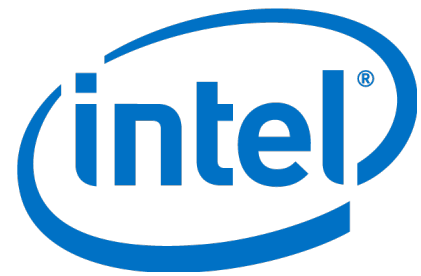


March 4, 2013



Intel Launches System-on-Chip Storage Solution Designed for Simple Video Transcoding and Streaming

**New Storage Solutions Based on the Intel® Atom™ Processor CE5300 Series
Simplifies HD Content Sharing and Delivery Between Mobile Devices and Smart TVs**

NEWS HIGHLIGHTS

- The new storage solutions based on the Intel® Atom™ processor CE5300 series allow consumers to simultaneously share HD video and multimedia among different mobile devices and stream content to a SmartTV.
- Features include a dedicated security engine that protects user content when connecting over an open, unsecure network.
- Several OEMs are launching the Intel® Atom™ processor CE5300 series-based devices, including Asustor*, Synology* and Thecus*.

SANTA CLARA, Calif., Mar. 4, 2013 – With consumers increasingly sharing and viewing content among different devices, Intel Corporation today introduced storage solutions based on the Intel® Atom™ processor CE5300 series. The new low power system-on-chip (SoC) enables high definition (HD) video to be simultaneously watched on smartphones, tablets and other smart devices, in real time, while also shared with consumer devices such as a Smart TV.

"Streaming content across numerous mobile devices, not just from the cloud but locally, has become a common practice for today's consumers," said Bev Crair, general manager, of Intel's Storage Division. "New storage solutions based on the Intel Atom CE5300 series elevate this to a whole new level by making it simple to 'browse, click, and play'. The new SoC provides an excellent foundation for creating compelling entertainment experiences."

The powerful, dual-core Intel Atom CE5300 series delivers simple application and I/O support, making it ideal for synchronizing and streaming video content without compromising power for the performance necessary to allow seamless I/O and media transcoding.

Storage solutions based on the Intel Atom CE5300 series allow consumers to easily set up all of their media in one place and avoid capacity limitations of mobile devices. They can use their storage system either as an iTunes* server or DLNA (Digital Network Living Alliance®) media server, and access that content from their mobile device of choice. Users can also simultaneously transcode 1080p video content to a smartphone, tablet, TV, Ultrabook™ or other smart device. The media processor system intelligently adapts to the screen resolution for each of these devices.

For instance, high definition 1080p video can be converted to lower resolution 480p video to play on a smartphone (conserving network bandwidth and battery power) and, at the same time, to 720p video for displaying clearer pictures on a tablet. Content can also be streamed to a SmartTV or nearby HDMI-based video monitor. All the content on the storage device can also be accessed from outside the home network to allow immediate access.

Broad Customer Support

Several companies are launching new Intel Atom-based NAS devices at CeBIT, including Asustor, Synology and Thecus with expected pricing to begin at \$299.

"We believe the new Intel Atom CE5300 series is an exciting advancement to incorporate into our latest my-Ditto NAS devices," said Jonathan Weizman, chief technology officer at Dane-Elec. "The ability to transcode video 'on the fly' will improve the way users consume their media libraries, and allow viewing content on multiple devices such as tablets, smartphones and gaming consoles."

In addition to HD video content, solutions using the Intel Atom processor CE5300 series can also store and share personal multimedia and documents. For example, a user can shoot photos or videos with their tablet or smartphone, sync it with the new Intel Atom-based device, and stream the content to a TV. With support for encryption, the solution is especially convenient for users who want to ensure the security of this data when they connect to an open, unsecured network.

"The integration of the new Intel Atom CE5315 into our award-winning Thecus* NAS offers a new energy-efficient, multimedia powerhouse and performance-driven solution directly for the consumer," said Florence Shih, general manager of Thecus.

nbsp;

"Equipped with the Intel Atom CE5315 that accelerates transcoding and supports HDMI interface, the Synology DiskStation provides users with hassle-free access to their data

anywhere, and from any device, making multimedia streaming even more effortless," said Vic Hsu, chief executive officer of Synology Inc.

"The new Asustor AS 3 Series NAS devices with the Intel Atom CE5300 series provide the performance needed for home media file server functionality," said Asustor president, Shawn Shu.

Customer Product Details

Vendor	Capacity
Asustor*	2 bays up to 8 Terabytes, 4 bays up to 16 Terabytes
Thecus*	2 bays up to 8 Terabytes, 4 bays up to 16 Terabytes
Synology*	2 bays up to 8 Terabytes

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 Atom and the Intel logo are trademarks of Intel Corporation in the United States and other countries.

* Other names and brands may be claimed as the property of others.