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Intel Unveils High-Tech Employee Fitness Center

Internet-Connected Equipment is Latest Commitment to Employee Health Awareness

CHANDLER, Ariz., March 24, 2010 – Expanding its focus on employee well-being and preventative health care, Intel Corporation today revealed a new on-campus, high-tech fitness center that offers the latest exercise equipment that includes state-of-the-art, Intel embedded technology-based and Internet-connected machines.

The new gym is the latest development in the company's continued commitment to providing employees with the best tools to proactively manage their health. Building on Intel's legacy of quality health care initiatives for employees, such as the [Health for Life](#) wellness program and the 2008 unveiling of an on-site medical care clinic, Intel anticipates that the fitness center will serve as a pilot for future corporate wellness centers, inspire workers to exercise more and track their fitness goals.

“As a company that strives to improve lives through technology, Intel is deeply committed to applying the power of technology and the Internet to enhance health and wellness, which are crucial today more than ever,” said Joe Jensen, general manager, Intel Embedded Computing Division. “Everyday devices are becoming more PC-like and Internet connected. The equipment in Intel's high-tech gym is another example of how non-PC devices are getting smarter, enabling our employees to proactively manage their health and fitness, leading to improved lifestyle choices, lowered health care costs and better health overall.”

In the digital fitness center, Intel employees now have access to the same type of customized, advanced training equipment used by professional athletes, such as the [CPro](#)* multipurpose fitness machines by [Core Performance](#)* that were demonstrated today by Team USA hockey player and Olympian Angela Ruggerio.

“In order to be in top shape to compete in this year’s Olympics, I trained with the personalized fitness program on Core Performance equipment powered by Intel embedded technology,” said Ruggerio, a four-time Olympian and silver medalist at the 2010 Vancouver Games. “Intel and Core Performance’s smart fitness technology can help anyone -- from moms to engineers to athletes -- get a personalized training program designed for their goals, lifestyle and current fitness level, and that’s something we should all be really excited about.”

“The Intel Digital Fitness Center with Core Performance equipment delivers the best-in-class technology with the highest-quality training system, coaching and equipment,” said Mark Versteegen, founder of Core Performance and Athletes’ Performance. “The integrated system from Core Performance based on Intel technology provides personalized and measurable programs that enable employees to reach their desired fitness goals.”

Intel’s Chandler Digital Fitness Center uses equipment based on Intel® Atom™ processors and Intel® Core™2 Duo processors, which enable the machines to communicate fitness information to users and provide an engaging personalized workout experience. With CPro, for example, users can monitor progress of their health and fitness goals through periodic re-evaluations, and with the media content and delivery system from [Netpulse*](#), employees can experience on-demand videos, music, live high-definition television and connections to social media.

Benefits for Gym and Club Owners

Health club owners also have the opportunity to reduce operational costs and improve client retention by implementing fitness equipment with Intel inside. Equipment based on Intel architecture enables gym administrators to manage systems remotely even when broken or powered down, which decreases operational costs. With Intel processor-based technology in fitness machines, owners will also have the opportunity to capture key membership data trends, evaluate the popularity of equipment and create engaging interactive experiences for their membership, helping to increase member retention.

Fitness equipment in the Intel Chandler Digital Fitness Center also includes technology and machines by [Keiser*](#), [MicroIndustries*](#), [Nautilus*](#), [Octane Fitness*](#), [PowerPlate*](#), [True*](#), [Star Trac*](#), and [Woodway*](#).

For more information on Intel’s Chandler Digital Fitness Center, visit www.intel.com/pressroom/kits/embedded or follow www.twitter.com/intelembded.

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