



News Backgrounder

Intel Aims to Provide Safer Computing Experience for Intel® Ultrabook™ Users

INTERNATIONAL CONSUMER ELECTRONICS SHOW, Las Vegas, Jan. 9, 2012 – As more digital information travels faster and farther, spanning more people, more devices and more locations, it also carries more associated risk. With declining storage cost and increasing storage capacity, more data – photos, files, videos – is stored by consumers on their mobile devices. And some data, applications and processes are being moved into the cloud, providing efficiency, agility and competitive advantage. These shifts also add to the tide of insecurity by making more information vulnerable to malicious electronic attacks, fraud, theft and other intrusions.

According to McAfee*, every day in 2011 more than 55,000 new unique pieces of malicious software – called malware – came into being, and more than 200,000 computers became zombie machines after falling victim to command-and-control networks.

A trusted industry innovator for four decades, Intel is applying its leadership to security technology solutions to make computing safer. In a world of billions of connected computing devices and little limit to the speed of innovation, security needs to keep pace with the rate of change. Our goal isn't just about outpacing risk but about turning uncertainty into intelligent innovation.

Intel® Ultrabook™ devices include technologies that provide a more secure experience for consumers, focusing on the protection, prevention and recovery of data.

Keeping Your Personal Data Safer

Intel® Identity Protection technology and Intel® Anti-Theft technology come pre-installed on Intel Ultrabook devices and aim to provide consumers with peace-of-mind that there are safeguards in place to increase the security of their personal content online and the data and assets on their device.

Intel Identity Protection Technology:

Intel's goal is to provide a safer and simpler experience for consumers who are shopping, gaming or banking online while using Intel-powered Ultrabooks and future Intel-powered devices. With Intel Identity Protection technology, a payments processor, bank, online merchant, social media

site or gaming site can establish a trusted relationship with a consumer's Ultrabook and make the consumer transaction safer from fraud and malware, thus more effectively safeguarding the user's privacy.

Intel Identity Protection technology provides a powerful set of authentication building blocks for Internet-based services. It uses strong two-factor authentication, chip-level authentication similar to hardware tokens and hardware-based display protection, and is widely regarded by security experts as a more secure approach than software-only authentication.

Intel recently announced a strategic collaboration with MasterCard to optimize a variety of emerging payments technologies, including MasterCard's PayPass* and Intel Identity Protection technology. The alliance aims to provide more options for a safer and simpler checkout process for online merchants and consumers using Ultrabook devices and future generations of Intel-based devices.

In 2012 and moving forward, a key effort for Intel is to work with leading authentication partners to launch Intel Identity Protection Technology-enabled solutions for Ultrabooks and work with the ecosystem – including online banking, gaming, e-commerce and social media sites – to enable them to leverage Intel Identity Protection technology safeguards for customers who use their Internet-based services from an Ultrabook device.

Intel Anti-Theft Technology:

Intel Anti-Theft technology helps deter data and asset theft. If a user's Ultrabook is stolen, it can be disabled automatically or the consumer can notify the service provider to disable the system. If the Ultrabook is found intact, the provider can re-enable the system.

In the second half of 2012 with the introduction of Ultrabook devices powered by third-generation Intel® Core™ processors, all Ultrabook customers worldwide will have Intel Anti-Theft technology available to them through local software providers including Absolute*, McAfee, StarSoftComm* and OneBe*. Other service providers may be offering the service in the future to match local market requirements.

Protecting Your Digital World

As part of its holistic approach to security, Intel acquired McAfee in 2011. The move melds McAfee's deep knowledge of securing devices against contemporary threats with Intel's extensive understanding of system architecture to bring fresh innovations to the challenges of secure computing. Collaborating with McAfee enables Intel to deliver fully secure hardware/software solutions that promise peace of mind when connecting devices to the Internet.

The first fruit of the Intel-McAfee partnership is the jointly developed McAfee DeepSAFE* technology. DeepSAFE leverages hardware-based capabilities built into Intel Core i3, i5 and i7 processors that power Ultrabook devices to enable a fundamentally new vantage point on security. A new software layer that sits below the operating system, it provides a direct view into system memory and processor activity. Hardware-assisted security products built on this platform can employ new techniques to detect infections and prevent malicious activity. The combined companies are also collaborating to deliver robust anti-theft capabilities to Ultrabook

devices that provide consumers an effective, hardware-assisted means to protect their information should their Ultrabook be lost or stolen.

Intel also has a long history of working with Microsoft* to enhance the security of Intel-based platforms running Windows.* Most recently, this work has focused on improvements designed to secure the boot operation of devices in conjunction with the pending launch of the Windows* 8 operating system.

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.

– 30 –

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