Media Fact Sheet
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Intel® Centrino® processor technology: 5 years of fast-paced evolution

Throughout the last four decades, Intel has driven the evolution of the microprocessor, which sits at the very heart of our digital era. The brain inside your PCs, the power behind popular gadgets and services – from mobile phones to MP3 players and gaming consoles, the microprocessor has not only transformed technology, but also key aspects of every day life. This year marks Intel's 40th anniversary, and also the fifth birthday of one of the company's most successful products – Intel® Centrino® processor technology. Mobile computing evolution has really transformed our lives and our society has embraced it enthusiastically.

Intel selected mobility as an area of focus five years ago – introducing cutting edge technology to revolutionise the approach to mobile computing. In March 2003, Intel introduced Intel Centrino processor technology, the company's first platform designed from the ground up with mobile users in mind. The integrated platform combined the essential elements for mobile computing: high-powered processing performance, great battery life, integrated wireless LAN and thinner, lighter form factors[1]. Intel Centrino processor technology has supported the evolution of mobile computing by enabling high performance and easy connectivity within sleek, compact notebook PC designs.

2003 – The first generation of notebook PCs based on Intel® Centrino® processor technology introduces the concept of an integrated PC platform specifically designed with mobile users in mind. It delivers high-performance, wireless connectivity, great battery life in slim and light notebook PCs. Battery life is up to five hours compared to about three hours on previous processors and overall computing performance is improved by up to 15 percent.

2004 - the mobile Intel® Pentium® M processor at the core of Intel® Centrino® processor technology-based systems is up to 2.13 GHz. Systems feature built in Wi-Fi, as well as availability of optional Bluetooth Antennas or Cellular/ WWAN add-in cards+

2005 - In January 2005, Intel launches its next generation of Intel Centrino processor technology to boost performance and security for enterprise users and deliver breakthrough capabilities for consumers with great graphics, video and audio.

2006 - The Intel® Core™ 2 Duo processor is launched. At the heart of Intel® Centrino® Duo laptops, it delivers greater than twice the CPU performance when doing processor-intensive tasks like multitasking with significant gains in energy efficiency.

2007 - Intel introduces Intel® Centrino® Pro processor technology – delivering high-performance laptops that can be remotely managed by IT departments – ensuring faster problem resolution, lower costs, improved security and overall control over PC networks. Intel® Centrino® Duo processor technology based laptops address the needs of consumers by delivering increased performance for enhanced multimedia applications, improved battery life and wireless connectivity.

2008 – The latest generation of Intel Centrino processor technology is powered by Intel's award-winning, leading-edge, 45 nanometer processor – the Intel® Core™ 2 Duo processor – and delivers enhanced performance for multimedia applications, wireless connectivity and great battery life.

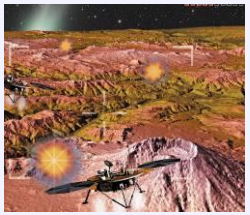
Mobile computing has become part of the very fabric of entertainment – digital entertainment, which has become a worldwide phenomenon of massive proportions. Notebook PCs today are not just another gadget – they are high-performance, multi-purpose machines, which can be portable gaming consoles, home theatres, virtual turn-tables and CD racks, personal assistants, communication lifelines and critical business tools.

In the next section we look at the parallel development of entertainment, gadgets and mobile computing, highlighting some memorable milestones over the past four decades which have transformed the way we live, communicate and entertain ourselves.

Entertainment, Gadgets and Mobile Computing
Evolution throughout the Decades

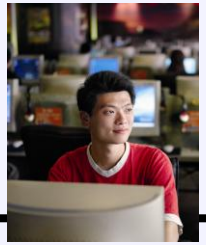
1970's **1980's** **1990's** **2000's**

Entertainment



1977– Star Wars* makes box office history with its big-budget special effects, pioneering the use of a computer to control video cameras.

1981– MTV* airs its first music video - "Video Killed the Radio Star."*



1994– The world's first internet café, Café Cyberia*, opens its doors in London to the public.

2004– Merriam Webster* adds the word "blog" to the dictionary, officially making it part of the English language.

2008– The on-line, multi-player game, the World of Warcraft*, achieves ten million players worldwide.

Gadgets

1970– The first pocket calculators become available for consumers.

1981– Nordic Mobile Telephony* switches on the first fully-automatic cellular phone system in Europe - covering Sweden and Norway.

1995– The DVD specification is finalized, making the discs playable in DVD movie players and DVD-ROM computers.

2001– Apple* unveils the first iPod*.

2008– Intel is set to deliver Mobile Internet Devices based on the Intel® Centrino® Atom™ processor technology. The new family of processors will enable the best Internet experience in a device that fits in your pocket.

Mobile Computing

1979– Grid Systems Corp.* builds the first notebook PC, which is powered by an Intel® i80c86 processor.

1981 - The Osborne 1 is considered by historians to be the first true portable computer. It was priced at $1,795, it weighed 24.5 lbs and had a built in 5 inch monitor offering 53 x 24 text.

1990– Tim Berners-Lee at CERN* in Switzerland invents the World Wide Web.

2003– Intel® Centrino® processor technology is introduced, the company's first integrated computing platform for wireless notebook PCs.

2008 – With the latest generation of Intel® Centrino® processor technology you can pack all of the features of your home entertainment system – from movies and music to photos and games – into one notebook PC. The newest Intel Centrino-based notebooks also provide longer battery life and faster and wider wireless connectivity.

About Intel

Intel, the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Additional information about Intel is available at www.intel.com/pressroom and http://blogs.intel.com.

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* Other names and brands may be claimed as the property of others.

[1] Wireless connectivity and some features may require you to purchase additional software, services or external hardware. Availability of public wireless LAN access points limited and some hotspots may not support Linux-based Intel Centrino processor technology systems. System performance measured by MobileMark* 2002. System performance, battery life, wireless performance and functionality will vary depending on your specific operating system, hardware and software configurations. See www.intel.com/products/centrino/more_info for more information

[2] Results shown are from the 2007 EDS Case Studies with Intel® vPro™ processor technology, by LeGrand and Salamasick, 3rd party audit commissioned by Intel, of various enterprise IT environments. The studies compare test environments of Intel® vPro™ processor technology equipped PCs vs non-Intel® vPro™ processor technology environments. Tested PCs were in multiple OS and power states to mirror a typical working environment. Actual results may vary. The study is available at www.intel.com/vpro and www.eds.com.