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Feature Release

Intel Survey Finds Americans Are a Nation of Tech-Savvy Creatives; Majority Are Stifling Abilities on Outdated Computing Devices

NEWS HIGHLIGHTS:

- Nearly 8 in 10 device-owning Americans think they are creative, and 61 percent think of themselves as "tech-savvy."
- One-quarter (26 percent) of Americans have held onto an outdated device because it contains important files, music, photos or videos.
- The latest generation of Intel-powered products including 2 in 1 devices, tablets and portable all-in-one PCs are faster and more powerful, enabling people to unlock their creativity.

SANTA CLARA, Calif., April 17, 2014 – Do you have digital clutter or suffer from the latest nationwide trend of “compulsive gadget hoarding”? According to a recent Intel Corporation survey, many Americans are keeping their old technology devices long after they are useful. On a quest to explore digital behaviors, Intel conducted a survey fielded by TNS to take a deeper look into this emerging phenomenon of Americans keeping outdated devices as keepsakes or heirlooms and locking up their digital memories for future creative endeavors, a kind of misguided 21st century scrapbooking.

The Intel survey reports that nearly half (47 percent) of Americans admit to having one or more technology devices they no longer use. One in four Americans keep these devices because they contain important information such as photos, videos and music that they aren't certain how to transfer to a new device and want to be able to access from time-to-time.

While the majority of Americans consider themselves both digitally creative and tech savvy, a disproportionate number of people are stifling their creativity by locking away their data on old devices and burdening themselves by continuing to use devices that are slow and bulky. An [IDC InfoBrief sponsored by Intel](#) showed that Americans spend more than 43 hours per week on a variety of compute devices (smartphones, tablets, laptops, desktops, 2 in 1 devices), and the average PC owner using a machine that is 4 or more years old spends nearly 13 minutes a day waiting for their device to perform basic functions. Today's Intel-powered personal computing devices are exponentially faster, lighter and more powerful, allowing users to unleash their creativity and turn memories into movies and GIFs into priceless gifts.

Survey highlights include:

- **Unleash Your Digital Documents.** If data is the doorway to creativity, then why are people locking it away on old technology? The survey found that nearly 8 in 10 Americans consider themselves to be creative, and 4 in 10 say they desire to do more with their technology, such as easily transfer all of their files from one device to another.
 - When upgrading to a new device, Windows* Easy Transfer offers a hassle-free way to declutter old digital data and seamlessly transfer files from old technology devices to a new Windows 8-based device to help unlock creativity.
- **Do More with Your Digital Memories.** Personal computing devices are for “doing” not just storing favorite photos, videos and important files. Women are the nation's self-proclaimed “Chief Memory Officers” with over one-third (35 percent) wishing they

could do more with their photos, such as easily and quickly create photo collages and digital scrapbooks.

- Intel® Iris™ graphics deliver up to double the graphics performance over the previous generation² and enable incredible visual experiences in even the thinnest devices. Additionally, systems powered by the 4th generation Intel® Core™ processor make video editing and sharing about 16 times faster than a similar 4-year-old PC^{3,4,7}.
- **Creativity Machines.** Younger Americans (18- to 34-year-olds) are the nation’s “creative class,” with a staggering 81 percent wishing they could do more on their devices, including creating art, making music, quickly producing photo and video montages, and being able to easily share content from compute devices to other screens such as HDTVs.
 - In addition to creating with technology, 1 in 4 survey respondents (26 percent) specifically stated they want to wirelessly share content from compute devices to the TV screen. [Intel® Wireless Display](#) allows users to wirelessly share their photos, videos and creative masterpieces from an Intel-powered device to the big screen with no cables or clutter.
- **Gadget Gender Wars: Men More Digitally Organized?** Men see themselves as significantly more tech-organized than women, with nearly half (47 percent) reporting that they have organized files on their personal computing device in the past year, versus just over a third (38 percent) of women stating the same.
 - Systems powered by the 4th generation Intel Core processor can wake up approximately 8 times faster^{3,4,5} and handle everyday computing tasks roughly 4 times faster^{3,4,6}, making it much more efficient to keep digital files organized.
- **Cure for Outlet Outrage?** Six in 10 Americans want improved battery life for their computing devices so they can be productive, and also entertained, while on the go rather than wasting time searching for the closest available power outlet.
 - The latest Intel-powered tablets boast all-day battery life. The 2 in 1 devices powered by 4th generation Intel Core deliver a 50 percent improvement in battery life¹, offering up to 9 hours of battery in some systems.

Digital Clutter Detox; Refresh Your Tech

Whether you are spring or summer cleaning or searching for the perfect gift for your mom, dad or favorite grad, it’s a great time to organize digital clutter and refresh outdated technology. From Intel-powered tablets, 2 in 1 devices and portable all-in-one PCs, there is a full range of products available at varying price points that make people’s lives easier, simpler and allow a fresh start on creative projects.

[Tablets](#) with Intel Inside® offer great performance and deliver lightning-fast Web browsing, super-responsive apps and seamless downloads so people can enjoy entertainment or be productive on the go. People can multitask effortlessly by editing photos, streaming online videos, updating presentations and playing rich immersive games, all on one thin and light device that has all-day battery life and weeks of standby time.

Get Intel-level performance and versatility with a [2 in 1 device](#) that offers the mobility of a tablet combined with the power of a laptop. Consumers no longer need to make an “and/or” choice when deciding what technology to buy next. They can now have a powerful laptop and tablet in one sleek device. Simply detach, flip or slide a 2 in 1 device to go from work to play. People can run full versions of the most advanced photo and video editing software, use popular programs that help get tasks done, enjoy favorite media applications, synch MP3 devices and playlists, and more.

Combining the performance of a full PC inside a sleek screen with tablet-like capabilities – all in a clutter-free design that responds quickly to touch – [portable all-in-one PCs](#) are the ultimate entertainment and social hub. With a built-in battery, portable all-in-one PCs can move to any room in the home. Plus, the lay-flat design of select models means any surface can be used as a gaming, creating and entertainment center. With a portable all-in-one PC and Intel-level performance, people can now enjoy multi-touch gaming in vibrant HD, and be productive anywhere family and friends like to gather.

Survey Methodology

The Intel survey was conducted using the online omnibus services of TNS from March 20-23, 2014 among a nationally representative sample of 2,500 Americans 18 years of age or older (balanced to census). Of these, 2,402 Americans own a personal computing device, including a desktop computer, laptop or 2 in 1 device, or tablet. The margin of error for Americans who own a personal computing device (n=2,402) is ± 2.0 percent at the 95 percent confidence level.

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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¹ Measured on OEM system using battery life during local offline video playback of a 1080p MP4 in landscape mode. Measured on OEM system using MobileMark* 2012. For more information, see www.bapco.com.

² As measured by 3Dmark11*, an industry standard benchmark from Futuremark*.

³ Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.

⁴ Configurations:

4th generation Intel Core-based PC: Intel® Core™ i5-4200U Processor (up to 2.60GHz, 4T/2C, 3M Cache) for battery life measurements: On OEM Platform BIOS: OEM Graphics: Intel® HD Graphics (driver v. 9.18.10.3186) Memory: 4GB (2x2GB) Dual Channel LPDDR3 1600 Samsung SSD MZNTD128HAGM 128GB OS: Windows 8* Pro Build 9200 System Power Management Policy: Balance Wireless: On and connected

4 year old PC: Intel® Core™ 2 Duo Processor P8600 (2.40GHz, 2T/2C, 3M Cache, 1066 MHz FSB) On OEM Platform BIOS: OEM Graphics: Intel® GMA X4500HD (driver v. 8.15.10.2555) Resolution 1366x768 Memory: 4GB (2x2GB) Micron* DDR3 1066 7-7-7-20 HDD: Intel® Hitachi* HTS543232L9A300 320GB 5400 rpm 16MB cache OS: Windows* 7 Ultimate 6.1 Build 7601 System Power Management Policy: Windows Default LCD Size: 15.5"

Tests:

⁵ Wake up = resume from system hibernate (S4)

⁶ Everyday computing = PCMark 7 Score

⁷ Video editing: Cyberlink Mediaespresso 6.7.3405

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