The 2-in-1 Computing Experience

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RISK FACTORS

Today’s presentations contain forward-looking statements. All statements made that are not historical facts are subject to a number of risks and uncertainties, and actual results may differ materially. Please refer to our most recent earnings release, Form 10-Q and 10-K filing available on our website for more information on the risk factors that could cause actual results to differ.
TODAY’S UPDATE

4th Generation Intel® Core™ Processor Family is Here!

2-in-1 Computing: The PC Re-Invents Itself Again
- Ultrabooks™ with 4th Gen Intel Core to Bay Trail in 2013

Bringing Human Like Senses to Intel Based Computing

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Be Productive and Get Things Done

Learn and Advance Myself

Be In Control, Safe, and Secure

Create

Connect and Share

Lose Self in Seamless, Immersive Experiences
MOBILE COMPUTING IN 2011/2012

Smartphone  Tablet  Notebook

Consumption  Creation/Productivity

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INTRODUCING

4th Generation
Intel® Core™ Processor

GREATEST Battery Life Increase in Intel’s History

FIRST System-on-a-Chip for PCs for 2-in-1 Form Factors

UP TO 2X Graphics Performance in Ultra-thin Form Factors

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ULTRABOOK™

2011
Category Introduction

2nd Generation Intel® Core™ Processor

2012
Ramp Design Wins + Touch

3rd Generation Intel® Core™ Processor

2013
“2-in-1” The PC Re-Invented

4th Generation Intel® Core™ Processor

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A NEW “2-IN-1” MOBILE COMPUTING EXPERIENCE

Ultrabook™ 2-in-1

Smartphone  Tablet  Ultrabook™  Notebook
Consumption  Creation/Productivity

Bay Trail 2-in-1’s 2H 2013

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CONSUMERS LOVE 2-IN-1 COMPUTING CHOICES

Summary of 2 in 1 Design Choice

- 2-in-1 Detachable: 21%
- Other/None: 23%
- 2-in-1 Integrated Form Factor: 56%

Choice Within 2-in-1 Integrated Form Factor

- Ferris Wheel: 24%
- Dual Screen: 11%
- Folder: 14%
- Swivel: 15%
- Slider (w/track): 18%
- Slider (w/o track): 18%


* Note: All other form factor parameters (i.e. weight, active battery life) held at same midpoint levels across all convertible designs
INDUSTRY MOMENTUM

Ultrabook™ YOY Volume

>50%

2012 2013

Touch Designs

3X 4th Gen Core

3rd Gen Core

2-in-1 Designs

10X

Spring 2013 Holiday 2013

Source: Intel®
INTEL® CORE™ PROCESSOR
EXCEEDING OUR EXPECTATIONS ON POWER

Lowering TDP

2010
35W

2011
17W

Lowering TDP + Optimizing Workloads via SDP

CES
7W

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INTEL® CORE™ PROCESSOR
EXCEEDING OUR EXPECTATIONS ON POWER

Lowering TDP

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CES
7W

Today
6W

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TERAFLOPS TO FANLESS DESIGNS
UNMATCHED SCALABILITY

First Teraflop Computer:
ASCI Red (1997)
9,298 Pentium® Pro
~144 Square Meters

* projected

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TERAFLOPS TO FANLESS DESIGNS
UNMATCHED SCALABILITY

4th Generation Intel® Core™ Processor
Teraflop Notebook
TERAFLOPS TO FANLESS DESIGNS
UNMATCHED SCALABILITY

4th Generation Intel® Core™ Processor
Teraflop Notebook

Fanless Ultrabook™ 2-in-1

* projected

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“The combination of Intel’s new Iris Pro graphics with Intel’s fourth-generation Core CPUs represents a great step forward for PC gaming, bringing high-end graphics features and performance to laptops of all shapes and sizes.”

Tim Sweeney, Founder, CEO and Technical Director, Epic Games, Inc.

“...I’m going to do something I’ve never actually done before and give Intel an AnandTech Editors’ Choice Award for Haswell with Iris Pro 5200 graphics.”

Source: Intel. Performance is measured using 3DMark06*. 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. Other names and brands may be claimed as the property of others.
Early Reviews

“On the desktop, Haswell is the epitome of polish and evolution of the Core microprocessor architecture. Everything is better, faster and more efficient.”
Anandtech, June ‘13

“If you held off on upgrading to Ivy Bridge because you wanted to see what Haswell would offer, there’s enough good stuff here to have made the wait worthwhile.”
PC Magazine, June ‘13

“… this architecture is going to span the broadest range of devices Intel has ever touched with one design.”
Tom’s Hardware, June ‘13

Intel has pulled off a major gain in battery life with its new 4th-generation processor, and I recommend you look for one with these new chips if you’re shopping for a light, thin, mobile laptop.
AllThingsD, June ‘13
“Finally there’s one processor that gives us what we want and what we need”

Mike Feibus, Techknowledge Strategies

4 Year Old Laptop VS. Ultrabook™ 2-in-1 4th Generation Intel® Core™

Get Work Done ~1.8x Faster

Convert Videos ~23x Faster

Play Popular Games 26X Faster

Wake Up and Go >8X Faster

Watch HD Movies 3X Longer

>50% Thinner

>50% Lighter

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. Performance tests are conducted by Intel using specific computer systems and components.

Cyberlink 6.5: The workload file is a 6 minute, ~1GB, 1920x1080p, 23738 kbps, MOV video file that one would have obtained from an iPhone 4S. The file is transcoded to a smaller 640x360, H.264, .MP4 file for reduced file size during internet transfers or for viewing on a portable device with lower resolution such as an iPod.

Up & Ready = Resume Ard19 sec vs HSW 3 sec.

Battery ~3 hours local HD playback – 8 Hours local HD Playback

Ultrabook is a trademark of Intel Corporation.

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NEW EXPERIENCES
ULTRABOOK™ 2-IN-1 WITH 4TH GENERATION INTEL® CORE™ PROCESSORS

- Touch
- NFC Tap to Pay (MasterPass Wallet)
- High Resolution Displays
- Gesture
- Intel® Wireless Display
- Voice Assistance
- Stylus
- Facial Recognition

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OPTIMIZING 4TH GEN INTEL® CORE™ PROCESSOR: IMMERSIVE HD VIDEO CONFERENCING

Tencent

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THE ROAD TO THE FUTURE STARTS TODAY

IDF San Francisco 2012

2H 2014

Intel® Perceptual Computing SDK

Capital
$100,000,000
Experiences & Perceptual Computing Fund

Today
SUMMARY

4th Generation Intel® Core™ Processor Family Launching Today

Delivering 2-in-1 Across a Broad Range of Form Factors and Price Points

Ultrabook™ 2-in-1: A Tablet When You Want It and a Laptop When You Need It
The 2-in-1 Computing Experience