

ISV Testimonials for Clarkdale / Arrandale



“The 2010 Intel® Core™ Processor Family delivers the smart performance that end users need for preserving and sharing their life’s best moments. CyberLink MediaShow 5 utilized the 2010 Intel Core Processor Family and Intel HD Graphics for faster video conversion that is both high performance and energy efficient. When using the smart face tagging in MediaShow 5, the processor automatically speeds up when your PC needs the extra performance, making photo organization a breeze. The 2010 Intel Core Processor Family is not just faster, it’s smarter.”

***Alice H. Chang, CEO
CyberLink***

“Driven to deliver great video on the PC, Corel is impressed with the performance and flexibility of this new family of smart processors. Corel DVD Factory, included in Corel Digital Studio 2010, takes advantage of the extra processing power available on the Intel® Core™ i5 processor. Now performing simultaneous video decoding and encoding across all processor cores, this optimization enables our users to create polished movies in minutes.”

***Nick Davies, Senior VP of Product Management & Product Marketing
Corel***



ISV Testimonials for Clarkdale / Arrandale



“Whether you’re a Grammy winning artist or a teenager with big dreams, things have never sounded better with the 2010 Intel® Core™ Processor Family and software from Cakewalk like Music Creator 5. The creative power of our software has been designed from the beginning to scale as processor power has grown. With the latest generation Intel Core i5 and Intel Core i7 processors, it’s like our customers just got a #1 hit over night. And with the Intel Core i7 Mobile processor, they can now have their music studio and their complete creative abilities anytime, anyplace.”

**Carl Jacobson, Vice President, Marketing
Cakewalk, Inc.**

“Avid’s Pinnacle Studio 14 takes advantage of the smart multitasking abilities in the 2010 Intel® Core™ Processor Family for faster, easier creation of one-of-a-kind videos. Now each processor core can work on two simultaneous tasks; this is a perfect match for our rendering engine that’s slicing together video clips, applying effects, and decoding or encoding in AVCHD. Even better, both our high-end and mainstream consumers can see these benefits.”

**Tanguy Leborgne
VP, Product & Solutions | Creative Enthusiasts
Avid**



ISV Testimonials for Clarkdale / Arrandale

"MAGIX Movie Edit Pro 16 (MAGIX Video deluxe 16 in Europe) fully supports the 2010 Intel® Core™ Processor Family. The performance has increased immensely. A typical photo show encoding for Blu-ray Disc is about as twice as fast on an Intel® Core™ i7 as compared to Quad core Q6600. Also, with Intel® Hyperthreading Technology, the MPEG2 and MPEG4 encoding process is faster and users are able to manipulate foreground and background colours of full HD videos in real-time to produce stunning results. The combination of Intel's new platforms and software tools helped us bring Movie Edit Pro / Video Deluxe to market faster with the assurance that we can take advantage of Intel's industry leading performance and graphics capabilities"

Tilman Herberger, CTO at MAGIX AG



"Movavi Video Converter 9 takes full advantage of the smart performance of the 2010 Intel® Core™ Processor Family, making it even easier to convert video and audio for the web and portable devices. Intel Hyper-Threading Technology allows each processor to work on two tasks at the same time, allowing simultaneous conversion of multiple files and faster video conversions. Now that's smart performance"

Sergey Pavlishin, Movavi CTO

ISV Testimonials for Intel® Graphics HD



““Intel seems to have made a great step forward from a G45 to Intel HD Graphics. When we assembled the latest version of Napoleon: Total War and tested it on Intel HD Graphics, we were really surprised at what it could handle onscreen while maintaining a good playable frame rate.” --**Mike Simpson, Creative Director, Creative Assembly**

““Even though we design our games to run on a wide variety of devices, we also enjoy providing an enhanced, high-definition graphics experience on those devices capable of supporting it. The new Intel HD Graphics found in its Core i3 and Core i5 series is a great way to get this enhanced experience in a great go-anywhere form at a reasonable price.” --**Chris Hargrove, PopCap Games (Senior Studio Engineer)**



“Our House M.D. game looks and performs great with Intel® Graphics HD. When you combine Intel Core i5 processor with Intel HD Graphics, the House M.D. game makes it easy for you figure out the most bizarre medical mysteries, all the while trading barbs with the surly Dr. House.”

--**Ariella Lehrer, CEO at Legacy Interactive**

“Coupling the release of SpeedTree 5.0 and Intel Core i5 with Intel HD Graphics, game developers can now readily target this broadly deployed platform.”

-- **Chris King, CEO of SpeedTree developer Interactive Data Visualization, Inc**



ISV Testimonials for Lynnfield / Clarksfield



"Making sure our games run on laptops that are gaming-capable is a no-brainer. The market is going mobile, and we're going to make sure our games are ready."

Christian Svensson, Vice President of Strategic Planning and Business Development, Capcom USA

"Resident Evil 5 utilizes a maximum of 8 threads for parallel processing jobs. Adding to this rendering, sound and networking also utilize threads. Theoretically the game is scalable to utilize 12 logical threads."

Jun Takeuchi, Game Director at Capcom, Chief Producer of Resident Evil 5



"The combination of the powerful Intel® Core™ i7® processor and the multi-threaded based EGO™ Game Technology Platform has allowed Codemasters to bring the Operation Flashpoint: Dragon Rising experience to a whole new level. By exploiting the extra parallelism available to use, we have been able to raise visual quality by using techniques such as enhanced animation level of detail on all characters. All this occurs at very high and consistent frame rates, even in the most intense combat battles."

Bryan Marshall, Chief Technical Officer, Codemasters

ISV Testimonials for Lynnfield / Clarksfield



James Cameron's Avatar: The Game transports the player into the rich and dynamic world of Pandora. The extremely high level of detail found throughout this expansive world has been made possible by optimizing the code to take full advantage of multi-core processors such as the Intel® Core™ i7 Extreme and Intel Core i5. Avatar is the second title to be developed with Ubisoft's versatile Dunia Engine™, which saw its debut in 2008 with Far Cry® 2. Intel's powerful multi-core solutions enable Ubisoft's talented development teams to use separate threads for the core of the game (AI/game logic), graphics rendering, and the Havok physics system to deliver a highly immersive experience.

-- Vincent Greco, Worldwide Production Technical Coordinator at Ubisoft

"Games are becoming more and more complex. There's more physics, AI and rendering involved in today's top games that require more processing horsepower and threads. With Ghostbusters, we took full advantage of the Intel® Hyper threading Technology and the multiple threads in the Intel® Core i7 to create a game with advanced AI, realistic effects and stunning graphics."

Mark Randel, CEO, Terminal Reality



ISV Testimonials for Lynnfield / Clarksfield



“The complexity of game development for next generation platforms has increased rapidly in recent years. The creation of the massive virtual cities of Gotham and Metropolis for DC Universe Online would not have been possible without the powerful capabilities of the Intel Core i7 processors we use for both software development and in our build farms. Currently in development, our game also plays very well on these systems, making full use of the multiple cores to deliver fast action, amazing physics and compelling graphics.”

--Lorin Jameson, Executive Director of Development, Sony Online Entertainment

ISV Testimonials for Lynnfield / Clarksfield



“The Intel® Threading Building Blocks were surprisingly quick and simple to implement, and made the Simul Weather SDK really fly on the Intel® Core™ i7 processor, with close to linear scaling. Simul Weather and Intel’s tools open up great opportunities for game developers to integrate dynamic weather and clouds.”

--Dr. Roderick Kennedy, CEO, Simul Software Ltd.

“Substance, our latest generation texturing middleware, is an eminently scalable solution. When considered in conjunction with the rapid march Intel® is making toward many-core architectures, we easily envision new heights in game development, rife with high quality, dynamic textures.”

--Dr Sébastien Deguy, CEO, Allegorithmic



“Multi-core programming is here to stay. The Intel® Processors and Tools have been crucial for us in the development of new algorithms and programming models for the next generation of our middleware.”

--Otso Mäkinen, CTO, Umbra Software

ISV Testimonials for Lynnfield / Clarksfield



*"On the new Intel® Core i7 processors for desktop and mobile, we are seeing upwards of 1.5x speed up on video processing for our high def (AVCHD) encoder which means less wait time for our users! Thanks Intel for continuing to push the envelope!" **Alice Chang, CEO, CyberLink***

"With Corel Visual Media Software and the Mobile Core i7, we now have the perfect combination of hardware and software that allows our users to become unchained from their desks and create anywhere, anytime, any place."

Evelyn Watts-Field Service Manager, Corel Corporation



ISV Testimonials for Lynnfield / Clarksfield



“Now they've got the capability with an i7 laptop to run as many tracks and plug-ins like they were running at a desktop back at their studio. So they don't have to wait to go back to mix their project or to take that recording to the next level. They can do it all when they're on the road. “

Seth Perlstein, Technical Sales Representative, Cakewalk, Inc.

“ We need the power to run not one application, not two, not three, like four or five. Our customers aren't just sitting there editing video, they're compositing in the background, they're rendering in the foreground, all these applications require enormous power. Intel® Core™ i7 for laptop, that's what's going to give us that kind of power.”

Colin Smith- Senior Application Architect, Adobe Systems Incorporated



ISV Testimonials for Lynnfield / Clarksville



Mobility is crucial to musicians and producers today, so new technologies that provide more creative power on laptops allow them to be more productive while on the road or between studios. Cubase, Sequel and other Steinberg music production systems running on i7 mobile-based systems will help more musicians make more music – wherever they are.
Clyde Sendke, Director of Product Planning Steinberg

“With the Intel Core i7, Pinnacle Studio customers will experience faster, easier encoding and AVCHD formatting to create one-of-a-kind videos.” ***Marcus Duerr, Avid, Director of Product Management, Consumer Video***

