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News Fact Sheet

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INTEL PROVIDES SNEAK PEEK OF
NEW INTEL-POWERED CLASSMATE PC DESIGN

INTEL DEVELOPER FORUM, San Francisco, Aug. 20, 2008 – Intel is expanding its offerings for the Intel-powered classmate PC category by introducing a design that has tablet, touch screen and motion-sensing interaction features. There are a vast number of different education needs among the 1.3 billion students in the world; the new classmate PC design aims to create more choices to meet these varying learning needs.

"Understanding that there is no one-size-fits-all when it comes to education, we are passionate about transforming the way students learn," said Lila Ibrahim, general manager of Intel's Emerging Markets Platform Group. "We want to offer more choices to meet the diversity of student learning needs across the world.

"Our ethnographic research has shown us that students responded well to tablet and touch screen technology," Ibrahim added. "The creativity, interactivity and user-friendliness of the new design will enhance the learning experiences for these children. This is important for both emerging and mature markets where technology is increasing being seen as a key tool in encouraging learning and facilitating teaching."

New Design, Same Philosophy

The new design is based on findings from ethnographic research and pilots from the past two years. The research pointed out that students naturally collaborate to learn in groups, and

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they will benefit from the mobility and flexibility of notebooks versus being tethered to their desks. Research also suggested that learning and teaching becomes more effective when the option of natural input and touch screen is offered, especially for subjects such as math and science where drawing graphs and diagrams are prominent.

New features also include:

- **Touch screen:** Pen and on-screen soft keyboard for effective writing and drawing to enhance classroom interaction and collaboration.
- **Tablet mode:** Increased mobility for anywhere usage, simple user-interface shell and quick launcher for tablet mode.
- **Enhanced software:** Easier network connection and collaboration, simple computer management, and localized, education-friendly content.

The new design follows the same engineering philosophy that has guided the success of previous classmate PC designs – ethnographic research, feedback from ongoing pilots with students and educators, and the development of a strong, sustainable local ecosystem. Continuing the success traits of existing classmate PC designs, the new design model maintains the student-friendly design, is rugged and lightweight, and most importantly, is bundled together with custom-education software that encourages classroom collaboration and 1:1 learning.

The new design concept with its simple shell allows for local original equipment manufacturers (OEMs) to differentiate with different colors or decorations. There is an optional handle, which is flexible and soft, and doubles as an easy carry or an adjustable backhand support when the PC is in tablet mode. There also is improved usability with the design's wedged profile, a single bezel button, for tablet usage.

Availability

The new classmate PC design will be available for shipping to OEMs by the end of this year. Operating system, content and software providers and other ecosystem and industry players are already working on products that will support this new version of classmate PC to ensure a broad offering when the platform is introduced to consumers. Aimed at creating more choice to meet the varying learning needs, the new classmate PCs will co-exist with the current offerings of classmate PCs including the second-generation of Intel-powered classmate PCs running on Intel® Celeron® and Intel® Atom™ Processors.

For more information on the Intel-powered classmate PC, visit www.classmatepc.com.

Recent Facts and Milestones on Intel-Powered Classmate PCs

- Prototype of the first generation Intel-powered classmate PC was unveiled in May 2006. Twelve months later, the product was in mass production and starting shipping to OEMs. This April, the second-generation classmate PC was launched. With the introduction of Intel Atom processor in June this year, Intel also announced the availability of the Atom-based classmate PC. To date, hundreds of thousands of classmate PCs have shipped.
- Intel has enabled OEMs and education service providers to ship classmate PCs (for pilots and commercial deployment in schools) in more than 60 countries. Intel-powered classmate PCs are now available in more than 20 languages including Chinese, Portuguese, Russian, Spanish and Thai, just to name a few. Several new pilots are currently being planned including Germany, Morocco and Spain.
- Intel-powered classmate PCs are being sold to end-users under OEMs' brand. Examples of these OEM-branded classmate PCs include: HCL MiLeap (India), Olidata's JumPC (Italy), FTEC's SmartBook (Malaysia), Neo's eXplore (Philippines), and CTL's 2Go PC (United States).
- The Intel-powered classmate PC has been receiving enthusiastic support from around the world. For example, the government of Portugal recently announced an ambitious program to provide 500,000 Intel-powered classmate PCs to elementary school students nationwide. Telmex, one of leading telecommunications companies in Mexico, recently announced a donation of 50,000 classmate PCs to students in the country.
- Recently, Intel formed the Ecosystem Vendor Alliance to connect ICT and education members from around the world by letting them share common opportunities, resources and experience. The alliance also provides tools, training, sales and marketing collateral, and online match-making of ecosystem partners. It also allows vendors to list their products or services on www.classmatepc.com, where educators can search for applications, tools and content that will meet specific needs by subject, age, language and country. Today the alliance has more than 50 members and Intel expects the membership to reach 100 in the next six months. The alliance includes: operating system vendors; independent software vendors who provide educational software applications for classroom use and edutainment applications for retail use; independent content providers who provide local educational content for specific school subjects; independent hardware vendors who provide peripherals and accessories (with control software) as educational tools for classrooms and retail edutainment packages; and educational service providers who provide various services to ensure the successful implementation of technology-enhanced education in the classroom. Alliance members include companies such as Educomp, Positivo, ESI, ISIS, CIS, Rizzo, Smart and Easybits.

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