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News Backgrounder

Intel® Insider™, Delivery Agent to Power New Entertainment Experiences for Ultrabooks™

Premium 1080p Television Content Viewable and Contextual Products Shoppable on Ultrabooks and PCs with Intel® Insider™

INTERNATIONAL CONSUMER ELECTRONICS SHOW, Las Vegas, Jan. 9, 2012 –[Intel Corporation](#) is working with [Delivery Agent](#), Inc., the leader in multi-channel commerce for the largest global media companies and an Intel Capital portfolio company, to bring a vast library of premium television content, from top TV and cable networks, in 1080p HD to Ultrabooks™ and PCs with [Intel® Insider™](#).

Intel Insider is a hardware feature of the 2nd generation Intel® Core™ processor that allows online content services to offer the latest high-definition (HD) movies and television content in 1080p on Ultrabook, notebook and desktop computers. At the end of 2011, Intel had shipped over 70 million processors that support Intel Insider.

Starting later this year, Delivery Agent will integrate Intel® Insider™ technology into its complete commerce engine, which includes Delivery Agent's proprietary contextual product mapping functionality that lets people watch TV and purchase products tied to the content they are viewing. In addition, people can access Delivery Agent's TV Wallet™, a transaction engine used by top media companies to process multi-platform commerce transactions tied to their entertainment content. These two features, combined with Intel Insider, will allow people to download TV content in full 1080p HD on their 2nd Generation Intel Core processor-powered Ultrabook, notebook or desktop computer, as well as buy products that are contextually relevant to the show they're viewing via TV Wallet.

Intel and Delivery Agent will also deliver a compelling second-screen experience when the Intel Insider device is connected to a television using an HDMI cable or wirelessly via [Intel® Wireless Display](#) (WiDi). The Delivery Agent media player, powered by Intel Insider, will display relevant information and products about the programming on the PC's screen while displaying the content in pristine, 1080p on the television at the same time.

"Delivery Agent is tasked by the top media companies in the world with delivering a best-in-class commerce experience to their show viewers across all interactive platforms," said Mike Fitzsimmons, Delivery Agent CEO. "Our relationship with Intel enables us to deliver a 1080p premium content offering, while, at the same time, bringing Delivery Agent's complete commerce platform to market through Intel Insider."

"People are increasingly streaming and downloading movies and TV shows across all of their connected devices from a variety of online entertainment services," said George Thangadurai, general manager of Intel's PC Client Services division. "Delivery Agent's commerce engine and

TV content library helps make the Ultrabook an ideal device for watching online television and having a great second screen experience.”

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Delivery Agent’s multi-channel commerce platform serves more than 40 global media partners including longtime clients NBC Universal, Twentieth Century Fox, CBS, Discovery Communications, A&E Television Networks and HBO, Showtime. To date, Delivery Agent has processed millions of entertainment commerce transactions across the Web, social, mobile and ITV platforms.

Intel’s relationship with Delivery Agent adds to the growing offerings of premium HD content from Intel Insider-enabled services, including Best Buy CinemaNow*, Hungama Digital Media* and WB* Shop.

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.

About Delivery Agent, Inc.

Delivery Agent, Inc., named #1 Privately Held Media Company by Inc. Magazine and #3 on the Deloitte & Touche Silicon Valley Technology Fast 50, is the leader in shopping-enabled programming and content monetization for more than 350 entertainment properties from major media companies including CBS, NBC Universal, Twentieth Century Fox, Discovery Communications, A&E Television Networks, HBO, Showtime, The CW, Univision Communications, and The Weinstein Company, as well as for sports organizations including FIFA, the Boston Celtics and UFC. Delivery Agent created the market for shopping-enabled programming by redefining how products tied to entertainment are cataloged, merchandised and sold online. With offices in San Francisco, New York, Los Angeles, Denver and London, Delivery Agent deploys its technology platform, including commerce applications, video and mobile products, and interactive advertising solutions to create profitable connections between entertainment content, consumers and brands. More information about Delivery Agent is available at www.deliveryagent.com.

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