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Fact Sheet

Ultrabook™ Momentum Continues, Raising the Bar for Computing Experiences

February 28, 2013 -- In May 2011, Intel Corporation unveiled its vision to re-invent mobile computing once again with the introduction of a new category of device that delivers the most complete and satisfying computing experience, called the Ultrabook™. These “must-have” Ultrabook systems deliver superior performance, have built-in security and are ultra responsive – all in ultra sleek and sexy designs.

In June 2012, Intel forged into Wave 2 with the launch of Ultrabook systems based on Intel’s 3rd generation Intel Core processors (formerly codenamed “Ivy Bridge”). The latest Ultrabook systems raise the bar for users’ computing experiences and enable more choices in style and design while delivering increased responsiveness, improved power efficiency, greater security and up to 2x better media and graphics over previous generations.

In the second half of 2012, Intel and the industry further evolved the Ultrabook experience on select systems to include capabilities that let people engage naturally and intuitively with the addition of touch- and voice-based experiences in traditional clamshell and new convertible designs.

Today, we see solid momentum with 140 designs in the pipeline, including 40 with touch – most of which are in market already. Intel has delivered on a promise made at the 2012 Beijing Intel Developer Forum by Kirk Skaugen, Intel's general manager of the PC Client Group, that Ultrabooks would sell at or below \$750. In fact, some are now as low as \$599 in the United States.

Key Ultrabook™ Features

- Thin designs
 - Ultrabook devices must be 18mm or less in thickness for systems with displays smaller than 14 inches and 21mm or less for systems with displays 14 inches or larger; some current systems are much thinner.
- Responsive

All 3rd generation Intel Core Ultrabook devices wake up in a flash -- going from a very deep sleep state (S4) to full use (keyboard interaction) in under 7 seconds, and wake up from “sleep” mode even faster. Additionally, they must be responsive while active, meaning they will load and run favorite applications quickly.

- Extended battery life
 - Ultrabook devices must offer at least 5 hours of battery life; many meet the recommended level of 8 hours plus in even the sleekest form factors.
- Security enabled
 - Intel Anti-Theft (Intel AT) technology is a hardware-based technology that makes it possible to lock down an Ultrabook if it’s lost or stolen and helps secure sensitive information stored on the device's hard drive. If recovered, it can be quickly reactivated to full functionality. Intel AT-enabled services are available from Absolute Software*, Intel, Norton* and McAfee*.
 - Ultrabook systems come enabled with Intel® Identify Protection technology to provide a more secure online experience for activities such as shopping, banking and gaming online. It uses chip-level authentication similar to hardware tokens and is widely regarded by security experts as a more secure approach than software-only authentication.
- Fast I/O

- Ultrabooks based on 3rd generation Core must have either USB 3.0 or Thunderbolt technology to enable incredibly fast transfer capabilities.
- Processor
 - Powered by the Intel Core processor family for Ultrabook.

The Ultrabook has been an important stimulant to help reinvigorate innovation in computing. Intel's investments in developing the eco-system for Ultrabooks over the past 1 1/2 years have resulted in a significant amount of new designs and new capabilities. Thanks to the ecosystem work driven by Intel with the industry to shrink drive panels, keyboards and other components, the entire market has shifted to thin and light – both Ultrabook and non-Ultrabook – across a whole range of price points.

Intel's vision for the Ultrabook is a multi-year, industry-wide endeavor in which Intel will increasingly deliver on the promise toward a no-compromise, most complete, satisfying and more secure computing experience.

Phase 3 of the Ultrabook rollout starts later in 2013 with the 4th generation Core family of chips (codename "Haswell").

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