



# Backgrounder

## **Enriching Lives**

Think of all the things you rely on each day to live the way you want – your car, stove, running shoes, refrigerator, watch, wallet and plenty else. Interacting with them is second nature. But also think about how – even after all the times you’ve used these things – they have zero sense of your routine, your preferences or who you are.

Now imagine turning on your car and having it know that you are tired based on your sleep patterns last night or your schedule of events that day. Perhaps your car gives you a warning plus a few options on how to be safe while driving. Imagine that your car can actually connect the dots between your past behaviors and your future risk. In other words, imagine that your technology actually knows you and feeds you the information you need to live a better life.

## **Technology Will Help Us Pursue Existing and New Interests**

Imagine a device that knows what you’re doing in a given instant, where you are, monitors your social networks and – based on what it knows about the way you live, work and play – anticipates what you’ll enjoy or appreciate. For example, from the millions of possibilities, technology will be able to provide you with an amazing vacation, restaurant and menu item. It can also remind you to get a great gift for someone at home who matters to you.

## **Technology Will Allow Us to Spend Time Wisely**

One of our most precious commodities is our time. Imagine being able to look at an infographic of how you spent your time over the past year – in the same way you can today with your financial information. How would that understanding change your behavior? Whether it’s our cars knowing when we’re tired and warning us, or supermarket displays suggesting dinner ingredients based on what’s in season, future technology will provide us with better insights into what is happening around us, and with us, in ways that just weren’t possible before.

## **Technology Will Help Us Focus on What Matters Most**

Imagine if everything around us was dedicated to making our lives easier and better, and encouraged us to connect with others and pursue the things we find most meaningful. These things would connect us to new experiences, and opportunities to learn and grow. These things would know not only who we are, but what we care about, and they'd help us express who we want to be. Speaking with someone on the other side of the world would feel like they're in the same room. Looking at photos would seem as though we're in them. Books and movies will feel as real as life.

## **Intel Research into Enriching Lives**

Intel believes that technology and innovation should enhance life, not distract from the joy of it. This means developing the right technologies for the right situations. It means focusing on user experience and ensuring technology is personalized in ways that enhance understanding, meaning, expression and freedom to live life to the fullest.

## **Intelligent Computing that Understands Us**

The world becomes more connected every day. Billions of people, computers and smart devices make more than a trillion connections at home, at work and on the go. Intel, for example, is exploring innovations that will let cars talk to one another, making driving safer. Other research includes equipping devices with the ability to follow our gaze, gauge our moods and respond in helpful ways. As computing gets integrated into things around us, those things become more useful, helpful and meaningful.

## **Sustainable Computing that Understands Our World**

As global demand for energy increases, technologies such as smart grids need to be built to bring power where it is needed and keep up with energy demands. Going beyond smart grids, Intel is investigating technologies that could enable sustainable cities. For example, microgrids let neighborhoods share energy and apply sensors that not only make buildings conserve energy intelligently, but also keep an eye on the weather and rush hour traffic, helping ensure people enjoy their city experience to the fullest.

## **Computing that Lets Us Be Worry-free**

Keys have served us well for centuries, but they are quickly becoming obsolete in keeping our lives secure and private. As the world becomes digitized and more of your personal and professional life occurs online, keeping information and identities safe becomes more important. Equally important is the need to feel confident and secure while shopping and banking online. Intel is developing a variety of innovations to make it more difficult for hackers to access your information, or for malware to corrupt your applications or viruses to infect your system. Intel researchers aim to make a future where you worry less and enjoy more while connected.

## **Visual Computing that Lets Us Express Ourselves**

The demand for visual computing is increasing with the growth of mobile devices such as smart phones, tablet computers and Ultrabook™ devices. In the future, people will use these devices to interact with the world in richer ways to enjoy realistic simulations.

While Intel is developing the kind of visual simulations and effects previously available only in sci-fi movies, it's already introducing life-changing visual technology. Intel's Samarth Project in India addresses the unmet needs of the visually impaired by providing customized netbooks and advanced screen-reading software that enables them to perform many tasks that people with vision take for granted.

## **Social Computing that Lets Us Connect in Meaningful Ways**

Technology is instrumental in defining who we are, how we think about our lives and ourselves, and how we act individually and collectively. We're affected by technology whether or not we use it. Even if we don't use a social network such as Facebook\*, can we really opt out of it if our friends, relatives, and future employers rely on it? Even if we enjoy reading the local paper, can we avoid learning about trending topics through others who rely on the search algorithms of Google\* or Twitter\*? Technology, such as the algorithms behind Facebook\*, Google\* and Twitter\*, substantially shapes our view of the world by determining what gets noticed and what gets bypassed and what grabs our attention and interests, individually and collectively. Intel is researching new ways of thinking about, managing and creating technology that improves society (see Science and Technology Center for Social Computing at [socialcomputing.uci.edu](http://socialcomputing.uci.edu) for more information).

## **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](http://newsroom.intel.com) and [blogs.intel.com](http://blogs.intel.com).

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