



Intel Corporation
2200 Mission College Blvd.
Santa Clara, CA 95054-1549

News Backgrounder

Intel Unveils Global Marketing Initiative, The Ultrabook™ Experience

Master Magician David Blaine*, The Levi's* Brand and W Hotels Worldwide* Join Intel to Encourage the Next Generation of Innovators

SANTA CLARA, Calif., Oct. 2, 2012 –The Ultrabook™ Experience is a worldwide series of collaborations with some of the world's most loved brands including Master Magician David Blaine, the Levi's Brand* and W Hotels Worldwide*. It aims to advance the next generation of innovators in travel, film, fashion and design to do extraordinary things with the power of the Ultrabook™ inspired by Intel.

About the Collaborations

Throughout 2012, The Ultrabook Experience program will feature engagements with well-known brands in Australia, Brazil, China, Japan, the United Kingdom and the United States via marketing efforts such as digital and traditional media activations and live events. Learn more at www.intel.com/ultrabookexperience.

- **David Blaine**, internationally renowned performance artist and master magician, and Intel Corporation are presenting ELECTRIFIED, a visually stunning performance that uniquely leverages technology, science and global interactivity to create a magical live performance event. Beginning on Oct. 5, Blaine is standing on a 20-foot-high platform at Pier 54 in New York, surrounded by seven towering metallic orbs – or tesla coils – that will stream 1 million volts of electricity around him for 3 days and 3 nights. Fans around the globe will be a part of the performance, interacting with the electricity and metallic orbs that stream electricity around the artist via Intel Ultrabook stations set up in Beijing, London, New York, Sydney and Tokyo. The performance is available via live streaming at www.youtube.com/electrified and at LeTV.com in China during the performance.
- **Intel and the Levi's Brand** are collaborating on a global program, "Friends of..." that aims to create a digitally connected learning environment through access to Intel-inspired Ultrabook devices, visual arts and design technology, as well as workshops and online skills sharing videos and seminars. The first joint collaboration, titled "Friends of Vik Muniz for Spectaculo," brings in renowned Brazilian-born filmmaker and artist Vik Muniz and his friends. They design limited edition graphic T-shirts with proceeds benefiting Spectaculo, a school in the heart of Rio de Janeiro's favelas that offers free technological and educational resources and skills development to underserved youth.
- **Intel and W Hotels Worldwide** launched "Four Stories" together with filmmaker Roman Coppola (intel.com/fourstories). Combining technology and artistry, this

short film series competition encouraged aspiring filmmakers to submit original screenplays. Coppola and a panel of judges are selecting winning scripts to be transformed into 10-minute short films produced by The Director's Bureau and starring a talented cast. They will be set in a W Hotel Worldwide and feature an Ultrabook as a central element in the script. Coppola will write and direct the final short film of the series.

About the Intel-inspired Ultrabook

Intel, the maker of the PC's brain, has fueled the emergence of go-everywhere technology. Today's Ultrabook devices are ideal for people who want to create, consume and share information safely with a mobile device that is sleek and stylish, wakes in a flash and paired with performance and long battery life. Later this year, Ultrabook devices will feature the addition of touch- and voice-based capabilities in traditional (clamshell) and new convertible designs.

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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CONTACT: Alison Wesley
408-765-0607
alison.e.wesley@intel.com