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Master Magician and Performance Artist David Blaine and Intel Present ELECTRIFIED, an Interactive, Digitally Enabled Live Performance

**Performance Expands Ultrabook™ Experience, Intel's New Series of Collaborations
with Travel, Film, Fashion and Design Leaders**

NEWS HIGHLIGHTS

- David Blaine to be surrounded by 1 million volts of electricity for 3 days and 3 nights in his most daring performance to-date and enabled by an Intel-inspired Ultrabook.
- Visually stunning performance leverages technology, science and global interactivity.
- Fans at Pier 54 and around the world to use Ultrabook stations to interact with the electricity and communicate with Blaine to light up New York City.

NEW YORK--(BUSINESS WIRE)-- David Blaine, internationally renowned performance artist and master magician, and Intel Corporation present ELECTRIFIED, a visually stunning performance that uniquely leverages technology, science and global interactivity to create a magical live performance event.

Beginning on Friday, Blaine will stand on a 20-foot-high platform at Hudson River Park Pier 54 in New York, surrounded by seven towering metallic orbs – or tesla coils – that will stream 1 million volts of electricity around him for 3 days and 3 nights. Clad in a custom-made metal suit and helmet capable of conducting millions of volts of electricity, Blaine will be on his feet and will not sleep or eat for the duration of the performance. It will be continuously live-streamed at www.youtube.com/electrified and at LeTV.com in China.

ELECTRIFIED is part of The Ultrabook™ Experience, a new initiative from Intel that features collaborations among innovative brands, emerging and established artists, designers and entertainers that use the Intel-inspired Ultrabook device to do extraordinary things. Throughout 2012, The Ultrabook Experience will unveil grand-scale projects with innovators in travel, film, fashion and design that are using Ultrabook devices to think innovatively.

ELECTRIFIED re-casts the way the world can create, connect and communicate on a global scale. Sharing a passion for continually pushing the boundaries of innovation, Blaine and Intel challenge people to rethink the ordinary and be inspired by what's possible when you combine technology, ingenuity and creativity.

"It has taken me 4 years to develop a performance idea that excites and challenges me," Blaine said. "My goal is to create a visual image that everyone will always remember, one

that makes people curious and mystified. Intel is giving me the opportunity to perform the most daring thing I've ever done and has created a way to bring different people from all walks of life on to a global stage."

ELECTRIFIED marks the first of Blaine's performances in which fans around the globe will be able to not only watch but be a part of the performance. Intel Ultrabook stations set up in Beijing, London, New York, Sydney and Tokyo will enable fans to interact with the electricity and metallic orbs that stream electricity around the artist.

"Intel's history of developing innovative technologies that enable and inspire great achievements mirrors David's vision of advancing his performance into a new realm," said Johan Jervoe, Intel vice president of Partner Marketing. "This project draws inspiration from the history and inextricable link between technology, science and magic. The Ultrabook stations around the globe give people the ability to create and spread the power of this global phenomenon – and light up New York along with David Blaine."

Inspired by Intel, Ultrabook is a new category of computing devices that will increasingly give people the most complete and satisfying, no-compromise and more secure computing experience in one, sleek and portable device. With great battery life and offered at mainstream price points, Intel expects Ultrabook devices to be as transformational to mobile computing as Intel® Centrino® mobile technology was more than 8 years ago.

Learn more about ELECTRIFIED and the Ultrabook Experience at www.intel.com/electrified and www.intel.com/ultrabookexperience.

About Intel

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