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CES 2012 Guide to the Ultrabook™, Inspired by Intel

INTERNATIONAL CONSUMER ELECTRONICS SHOW, Las Vegas, Jan. 9, 2012 – Intel Corporation is leading the industry to re-invent the personal computing experience with the new category of Ultrabook™ devices. Shaped by extensive user research, Ultrabook devices will increasingly give people the most complete and satisfying, no-compromise and secure computing experience in one sleek and portable device.

Hitting store shelves less than 4 months ago, Ultrabook devices have already seen strong momentum with more than 15 models available from such companies as Acer, ASUS, HP, Lenovo, LG, Samsung and Toshiba. More than 60 Ultrabook designs -- and growing -- are in the pipeline for 2012. The second wave of Ultrabook systems based on the forthcoming 3rd generation Intel® Core™ processors (codenamed “Ivy Bridge”) will begin to arrive in the spring. They are followed by the 2013 introduction of Intel’s “Haswell” processor, expected to achieve up to a 20 times improvement in idle platform power and usher in the third wave of Ultrabook devices.

Ultrabook Devices at CES

At this year’s CES, multiple companies are showcasing Ultrabook devices and the following offers a glimpse of where to see, hold, touch and experience some of them.

Acer

Introducing the Acer S3* Ultrabook, the PC that will have you instantly powered on and connected to the Web in no time -- and at an affordable price.

- Press Conference – 1:30 p.m. Sunday, Jan. 8 at Wynn Las Vegas

For more information about Acer’s Ultrabook devices or other products showcased at CES, contact Lisa Emard (Lisa_Emard@Acer.com).

ASUS

The ASUS ZENBOOK™* achieves a unique combination of artistic craftsmanship and advanced technology.

- Pepcom Digital Experience – 7-11 p.m. Jan. 9 at MGM Grand

For more information about ASUS’ Ultrabook devices or other products showcased at CES, contact Gary Key (Gary_Key@asus.com) or Tammy Lin (Tammy.t_lin@asus.com).

HP

HP’s first business Ultrabook, the Folio*13, is designed to bridge the gap between professional and personal life. Featuring a thin and light design, strong security options and a responsive solid-state hard drive, the Folio13 delivers up to 9 hours of battery life and offers a wide array of ports, including Ethernet.

- Pepcom Digital Experience – 7-11 p.m. Jan. 9 at MGM Grand

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- ShowStoppers – 6-10 p.m. Jan. 10 at Wynn Las Vegas, Lafite Ballroom

For more information about HP's Ultrabook devices or other products showcased at CES, contact Sheila Watson (sheila.watson@hp.com) or Julie Luker (julie.luker@edelman.com).

Intel

- Intel Booth Preview for Media, Analysts – 7-8:15 a.m. Jan. 10 at the Intel booth, Central Hall #7253. Event is during pre-show hours; enter through exterior C2 lobby
- Intel Keynote, Intel President and CEO Paul Otellini will deliver his keynote address at 4:30 p.m. Jan. 10 at The Venetian, Palazzo Ballroom

For more information about Ultrabook devices or other products showcased at CES, contact Becky Emmett (becky.emmett@intel.com) or Alison Wesley (alison.e.wesley@intel.com).

Lenovo

Lenovo's IdeaPad* U300s and Lenovo T430u* are stylish Ultrabook devices, which combine smart technologies with long battery life and 2nd Generation Intel Core processors.

- Press Conference - 4:30 p.m. on Sunday, Jan. 8 at Aquaknox in The Venetian

For more information about Lenovo's Ultrabook devices or other products showcased at CES, contact Hwa Wu (wuhwa@lenovo.com) or Kristy Fair (krisfair@lenovo.com).

LG

The LG Z330 and Z430 offer portability in beautiful designs with a cold boot time of 9.9 seconds.

- Booth located at Central Hall #13546

For more information about LG's Ultrabook devices or other products showcased at CES, contact Heejae Jung (heejae.chung@lge.com).

Toshiba

The Toshiba Protégé Z830 Series Ultrabook matches style, supreme portability and enhanced functionality at affordable prices. Weighing less than 2.5 pounds and featuring a 0.63-inch profile, the Protégé Z830 Series is approximately 20 percent lighter and 40 percent thinner than the award-winning ultraportable Protégé R830 Series. These new systems offer unprecedented portability, durability and essential features with visibly smart style and responsiveness; they start at under \$1,000 MSRP. These Ultrabooks support the latest 2nd Generation Intel Core processors and ultra-fast DDR3 memory, providing high performance and improved power management for great battery life. The Ultrabook devices' 128GB solid-state drive delivers an extremely responsive experience, increased durability and increased energy efficiency. Paired with Toshiba's new exclusive Hi-Speed Start Technology, the Protégé Z830 Ultrabooks can power on and get users up and running in mere seconds.

- Pepcom Digital Experience -- 7-11 p.m. on Jan. 9 at MGM Grand
- Booth located at Central Hall #11026

For more information about Toshiba's Ultrabook devices or other products showcased at CES, contact Eric Paulsen (eric.paulsen@tais.toshiba.com).

Samsung

For more information about Samsung's Ultrabook devices or other products showcased at CES, contact Jason Redmond (jredmond@sea.samsung.com).

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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