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Dell, HP, Intel, Lenovo and Microsoft Unite to Launch First-Ever Joint Ad Campaign Showcasing PC Category Innovation

‘PC Does What’ Joint Campaign Inspires People to Think about PCs in a Whole New Way

Note to Editors: Materials and multimedia available at: pcdoeswhat.com/newsroom

SAN FRANCISCO--(BUSINESS WIRE)-- Dell, HP, Intel, Lenovo and Microsoft are collaborating for the first time on a joint advertising campaign that showcases the exciting innovation in today’s newest personal computers (PCs).

The combination of Intel’s best processors ever – 6th Generation Intel® Core™ processors – Microsoft’s latest Windows operating system – Windows 10 – and some of the thinnest and most innovative designs ever from Dell, HP and Lenovo was the driving force for these companies to align around an aspirational and educational message for the PC category.

The six-week campaign, which begins Oct. 19 in the United States and China, highlights the significant innovation in today’s PCs, prompting consumers to ask “PC Does What?” and inspiring them to question whether their current PC can do the same. The integrated campaign will run across TV, digital and social elements, complemented by native advertising, to reinforce the advanced capabilities of the modern PC.

PC Does What

Today’s PCs categorically represent a major leap forward for all users, from mobile workers to gamers, delivering a range of exciting experiences and significant advancements over older systems. These include:

- **Leave the power cord behind** – the latest PCs offer true wireless flexibility with battery power that lets you work uninterrupted for hours on end;¹
- **Immerse yourself in the game** – with higher resolution, better details and faster frame rates, these new PCs deliver amazing gaming experiences with up to 30 times better graphics versus a 5-year-old system;²
- **Smile and log in** – no need to remember a password when you can log in to the PC with your face using facial recognition;³
- **Don’t waste time waiting** – get tablet-like responsiveness in the latest 2 in 1 PCs that power on instantly with the touch of a button.

The campaign’s five TV spots each highlight a different feature that surprises and delights

the consumer. The campaign uses native advertising to create storylines through editorial and video that will show, share and personalize PC experiences in a relatable way. The PCdoeswhat.com microsite serves as the campaign landing page, giving consumers direct links to the native content and interactive information about the various PCs and features showcased throughout the campaign.

The joint campaign is designed to complement each company's respective fourth quarter marketing efforts and will conclude on Nov. 30.

The new PCs highlighted in the campaign and more are currently on the market, with more expected to arrive in time for the holidays.

Supporting Quotes

"The possibilities of today's PCs are endless, but millions of people are still using outdated systems," said Karen Quintos, senior vice president and chief marketing officer at Dell. "For consumers and business users alike, entirely new benefits and features come standard in the latest devices. Now is the perfect time to experience what you've been missing."

"Today's PCs featuring new designs and innovative form factors reimagine the promise of personal computing, bringing to life new experiences," said Antonio Lucio, chief marketing officer, HP. "HP is excited to join forces with our partners and counterparts in the industry to tell the story of personal computing in a way that captures the imagination of what's possible."

"People buy integrated devices comprised of an operating system, processor and form factor," said Steven Fund, chief marketing officer, Intel. "With unprecedented, substantive innovation in the PC category, it only made sense for us to tell our story together."

"Collectively, we have made so many innovative strides that the 'everyday' PC experience that people have come to expect has changed profoundly," said David Roman, chief marketing officer, Lenovo. "We are talking revolution, not evolution, to such an extent that we stand unified in our commitment to educate and excite the market. In particular, the U.S. and China are the No. 1 and No. 2 PC markets in the world, and we believe that there are millions of consumers in these markets who will be interested in what today's PC can do."

"Powered by Windows 10, the modern PC has ushered in a new era of innovation," said Chris Capossela, executive vice president and chief marketing officer, Microsoft. "It seems only appropriate that the key players in this industry rally behind a single campaign to drive awareness about the innovative hardware and software propelling this change."

About Dell, HP, Intel, Lenovo and Microsoft

Dell Inc. listens to customers and delivers innovative technology and services that give them the power to do more. For more information, visit <http://www.dell.com/>.

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. With the broadest technology portfolio spanning printing, personal systems, software, services and IT infrastructure, HP delivers solutions for customers' most complex challenges in every region of the world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. As a leader in corporate responsibility and sustainability, Intel also manufactures the world's first commercially available "conflict-free" microprocessors. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com, and about Intel's conflict-free efforts at conflictfree.intel.com.

Lenovo (HKSE: 992) (ADR: LNVGY) is a \$46 billion global Fortune 500 company and a leader in providing innovative consumer, commercial, and enterprise technology. Our portfolio of high-quality, secure products and services covers PCs (including the legendary Think and multimode YOGA brands), workstations, servers, storage, smart TVs and a family of mobile products like smartphones (including the Motorola brand), tablets and apps. Join us on [LinkedIn](#), follow us on [Facebook](#) or Twitter ([@Lenovo](#)) or visit us at www.lenovo.com.

Microsoft (Nasdaq "MSFT" @microsoft) is the leading platform and productivity company for the mobile-first, cloud-first world, and its mission is to empower every person and every organization on the planet to achieve more.

¹ Battery life will vary depending on various factors including product model, configuration, features, use and power settings. Battery capacity will naturally decrease with time and usage. Refer to manufacturer's individual websites for additional details.

² Compared to 5-year-old PC. Measured using 3DMark 1.2.0 Cloud Gate for DX 10 graphics subtest. Performance may vary with configuration and content. Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. For more complete information visit <http://www.intel.com/performance>.

³ Feature requires Windows 10 and specialized illuminated infrared camera for facial recognition or iris detection which supports the Window Biometric Framework.

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