

April 21, 2010



Intel-Powered Classmate PC Debuts at Central Park Zoo

Intel Corporation Turns a Simple Trip to the Zoo into an Advanced Educational Experience for Long Island Students

Intel Corporation:

WHAT: Intel Corporation is hosting a launch event for the new Intel-powered convertible classmate PC at the Central Park Zoo. Companies working with Intel, including LEGO, Pasco Scientific and SMART among many others, will join the event to demonstrate applications such as robotics and scientific measurement tools optimized for the new Intel classmate PC. Additionally, Intel will share news regarding how its work with a leading education publisher is bringing a specialized content package to the classmate PC. Media will have the opportunity to observe students from a local Long Island elementary school as they tour the exhibits and complete a curriculum on the PCs. (Photographs and video are allowed. Broadcast quality b-roll and high-resolution still photography from event can be provided, if needed.)

WHEN: Monday, April 26

10:30 - 11:00 a.m. - Intel and ILS member briefing

11:00 - 11:15 a.m. - Classroom observation

11:15 - 11:50 a.m. - Exhibit "mobile" observation

11:50 a.m. - Q&A over lunch

WHERE: Central Park Zoo - New York, NY

To RSVP or for additional event details, please contact Amy Cook at 720-480-2608 or amy.cook@bm.com.

NOTE: Intel, the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Additional information on Intel-powered classmate PC is available at www.classmatepc.com and www.intellearningseries.com.

Source: Intel Corporation