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Katy Perry 'Roars' onto Mobile Screens with Her First 3-D Avatar

Available Exclusively on Video Messaging App 'Pocket Avatars by Intel'

NEWS HIGHLIGHTS

- Katy Perry launches custom 3-D avatar exclusively on over-the-top video messaging app Pocket Avatars by Intel.
- Pocket Avatars by Intel allows people to select a 3-D avatar and record and share personalized messages that mirror their own facial gestures and voice.
- Pocket Avatars by Intel is a free mobile app available on both iOS* and Android*.
- The app is available in more than 30 countries and boasts a library of over 55 avatars including collegiate football characters, Annoying Orange* and characters from The Lego Movie*.

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Katy Perry and Intel Corporation today announced that the pop icon will adopt the latest trend in video messaging, with the launch of her first 3-D messaging avatar. Katy's custom-created avatar will be available exclusively on the over-the-top video messaging application [Pocket Avatars](#) by Intel.

Katy is noted as one of the rare celebrities to earn enormous popularity based on genuine ground-level interaction with her adoring fans, known as "KatyCats."

"Katy's dynamic approach to social media and strong connection to youth culture made her an ideal collaborator for the new Pocket Avatars by Intel service," said Rich Hannah, general manager, Pocket Avatars at Intel Corporation. "She's an icon with a relatable and fun personality, and an endless number of looks. By marrying Katy's visual appeal with our innovative facial-tracking technology, we're allowing her fans to express themselves as imaginatively as Katy herself."

Pocket Avatars by Intel is a unique, fun and innovative communication tool for Katy fans to connect and share. People communicate via animated 3-D avatars that serve as alter egos. Katy fans will be able to select her avatar from a broad selection within the Pocket Avatars by Intel app, and to record and share personalized messages that mirror their own facial gestures and voice. The avatars featured in personal messages can smile big and small, blink or wink, raise and lower eyebrows, stick out their tongue, blow a kiss, and even sing the lyrics to the latest Katy Perry hit. Katy fans can then send the message to friends, family and other KatyCats through the Pocket Avatars by Intel messaging service or by text, email or social networks such as Facebook* and Twitter*.

Pocket Avatars by Intel is a free mobile app available on both iPhone and Android. Since its

launch in mid-June, more than 1 million avatars have been downloaded and the app has expanded to more than 30 countries, boasting a library of over 55 avatars, including cultural and seasonal favorites like the collegiate football characters, Annoying Orange, characters from The Lego Movie and a host of seasonally inspired characters. Many avatars are free; some require a nominal purchase for unlimited use. The Katy Perry avatar is priced at \$1.99.

For broadcast and visual assets, visit <http://intel.synapticdigital.com/>.

For more information on Pocket Avatars by Intel, download the app from Apple's App Store* or Google Play* or visit <https://www.pocketavatars.com/>.

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. 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.

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