

Tech Style Goes Tactile

Intel and Ultrasuede Introduce "Ultrafashionable" Concept Laptop PCs

46%

Nearly half of U.S. adults admit to sneaking a peek at someone else's laptop - looking mostly at its style or design³.

52%

U.S. retail sales of laptop PCs outpaced desktop sales for the first time, comprising 52% of computer sales in 'Q2 2005.⁵

What happens when
Fashion meets Function?

When is the last time you felt innovation???

Like the desktop PC and the cell phone before it, laptop PCs began their careers as great business productivity tools. Today that mode of thinking is so out of style.

Consumers - unwilling to let all the cool tools be the sole domain of business people - are quickly embracing the laptop PC as a movie, music and gaming system and a means to stay in touch with family and friends while on the go. This change in thinking really took off in 2003 when Intel introduced Intel® Centrino™ mobile technology, the first computing platform designed specifically for mobile users.

Enabling more power and providing built-in wireless capabilities in smaller, lighter laptop PCs, Intel Centrino mobile technology made it possible for laptop PCs to lead a double life. Need an indispensable business productivity tool? Looking for a great go-everywhere personal computer? Then get a laptop PC.

And if you're among the nearly four out of 10 American adults (37 percent)¹ who consider their laptop PC to be one of their most prized possessions, you just might wonder: What does your laptop PC say about you?

While fashion trends are beginning to influence the look of our tote-able technology, fewer than one in five (19 percent)² people believe their laptop PC reflects their personal style.

Intel and Ultrasuede, innovative leaders in technology and fashion, are responding to consumers' desire for tote-able, fashionable tech by developing "ultrafashionable" concept laptop PCs. Changing the look as well as the feel of laptop PCs, Ultrasuede® fabric is integrated into the chassis of an Intel Centrino mobile technology based-concept laptop PC. The result is a stylish mix of brains and beauty in one mobile package.

The ultrafashionable concept laptop PCs are designed to inspire the computer industry to deliver laptop PCs that feature innovation both inside and outside the device and to deliver the "personal" in personal computing that will transform laptop PCs into true reflections of their owners' personal style.

ultrasuede®

intel®

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Beauty & Brains
in One Package

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1 Online survey of American adults conducted by Harris® Research on behalf of Intel Corporation entitled "Women, Technology and Lifestyle"; results released in December 2004

2 Intel; "Women, Technology and Lifestyle"; results released in December 2004

3 Intel; "Women, Technology and Lifestyle"; results released in December 2004

4 Intel; "Women, Technology and Lifestyle"; results released in December 2004

5 Current Analysis

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