

## Chip Shot

January 19, 2016

[Contact Intel PR](#)

On the heels of the exciting announcements made at CES 2016, Intel unveiled a new campaign that illustrates the brand's promise to make amazing experiences possible, enabled by Intel's breakthrough technology. The new campaign will bring to life how Intel technology inside creates amazing experiences outside that are more tangible, more immersive, more global and more engaging in consumers' everyday lives. For almost 50 years Intel has been behind some of the most amazing technology and innovation, and now Intel is bringing new experiences to demonstrate our brand promise, and showcase the Intel technology behind the experiences people love. [Visit here](#) to see how Intel is transforming everyday activities – from the digitization of sports, to health and wellness improvements, to human creativity unleashed through music, fashion, entertainment, robotics, invention, and more.

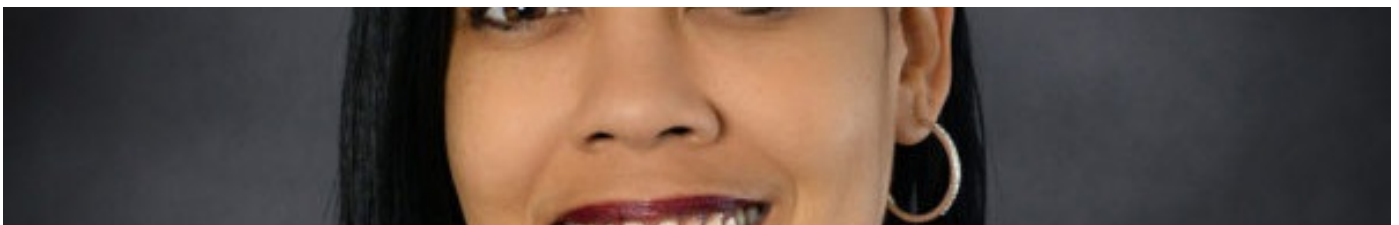
**Intel Inside. Amazing experiences outside –  
Experience What's Inside.**



*The Ezra + Tuba Butterfly Dress  
powered by Intel® Edison  
technology*

Tags: [Consumer](#), [Technologies](#)

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