

May 10, 2013



# Media Alert: Intel at Computex Taipei 2013: New Experiences Unleashed

**Intel Set to Introduce 4th Generation Intel Core Processors, Usher in Era of 2-in-1 Computing**

*Press kit materials and multimedia available at: [www.intel.com/newsroom/computex](http://www.intel.com/newsroom/computex)*

Intel Corporation:

**WHAT:** Intel Corporation will host a keynote and series of events at Computex Taipei 2013 to outline how the company delivers innovative computing experiences across a range of devices in strong collaboration with the IT industry.

The company will also officially introduce its flagship 4th Generation Intel® Core™ processor family with amazing performance and stunning power efficiency to deliver on the company's vision to reinvent personal computing with the Ultrabook™.

**WHEN:** June 4-8, 2013

**WHERE:** **Taipei World Trade Center (TWTC) Nangang Exhibition Hall**  
(No. 1, Jing Mao 2<sup>nd</sup> Road, Nangang District, Taipei)  
Intel Booth #M410

**Taipei International Convention Center (TICC)**  
(No. 1, Sec. 5, Hsin-Yi Road, Taipei)  
Computex Opening Keynote: Plenary Hall, 3F

**Grand Hyatt Hotel**  
(No. 2, Sung-Show Road, Taipei)  
Computing Reinvented Satellite Event: Ball Room, 3F  
Mobile and Communications Satellite Event: Ball Room, 3F

**Intel Booth Guided Tour for News Media**  
*June 4, 11:00 a.m. – 12:00 p.m.*  
*Intel Booth, Nangang Exhibition Hall #M410, TWTC*

To request a media credential, register at [http://220.135.105.245/Press2013/2013-Media-en\\_2.html](http://220.135.105.245/Press2013/2013-Media-en_2.html) or onsite at the 1F reception counter of the Nangang Exhibition Hall.

### **Computex Opening Keynote**

*June 4, 2-3 p.m. (Reception: 1:20 p.m.)*

*Plenary Hall 3F, Taipei International Convention Center (TICC)*

Tom Kilroy, executive vice president and general manager, Intel's Sales and Marketing Group, will deliver a keynote on Intel's vision for continued innovation to reinvent people's computing experiences across a range of devices. To request a media credential, please register at [www.e21forum.com.tw/Register.aspx?nav=9&lang=1](http://www.e21forum.com.tw/Register.aspx?nav=9&lang=1) or onsite at the 1F reception counter of TICC.

The keynote will also be broadcast via live webcast at <http://intelstudios.edgesuite.net/computex/2013/index.html>

### **Post-Keynote Media Q&A Session with Kilroy**

*June 4, 3:15-3:40 p.m.*

*Drawing Room, 2F, Grand Hyatt Hotel*

Tom Kilroy, executive vice president and general manager of Intel's Sales and Marketing Group.

### **Computing Reinvented Satellite Event and Media Q&A**

*June 4, 3:45-5 p.m. (Reception: 3:15 p.m.)*

*Ball Room, 3F, Grand Hyatt Hotel*

Kirk Skaugen, senior vice president and general manager of the PC Client Group, will host the computing reinvented satellite event from 3:45-4:35 p.m. where he'll demonstrate and provide details on the new experiences delivered by 4th generation Intel Core processor-based Ultrabooks, laptops, desktops and all-in-one devices. A media Q&A session with the speaker will immediately follow from 4:35-5 p.m.

### **Mobile and Communications Satellite Event and Media Q&A**

*June 5, 12:45-1:55 p.m. (Reception: 12:15 p.m.)*

*Ball Room, 3F, Grand Hyatt Hotel*

Hermann Eul, vice president and general manager, Mobile and Communications Group, will host a satellite event from 12:45-1:35 p.m. to showcase the growing number of tablets for Windows and Android, smartphones and other ultra-mobile devices with Intel Inside and share new details of Intel's next-generation technology for these devices. A media Q&A session with the speaker will immediately follow from 1:35-1:55 p.m.

### **Computex Taipei Cloud Industry Forum**

*June 6, 2-5 p.m.*

*Room 3, 4, 5, 2F, TWTC Exhibition Hall 1*

Lisa Graff, vice president of Intel Architecture Group and general manager of Data Center Marketing Group, will speak.

**MEDIA SUPPORT:** Please visit the reception counter of the Intel Exhibition Showcase at 4F, TWTC Nangang Exhibition Hall, to access the latest Intel news releases and other media materials.

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