



News Backgrounder

Intel Aims to Provide a More Worry-Free Computing Experience for Intel® Ultrabook™ Users

COMPUTEX, TAIPEI, Taiwan, June 4, 2012 – At Computex, Intel discussed how the company is enabling a safer and more confident computing experience for Ultrabook™ users with a new level of security that helps keep users' personal information personal. Features built into the silicon, coupled with software and services, better protect the things consumers care most about – identity, data and devices – for a more worry-free computing experience and greater peace of mind right from the start.

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.

In his keynote, Intel Senior Vice President Tom Kilroy announced that Intel® Anti-Theft Technology (Intel® AT) is available in major markets on 3rd generation Intel® Core™-powered Ultrabook devices and includes a free, limited-time subscription that consumers can activate out of the box. Intel AT-enabled services are available from Absolute Software*, Intel, Norton* and McAfee*.

Also, Intel is continuing to work with major ISVs that provide user authentication to banks and eCommerce sites to enable a safer and simpler experience for consumers who are shopping, gaming or banking online while using 3rd generation Intel Core-powered Ultrabook devices with Intel® Identity Protection Technology (Intel® IPT).

Keeping Your Personal Information Personal

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 Anti-Theft Technology:

Intel Anti-Theft Technology helps deter data and asset theft, keeping personal information personal. If a user's Ultrabook is stolen, it can be disabled over the Internet 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.

Intel Anti-Theft Technology is now enabled on all 3rd generation Intel Core processor-powered Ultrabook devices. Users need to activate free, limited-time Intel AT-enabled service subscriptions included with their Ultrabook devices from Absolute, Norton, McAfee and Intel in major markets worldwide. Other service providers may be offering the service in the future to match local market requirements.

Intel Identity Protection Technology:

Intel Identity Protection Technology is enabled with all 3rd generation Intel Core processor-powered Ultrabook devices to help keep users' identity safe and ensure their favorite websites and social networks know it's really them.

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 is continuing to work with the broader ecosystem – including ISVs, online banking, gaming, e-commerce and social media sites – around the world so that with Intel Identity Protection Technology the site can establish a trusted relationship with a consumer's Ultrabook and make the consumer transaction safer from fraud and malware. To date:

- Renren, China's top social media networking site, has announced that it will be the first online site in China to leverage Intel IPT provided by ISV partner Feitian.
- At IDF Brazil:
 - Banco do Brasil announced that it will deploy Intel IPT with Public Key Infrastructure and Protected Transaction Display to enhance security of its online banking services for its 35 million customers in Brazil.
 - BRToken, a major Brazilian ISV that offers solutions in information security, announced it is partnering with Intel to deploy Intel IPT-based solutions for banking, gaming, e-commerce and social media sites.
 - DineroMail, a major provider of electronic payment solutions across Latin America, has adopted the Intel IPT One-Time-Password solution.
 - InfoSERVER is deploying Intel IPT at Inatel (National Institute of Telecommunications) and Pirelli corporation.

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.

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 and McAfee integration is the jointly developed McAfee DeepSAFE* technology. DeepSAFE leverages hardware-based capabilities built into Intel Core 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.

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Intel Anti-Theft Service Provider Quotes:

“McAfee is excited to offer superior hardware and data security on Ultrabooks by leveraging Intel Anti-Theft Technology,” said Steve Petracca, senior vice president and general manager of McAfee's consumer business unit. “Leading PC OEMs are preloading McAfee Anti-Theft for delivery around the world. Ultrabook customers can now enjoy a new level of data and device protection.”

“Intel is very pleased to expand the Intel Anti-Theft Service to more markets with support for 11 languages,” said Anand Pashupathy, general manager of Intel's Anti-Theft Technology business unit. “Leading PC OEMs are preloading Intel's AT service, which makes it possible for consumers to disable a lost or stolen Ultrabook. We are pleased to offer a security feature to help consumers keep their personal content personal.”

“Absolute Data Protect or LoJack for Laptops enabled with Intel Anti-Theft Technology on Intel Ultrabook devices provides consumers with one of the most secured laptops on the market,” said Brian Johnson, area vice president of Absolute Software Consumer. “We are thrilled to have been selected by global OEM partners as their Intel AT software partner of choice. Users can quickly act if their laptop enabled with Intel AT is lost or stolen.”

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No system can provide absolute security under all conditions. Requires an Intel® Identity Protection Technology-enabled system, including a 2nd or 3rd generation Intel® Core™ processor, enabled chipset, firmware, and software, and participating website. Consult your system manufacturer. Intel assumes no liability for lost or stolen data and/or systems or any resulting damages. For more information, visit <http://www.intel.com/go/anti-theft> and <http://ipt.intel.com>.

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