



Booth Demo Fact Sheet

Intel Computex 2012 Booth Demonstrations

COMPUTEX, Taipei, Taiwan, June 4-9, 2012 – At Computex, Intel Corporation is showcasing the latest in mobility from 2nd and 3rd generation Intel® Core™ processor-based Ultrabook™ devices to smartphones and tablets with Intel® Atom™ processors inside. Software also takes center stage with innovations from McAfee and the Intel AppUpSM center. Thunderbolt™ technology, all-in-one (AIO) systems and embedded technology demonstrations show the limitless capabilities of computing.

Explore the Intel booth to find the latest hardware and software technology innovations for mobile personal computing devices. Intel is located at M410, Taipei World Trade Center, Nangang Exhibition Hall. Technology demonstrations on-site include:

Ultrabook Devices Inspired by Intel

Experience Convertibles and Touch with Windows 8* Release Preview on Ultrabook

Preview the upcoming Windows 8* operating system running on Ultrabook systems. We'll highlight how users don't have to trade their keyboard for touch – get both. See demonstrations of future Ultrabook convertible designs. It's like having two devices in one, offering ultimate flexibility to work smarter and play harder.

Ultrabook Gaming Innovation

Intel demonstrates some of today's popular and graphically intense games running on 3rd generation Intel Core processor-powered Ultrabook devices with great Intel® HD Graphics capabilities.

A Day at the Track with Augmented Reality

Use an Ultrabook device to compete in a multi-player, augmented reality Formula 1 racing game with a demonstration of Total Immersion's D'Fusion* Augmented Reality Solutions. The demo features a webcam, motion tracking, augmented reality and gesture control to deliver an innovative, new game experience that leverages the power of the 3rd generation Intel Core processors.

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Ultrabook: Inspired by Intel

See how Ultrabook devices are delivering a more complete, satisfying and secure computing experience in one sleek and portable device. View the latest Ultrabook devices powered by 2nd and 3rd generation Intel Core processors and future Ultrabook designs.

Attendees can test out the latest Ultrabook devices at the live “show and tell” demonstration. Staffers with Ultrabook devices will roam the Intel booth, offering attendees a chance to experience the thin, sleek, fast and more secure Ultrabook systems.

Get a 3-D Inside Look at an Ultrabook

What makes an Ultrabook? Find out in this live, interactive demo in which attendees will be able to view a 3-D model of Ultrabook components.

The Future Comes with No Wires

This demonstration shows Intel® Wireless Display (WiDi) technology built into a television. With an Ultrabook powered by the 3rd generation Intel Core processor, users can transmit personal and online content in full HD from a hard drive, home network or Internet onto on a big screen.

Protecting Consumers’ and Small Business’ Identity, Data and Devices with Intel Enhanced Security

With security features built directly into its processors, Intel is demonstrating how consumers and small businesses can protect their identity, data and devices to provide more control, confidence and peace of mind right from the start. See how Intel® Anti-Theft Technology makes it possible to lock down an Ultrabook device if it's lost or stolen and how small business owners can manage and protect their compute devices like a pro with Intel® Small Business Advantage. Experience a demonstration of Intel® Identity Protection technology, included in all 3rd generation Intel Core processor-powered Ultrabook devices, which keeps users’ identities safe and ensure their favorite websites and social networks know it’s really them.

Smartphone Momentum

Smartphones with Intel Inside

This demonstration showcases two smartphones powered by the 1.6GHz Intel Atom processor Z2460 with Intel® Hyper-Threading Technology and the Intel® XMM 6260 Platform supporting HSPA+ and running Google’s Android* platform. The Lava XOLO* X900, which recently launched in India, and the Lenovo K800*, which recently debuted in China, both feature sleek designs. These smartphones include a high-resolution LCD touchscreen and two cameras to deliver advanced imaging capabilities including a burst mode that takes 10 pictures in less than 1 second. These phones also support a rich multimedia experience with HD video playback and immersive gaming. Demonstrations include Asphalt 6* and Modern Combat* for gaming, as well as IM360*, PanelFly*, Camera Burst* and Lenovo’s media center.

Tablets

Intel Atom Processor-Based Tablets and Tablet Convertibles

Intel is displaying Intel Atom processor mobile devices based on the upcoming Clover Trail platform. Available in innovative form factors such as slates or tablet convertibles, Clover Trail-based devices are great for watching movies, sharing or viewing photos, casual online gaming, homework, studying, Web surfing, reading, enjoying social media and work tasks. Clover Trail-based systems with Windows Pro* balance consumer needs with the security and manageability requirements of IT decision makers for easier integration into the enterprise, thus enabling usages that range from specific business tasks to simply enabling flexible work styles. The Intel booth features tablets running Windows 8 Release Preview and demonstrates new usages within the Metro touch-based interface including games, news and stock apps. People will also experience Clover Trail tablets and tablet convertibles running applications within the Windows desktop environment such as Microsoft Office* and Intuit Quicken*. These tablets will show applications that span the Metro and desktop interfaces, such as the upcoming McAfee application for Windows 8 which takes advantage of the immersive Metro experience.

All-in-Ones

Touchscreen AIO Media Creation

AIO systems are ideal for mainstream media, whether you're enjoying video, photos and music, or creating and editing your own. Combining a large HD display with a PC powered by 3rd generation Intel Core processors, AIOs can act as a centerpiece of the home computing experience, delivering the performance and versatility of a traditional desktop in a stylish and sleek design. Using Sony Vegas*, Intel shows how you can edit your video, apply video effects and quickly convert it to another format to share with your friends and family.

Software Innovations

Connect your Intel Devices with Confidence Using McAfee

Enjoy peace of mind when you surf and search on your Intel Core processor-based Ultrabook device, all-in-one, smartphone or tablet powered by the Intel Atom processor with McAfee Total Protection™ software, McAfee® SiteAdvisor and McAfee® Mobile Security. McAfee security solutions provide comprehensive protection that is always on, protecting every facet of your digital life and safeguarding you wherever you connect on-the-go.

Discover Apps Across Intel Devices

Discover software and apps that can follow you wherever you go, whether you like to play on an upcoming Microsoft Windows 8-based touchscreen Ultrabook device based on 3rd generation Intel Core processors or an Intel Atom processor-based tablet. Learn more about the Intel AppUp center, your trusted source to download digital content for Ultrabook devices, notebooks and desktop PCs and explore great apps from categories including music, social media, entertainment, productivity and much more. Discover your own favorite apps today at appup.com.

Connect to My Personal Life

Intel Solutions for Digital Home allow you to store, connect, secure and manage your digital personal life data – all your photos, videos, music and movie collections. With security options, you can enjoy seamless access to these digital media stored in the home network-attached storage and streamed through Home Media Gateway to Digital TV and Intel-based connected devices such as Ultrabook, smartphones and AIOs. You can now share your personal life with friends and family digitally, anytime and anywhere.

Speedy Data Transfers

Thunderbolt™ Technology

Bringing unparalleled performance, simplicity and flexibility, this technology is the world's fastest connection to your PC and devices. At 10 Gbps streaming data in both directions, this single cable connection transfers both data and display and can daisy chain up to six devices. This demo shows the flexibility, simplicity and performance you get when you add Thunderbolt technology to your office. Over a single cable, you can get display, multiple storage devices and legacy USB devices as well. Take the same great on-the-go experience you get with your Ultrabook and amplify it with larger screens, bigger storage and additional capabilities to create a great experience at your desk as well.

Thunderbolt™ Static Display

The Thunderbolt technology display shows off a wide variety of different Thunderbolt devices. Everything from mobile and desktop storage drives to PCI-Express expansion to video capture, audio and playback devices, to external graphic boxes and docks – all at high-performance speeds and with the flexibility of Thunderbolt's daisy-chain capability. These devices are made for the mainstream or professional consumers and all at various price ranges.

Embedded Technology Comes to Life

Kia K9 In-Vehicle Infotainment (IVI) System

The new K9 luxury sedan from Kia Motor Corporation* features an IVI system with dual, independent displays. Powered by the Intel Atom processor, the K9 IVI system provides for multiple, concurrent applications on the displays and delivers a unique in-vehicle experience to any seat in the car. The dashboard display allows the driver to take advantage of state-of-the-art functions and services such as 3-D navigation, voice recognition, smartphone remote start, stolen vehicle tracking and 3G Internet connectivity. The rear seat display features 3-D graphic performance and supports various video formats, as well as Bluetooth functionality.

Next Generation Vending Machine

Powered by the 2nd generation Intel Core i5 processor, the next-generation vending machine allows consumers to view products through a transparent touchscreen display while simultaneously viewing high-definition text and pictures. The digital signage solution is equipped with Intel® Audience Impression Metrics Suite (Intel® AIM Suite), which uses anonymous viewer analytics to determine generic customer characteristics, such as gender and age. Through relevant, customized advertising, the Intel AIM Suite software offers retailers targeted advertising while giving consumers a meaningful shopping experience.

Inwindow "Experience Stations" Reach Out to Customers

Intel and Inwindow Outdoor* have developed the latest advancement in digital signs, called "Experience Stations," capable of interacting with consumers in a multitude of ways. Consumers can choose to use touch or gestures to explore the sign via the 3-D cameras as well as make transactions with mobile devices using near-field communication. When people approach, Intel AIM Suite determines their gender and age bracket and subsequently plays personalized advertising based on audience demographics. This enables advertisers to get the right message to the right people at the right time.

Data Management Without Compromise

Data Direct I/O: New Intel® Xeon® Architecture for Better I/O Performance and Lower Power

This demonstration highlights Intel Data Direct I/O, which sends network traffic directly to the processor cache and bypasses the system memory. The demo shows what the systems can handle by pushing through a high volume of network traffic. The first system is an Intel Xeon 5600 series platform and the other is the Intel Xeon E5-2600 series platform. The demo shows that the E5 platform can handle 1.4x the amount of network throughput with 14 percent less CPU utilization.

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.