation Intel Core processor-based Ultrabook devices have Intel® Identity Protection technology built in to help keep users' identities safe<sup>2</sup>. With this technology, enabled financial and social media sites can establish a trusted relationship with the Ultrabook user and reduce the chance that imposters are using their identities.

## Excellent Gaming Experiences

Despite its sleek and stylish exterior, the Ultrabook is an impressive gaming platform with stunning graphics. Serious or casual Gamers who need to be mobile can experience stunning visuals and responsive online gaming. See Ultrabook in action with the latest games including Diablo III and FIFA 2012.

- When comparing the graphics and video processing improvements versus a three-year-old Core™ 2 Duo laptop, there is up to 30 times improvement in video processing and up to 19 times improvement in 3D graphics.
- Significant improvements in performance for 3rd generation Intel Core processors with up to 22 percent faster performance on multithreaded applications compared to 2nd generation Intel® Core™ processors.

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<sup>2</sup> No system can provide absolute security under all conditions. Requires an Intel® Identity Protection Technology-enabled system, including a 2nd or 3rd gen Intel® Core™ processor, enabled chipset, firmware, and software, and participating website. Consult your system manufacturer. Intel assumes no liability for lost or stolen data and/or systems or any resulting damages. For more information, visit <http://ipt.intel.com>.