

Mobile Technology Runway Show

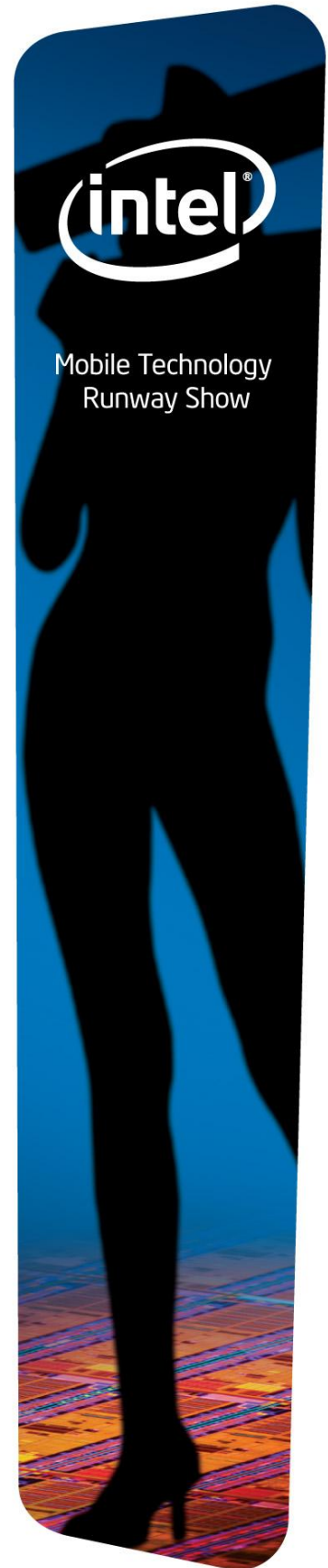


For more information, visit:

<http://www.intel.com/pressroom/kits/events/fashion2008/index.htm>

Please tag blogs and video about today's

Mobile Technology Runway Show with
"IntelFashion08"



Multi-tasking Super Moms

Multi-tasking Super Moms of the 21st Century are so busy, they are the ultimate multi-taskers. Whether it is running to a meeting for work or picking up the kids from dance rehearsals or sports practice, Super Moms need ultimate accessibility and portability to stay on top of their own and the family's schedules. When looking for a laptop PC, the Multi-tasking mom needs:

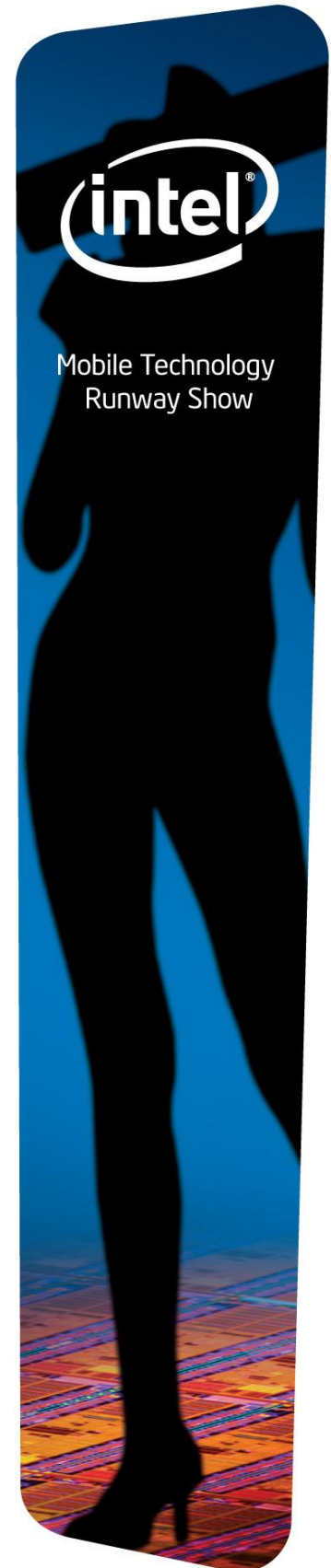
- Portability to let her throw the device in her tote and run out the door to her next appointment
- Wireless access to catch up on work, look up directions and send notes to family
- Ample storage space to keep all of the family photos and videos in one safe place

On the runway for the Multitasking Super Mom:

- **Samsung X460* based on Intel® Centrino® 2 processor technology**
(<http://www.samsung.com/us/consumer/>)
- **Clarion MiND* with Intel® Atom™ processor**
(http://my.clarion.com/en-us/html/pr_detail)

In the experience area:

- **Toshiba Satellite U405-S2856* based on Intel Centrino 2 processor technology**
(<http://www.toshiba.com>)



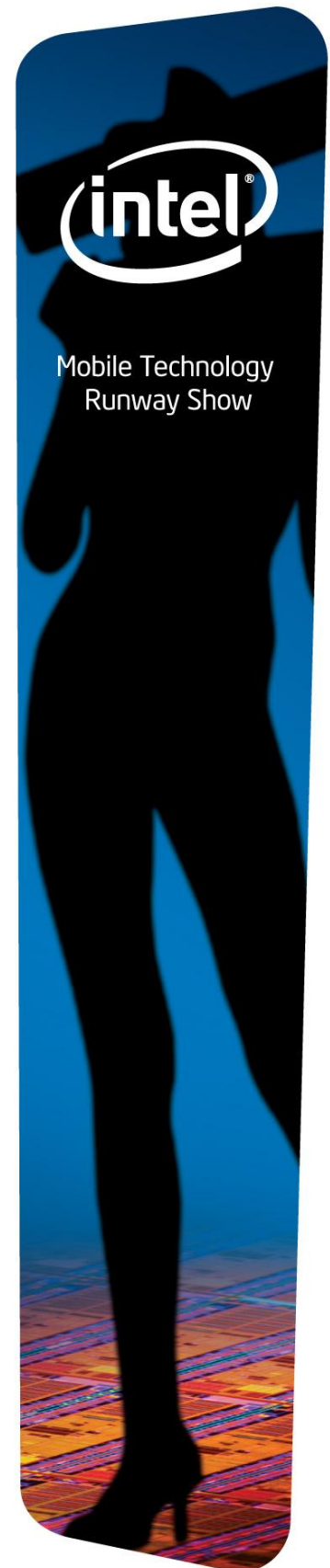
The Fashionista

Today's Fashionista doesn't limit her most valued trends to shoes, bags and couture labels. The Fashionista of 2008 expands her accessory collection into the devices she carries and what she carries them in. Always cutting-edge and looking for the next "big thing," the Fashionista wants the most advanced gadgets before anyone else has them. When looking for a laptop PC, the Fashionista wants:

- Portability – to remain connected to trends 24/7
- Wireless Internet – so she can RSVP to events on the spot or look up the hottest new nightclub
- Cool colors and sleek, slim design – to be the envy of all of her friends when she pulls her new PC out of the new Fendi* bag

On the runway for the Fashionista:

- **VooDoo Envy 133* with Intel® Core™2 Duo processor**
(<http://www.voodoopc.com>)



The Executive

A working professional's job is never truly done. That's why today's Executive needs a laptop PC she can take anywhere, whether it be on a business trip, to Starbucks or home for the weekend. When purchasing a laptop PC, the Executive is looking for:

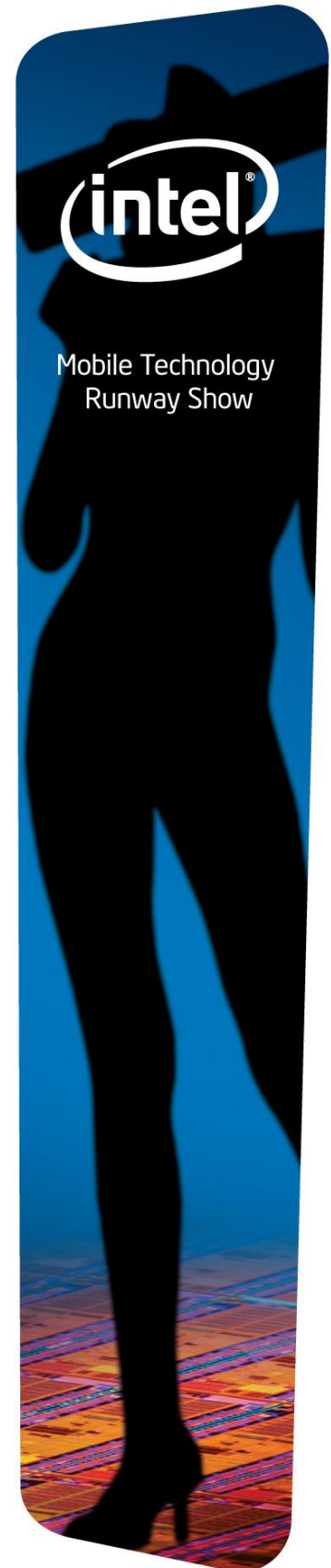
- Streamlined design that can be carried from the boardroom to the hotel room
- Portability for business trips, family vacations, offsite lunch meetings
- Wireless accessibility to stay on top of a to-do list, regardless of location

On the runway for the Executive:

- **Dell Latitude E4200* with Intel Core2 Duo processor**
(<http://www.dell.com>)

In the experience area:

- **Lenovo ThinkPad X301* with Intel Centrino 2 processor technology**
(<http://www.lenovo.com>)



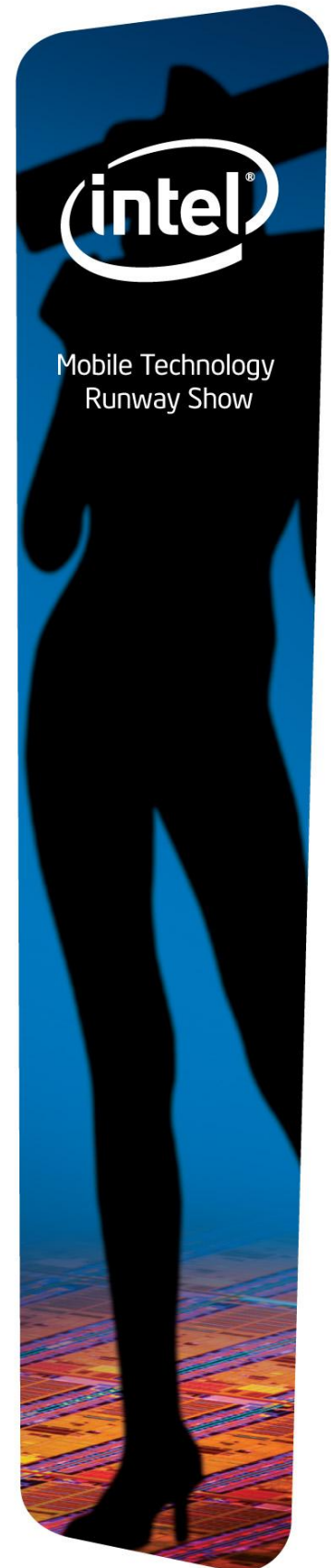
The Kid

Kids will always be kids, but nowadays kids are much more tech savvy than in the past and often times more so than their parents. Whether it be playing video games with his camp buddy who happens to live across the country or checking in with her 'BFF' about what she's wearing to school the next day, kids are more connected than ever. When it comes to their mobile PC, kids need:

- Wireless access to stay in touch with friends at all hours, research homework assignments or stay up on the latest kid-news
- Trendy design to be the envy of all their friends
- Portability for school, work and play

On the runway and in the experience area for the Kid:

- **Acer Aspire One* with Intel Atom processor**
(<http://www.acer.com/aspireone/>)



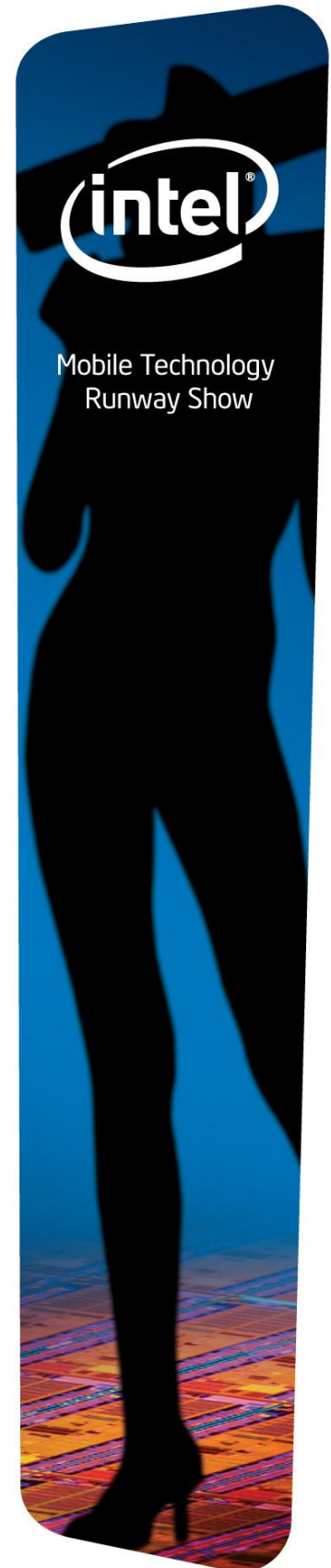
The Tech Trendsetter

Design is of the utmost importance when it comes to the Tech Trendsetter. This trendsetter loves showing off the hottest, most advanced gadgets that make her life easier and more enjoyable. Wanting to be the envy of their friends and family, the Tech Trendsetter's name is on the top of any waiting list for new devices. The Tech Trendsetter is looking for:

- Small, cool designs with a “wow” factor
- Wireless access to let them show off their gadgets anytime, anywhere

On the runway and in the experience area for the Tech Trendsetter:

- **Sony Vaio Z Series* with Intel Centrino 2 processor technology**
(<http://www.sonystyle.com>)



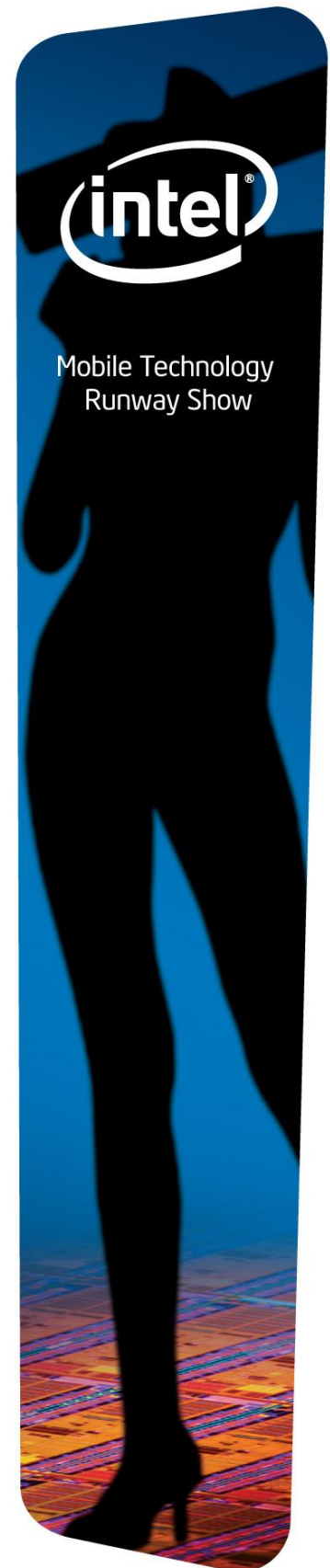
The Road Warrior

Today's Road Warrior travels all over the place, from a town in Argentina to the Champs D'Elysses in Paris. Regardless of their location, Road Warriors need constant access to information and the ability to connect with loved ones back home, all while being able to toss their PC into their carry-on or backpack. When selecting a laptop PC, the Road Warrior is looking for:

- Wireless access on the go
- Multimedia for impressive presentations
- High-performance to run multiple applications in parallel
- Small, light design

On the runway and in the experience area for the Road Warrior:

- **Sony Vaio TT Series* with Intel Centrino 2 processor technology**
(<http://www.sonystyle.com>)
- **Clarion MiND* with Intel Atom processor**
(http://my.clarion.com/en-us/html/pr_detail)



The Gamer

Gamers in this day and age want to be the first to know about, obtain and compete with any new game out on the market. And to play those games, they want to have the hottest system to let them compete wherever they are. When selecting a laptop PC, the Gamer is looking for:

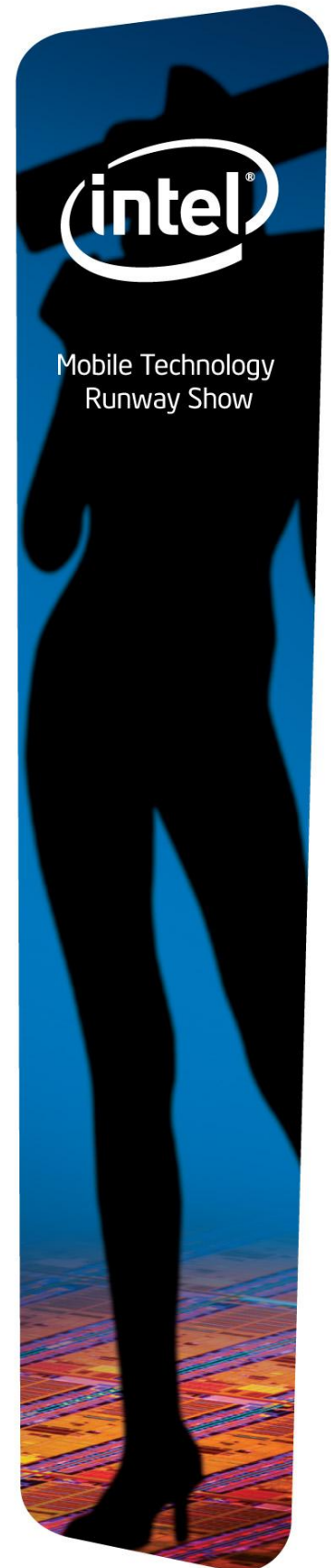
- High-performance to match his/her gaming skills
- Top of the line graphics and sound to enhance the overall gaming experience
- Portability to allow him/her to do what they love wherever they want to play

On the runway for the Gamer:

- **Asus G50V* with Intel® Core™2 Extreme (Quad Core QX9300)**
(<http://www.asus.com>)

In the experience area:

- **Alienware Area-51 M15X* with Intel Core2 Duo processor**
(<http://www.alienware.com>)



The Media Enthusiast

Movies and television shows are becoming increasingly popular online. Media Enthusiasts take advantage of this availability and enjoy their favorite entertainment wherever they may be. Downloading and experiencing the latest music, movies and TV shows is commonplace, and therefore when selecting a laptop PC the Media Enthusiast looks for:

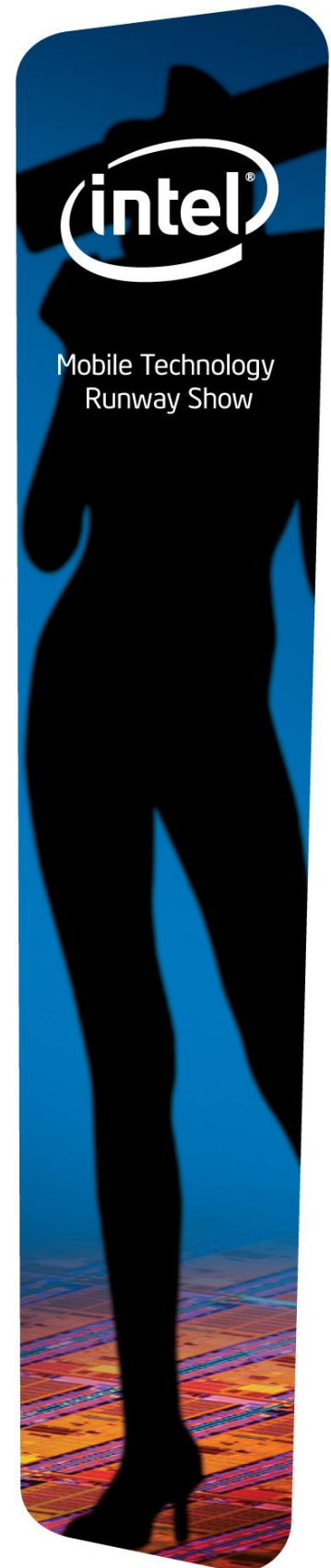
- High-quality sound
- Visual realism – High Definition and graphics
- High-performance to easily download favorite online content
- Portability to enjoy his/her favorite content regardless of location

On the runway for the Media Enthusiast:

- **HP Pavilion HDX 18T* with Intel Centrino 2 processor technology**
(<http://www.shopping.hp.com>)

In the experience area:

- **Sony VAIO FW* with Intel Centrino 2 processor technology**
(<http://www.sonystyle.com>)



The Student

Today's students are connected 24/7. They make the most out of their technology by staying in touch with old friends, making new ones, networking online, staying on top of their schoolwork and enjoying online entertainment. The list is endless. When selecting a laptop PC, the Student is looking for:

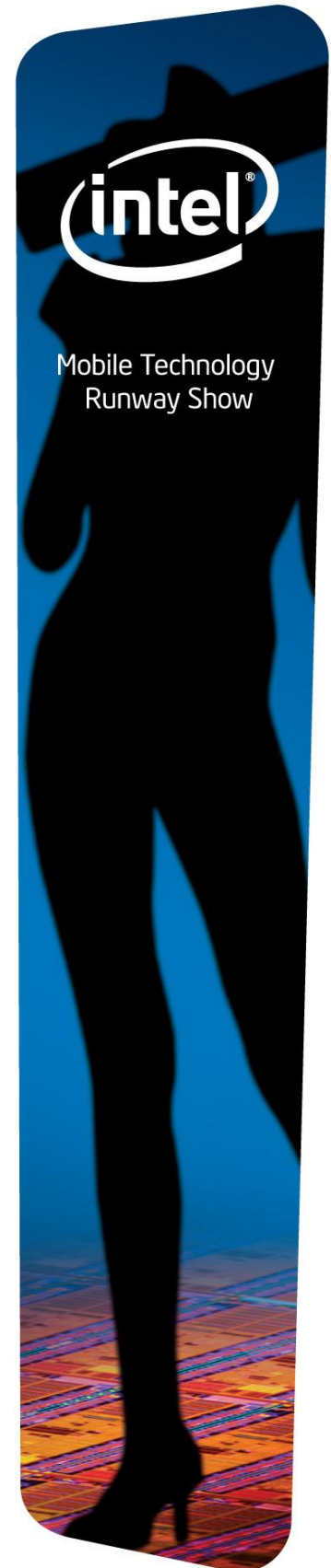
- Wireless access to check on the status of laundry, look up bus schedules or attend class via web conferencing
- Lightweight design for ultimate mobility

On the runway for the Student:

- **Dell Inspiron Mini 9* with Intel Atom processor**
(<http://www.dell.com/>)

In the experience area:

- **Lenovo IdeaPad Y730* with Intel Centrino 2 processor technology**
(<http://www.lenovo.com>)



Intel would like to thank the following companies for helping with the production of this show:

Kolobags.com*

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