



# Fact Sheet

## Intel CES 2012 Booth ‘Spotlight’ Features

INTERNATIONAL CONSUMER ELECTRONICS SHOW, Las Vegas, Jan. 10-13, 2012 — Several “Spotlight” features will be showcased each day at Intel Corporation’s CES booth, Central Hall South #7253 in the Las Vegas Convention Center.

“Spotlight” features will provide visitors with insights from a variety of personalities and perspectives on topics including art, exploration, security, fashion, music, telemedicine and entertainment. Each “Spotlight” will explore how the latest innovations in technology and performance powering Ultrabook™ systems and other technology devices with Intel inside are inspiring new levels of creativity, performance and innovation.

### “Spotlight” Feature Overviews:

#### **Ultrabook Overview**

This three-part presentation will focus on the benefits and new features of the Intel-inspired Ultrabook devices. Attendees will receive an overview of the features available from Ultrabook devices and enjoy hands-on experiences as well as device giveaways.

#### **Security: McAfee®, Gary Davis**

Gary Davis, McAfee® director of global consumer product marketing, will discuss the importance of securing devices and the benefits of McAfee All Access, Intel® Anti-Theft Technology and Intel® Identity Protection Technology. The “Spotlight” will take attendees through a day in the life of the connected family to help illustrate the threats that exist and how Intel technology helps keep users safe.

#### **Science: National Geographic Channel, Dr. Albert Lin**

National Geographic Channel explorer Albert Lin will preview exclusive behind-the-scenes footage and exploration details from his recent special, “Forbidden Tomb of Genghis Khan.” As part of his discussion, Lin will showcase how he uses the latest technology to solve ancient mysteries.

#### **Extreme Sports: GoPro, Tim Humphreys**

Professional snowboarder Tim Humphreys will discuss the role technology plays in his life, and how GoPro HD cameras seamlessly work with Ultrabook device features to enhance his life and career.

**Fashion: Fashion Designer, Anya Ayoung-Chee**

2011 “Project Runway” winner Anya Ayoung-Chee will discuss how technology plays an important role in her life as a fashion designer. Ayoung-Chee will explore her experience with the “Project Runway HP Challenge,” and she will also explain how Intel-powered technology has changed the way she thinks about design and how it affects the outcome of her designs.

**Art: Artist and Art Director, Charles Muench**

Acclaimed artist of nature Charles Muench will discuss the process of creating artwork with the “Spotlight” host. He will show how great technology and innovation allow new artists to explore a traditional art form in new and modern ways.

**Music: DJ, Music Producer and Performer Jace Clayton with Musical Ensemble Nettle**

International DJ, music producer, creator and writer Jace Clayton and his musical ensemble Nettle will perform and speak about the role technology plays in relation to the creation of their music. They will showcase how Intel helps them create beats and music that transcend the expected and fits into various rhythmic patterns.

**Music: DJ Tiësto**

World-renowned DJ Tiësto is a performer that has transcended musical genres to create a global brand. He will discuss how technology has directly touched his work that has garnered a Grammy nomination, numerous MTV awards and millions of fans around the world.

**Telemedicine: Dr. Carlos Iglesias**

Dr. Carlos Iglesias will address how Intel-based systems help him and other healthcare providers care for patients in remote areas of Mexico. The Intel-powered system Iglesias will highlight has improved health services available to patients, cut expenses and decreased transport time which has improved the quality of the medical services for patients.

**Entertainment: DreamWorks Animation’s Kate Swanborg**

Kate Swanborg, head of enterprise marketing at DreamWorks Animation, will highlight how Intel technology is helping change the way animated films are created, shared and enjoyed.

**The Tomorrow Project: Brian David Johnson**

Intel futurist Brian David Johnson will host a series of chats that will explore new and emerging technology and the future of thinking and technology. These live conversations will be guested by Vu Nguyen of Intel, technology journalist and author Ken Auletta, and others.

**Intel “Spotlight”: Schedule**

<b>Time</b>	<b>Jan. 10</b>	<b>Jan. 11</b>	<b>Jan. 12</b>	<b>Jan. 13</b>
<b>9:30</b>		Ultrabook Overview	Ultrabook Overview	<b>Extreme Sports:</b> GoPro, Tim Humphreys
<b>10:30</b>	Ultrabook Overview	<b>Entertainment:</b> DreamWorks Animation, Kate Swanborg	<b>Entertainment:</b> DreamWorks Animation, Kate Swanborg	Ultrabook Overview
<b>11:15</b>	<b>Fashion:</b> Fashion Designer, Anya Ayoung-Chee	<b>Fashion:</b> Fashion Designer, Anya Ayoung-Chee	<b>Telemedicine:</b> Dr. Carlos Iglesias	<b>Futurist:</b> Intel Tomorrow Project, Brian David Johnson
<b>12:00</b>	<b>Security:</b> McAfee, Gary Davis	<b>Security:</b> McAfee, Gary Davis	<b>Security:</b> McAfee, Gary Davis	<b>Security:</b> McAfee, Gary Davis
<b>12:45</b>	<b>Telemedicine:</b> Dr. Carlos Iglesias	<b>Music:</b> Jace Clayton and Nettle	<b>Extreme Sports:</b> GoPro, Tim Humphreys	<b>Music:</b> Jace Clayton and Nettle
<b>1:30</b>	<b>Science:</b> NatGeo Explorer, Dr. Albert Lin	<b>Science:</b> NatGeo Explorer, Dr. Albert Lin	<b>Science:</b> NatGeo Explorer, Dr. Albert Lin	<b>Science:</b> NatGeo Explorer, Dr. Albert Lin
<b>2:30</b>	<b>Music:</b> Jace Clayton and Nettle	<b>Music:</b> DJ Tiësto	<b>Music:</b> Jace Clayton and Nettle	<b>Telemedicine:</b> Dr. Carlos Iglesias
<b>3:30</b>	<b>Art:</b> Artist and Art Director, Charles Muench	<b>Futurist:</b> Intel Tomorrow Project, Brian David Johnson	<b>Art:</b> Artist and Art Director, Charles Muench	<b>Art:</b> Artist and Art Director, Charles Muench
<b>4:30</b>	<b>Extreme Sports:</b> GoPro, Tim Humphreys	<b>Telemedicine:</b> Dr. Carlos Iglesias	<b>Telemedicine:</b> Dr. Carlos Iglesias	
<b>5:15</b>	<b>Fashion:</b> Fashion Designer, Anya Ayoung-Chee	<b>Art:</b> Artist and Art Director, Charles Muench	<b>Futurist:</b> Intel Tomorrow Project, Brian David Johnson	

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