



Fact Sheet

Ultrabook™ Device Signals Dawn of New Era in Mobile Computing

Oct. 25, 2011 -- In May, 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™.

Intel's research shows that people want technology to help them get things done, to be more productive, and to learn and advance themselves. People also want to be in control, know that their identity is protected, and that their data can be safeguarded if a computer is stolen or lost.

People want to express themselves and create, whether it's putting together an online photo scrapbook, editing the next blockbuster family movie, creating a blog or creating music. They want to connect with others and share those creations. They also want seamless, immersive experiences, be it while playing a game, watching the latest show or movie, surfing the Web or putting the polishing touches on that big presentation. The Ultrabook device aims to deliver on all of these desires and more.

The new class of "must-have," no-compromise notebooks will increasingly deliver best-in-class performance, built-in security and will be ultra responsive and ultra sleek in thin, light and sexy designs. With substantially longer battery life and offered at mainstream price points, Intel expects the Ultrabook device to be as transformational to mobile computing as Intel® Centrino® Mobile technology was more than 8 years ago. The first Ultrabook devices are hitting the market now for holiday 2011, with more coming in 2012.

Highlights

- The Ultrabook device is an emerging new breed of no-compromise computers that will increasingly combine best-in-class performance, improved responsiveness and battery life, and built-in security in thin, elegant, must-have mobile designs.
- Ultrabook devices will arrive in three phases, each adding more exciting features (touch, security, faster wake-on-resume, etc.) and sleeker, thinner designs, beginning with initial systems coming to market for holiday 2011.
- Intel is investing significant money and resources to create and accelerate the Ultrabook device category. This includes the \$300 million Ultrabook Fund from Intel Capital that invests in companies around the globe that are innovating in hardware, software, battery technology, and design.

Key Ultrabook™ Targeted Features

- Thin/light designs

- Less than 21mm thick; some are much thinner.
- Ultra-fast start-up
 - In addition to supporting third-party solutions, Intel is developing and bringing to market capabilities that improve the appeal of Ultrabook designs. For example, Intel® Rapid Start Technology gets your system up and running faster from even the deepest sleep, saving time and battery life. The system wakes up almost instantly and gives users quick access to their data and applications.
- Extended battery life
 - Ultrabook devices offer between 5 and 8 hours of battery life, even in the sleekest form factors, and last much longer when not in use than traditional notebooks.
- Security enabled
 - An Ultrabook is also enabled with features that help protect itself and its user. Ultrabook bios/firmware is enabled to expose hardware features for Intel® Anti-Theft Technology and Intel® Identity Protection Technology.
- Processor
 - Powered by Intel® Core™ Processor Family for Ultrabook™.

Future Specifications

As with Intel® Centrino® mobile technology, the transition to the new “ultra” era of mobile computing will take significant work across the industry and it will take time. Ultrabook devices will arrive in three phases, each adding more must-have features and sleeker, thinner designs. The first phase is already underway, as initial Ultrabook devices based on 2nd generation Intel Core processors are arriving in market now. Phase 2 continues in 2012 with Ultrabook devices based on “Ivy Bridge.” And Phase 3 starts in 2013, when Intel expects the majority of the market to have undergone the conversion to Ultrabook devices with its next-generation “Haswell” processor.

- 2012 models based on Intel’s 3rd generation Intel Core processors (codenamed “Ivy Bridge”) are expected to deliver greater gen over gen performance, faster graphics and greater variety of screen sizes, models and form factors.
- 2013 models based on Intel’s next-generation “Haswell” processors will deliver longer connected standby battery life (more than 10 days expected in some cases) as a result of the more than 20x anticipated reduction in connected standby power in “Haswell.”

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