

March 16, 2012



Intel Tantalizes Consumers with 'Ultrabook™ Temptations'

Six Experiments Filmed in Four Cities, Three Countries

HONG KONG--(BUSINESS WIRE)-- What would you do for an Ultrabook™ computer? That's the question Intel Corporation asks in Ultrabook™ Temptations, a series of six light-hearted experiments filmed in four cities across three countries and posted to YouTube today.

Sleek and stylish, Ultrabooks are a new category of computers inspired by Intel. They are the next generation of mobile computing -- thinner, lighter and more responsive than traditional laptops, yet just as powerful and secure.

"People are drawn to Ultrabooks. When you see one, you just want one," said Claudine Pache, digital marketing manager for Intel Australia and New Zealand. "We created the 'Ultrabook Temptations' to see just how far people would go to get their hands on one."

The six experiments, filmed in Australia, Indonesia and Thailand, set out to explore the depth of human emotions that surround these objects of desire. The experiments were "temptations" for consumers, encouraging them to go a little beyond their everyday comfort zone to earn the chance to become the proud owner of a sleek Ultrabook. The experiments were filmed spontaneously in an effort to introduce Ultrabooks and are available for viewing by an online audience.

In "Daring Temptation" for example, an Ultrabook is installed in a display case near a busy area with the simple instruction to "Smash Glass to Win Ultrabook" and a small hammer. Would commuters prove daring enough to smash the glass in public and claim the prize?

According to Jayant Murty, Intel's Asia Pacific director of brand strategy and integrated marketing, "Beauty is in the eye of the beholder. Sometimes product stories are best told through the eyes of our prospective consumers. We hope that seeing the videos will stir up enough interest to go look for Ultrabooks at your nearest computer store."

The first Ultrabooks -- from brands* such as Acer, Asus, Dell, HP, Lenovo, LG, Samsung and Toshiba -- are in stores now. By the end of the year, Intel expects more than 75 designs in market and that Ultrabooks will become mainstream devices.

The Ultrabook Temptations series can be seen at www.intel.com/ultrabooktemptations

About Intel

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. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com.

Intel, Intel Core, Atom, Ultrabook, the Intel logo and Ultrabook are trademarks of Intel Corporation in the United States and other countries. *Other names and brands may be claimed as the property of others.

for Intel Corporation

Robin Clark

+61 2 8437 5312

+61 417 636 511

robin@howorth.com.au

or

Intel Corporation

Paul McKeon

+61 2 9937 5933

+61 414 596 266

paul.mckeon@intel.com

Source: Intel Corporation