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# Media Alert: Intel to Showcase Amazing Tech-Enabled Experiences at CES 2016

Technology is at the forefront of bringing transformation to almost every aspect of life. At [CES 2016](#), Intel Corporation will show amazing experiences made possible by technology in a wide array of consumer passions – from sports and gaming to health and fitness, entertainment and more.

This Smart News Release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20151202006068/en/>



Intel CEO Brian Krzanich will deliver the CES 2016 pre-show keynote address, highlighting the key trends on how amazing experiences will be made possible by technology. (Photo: Business Wire)

## Keynote

### WHAT:

[Intel CEO Brian Krzanich](#) will deliver the pre-show keynote address. He will highlight the key trends accelerating the next wave of computing innovation and showcase how Intel technology is reshaping experiences across multiple aspects of daily life.

### WHEN:

Tuesday, Jan. 5, 2016, 6:30 p.m.

Doors open to press and analysts at 5:15 p.m.

### WHERE:

The Venetian Hotel, Palazzo Ballroom

## Intel at CES Panels and Events

Intel executives will join panels and events at CES to discuss trends on how technology is transforming people's experiences.

- Jan. 5, 3:30-4:30 p.m.    **The Future of Artificial Intelligence**  
Artificial intelligence and cognitive computing have the potential to transform the way we work and live, but what are its commercial business applications, and how will it augment human work? Gayle Sheppard, general manager of Saffron Technology at Intel will join Deloitte's Paul Sallomi for a panel discussion.  
*Las Vegas Convention Center, North Hall, Room N258*
- Jan. 6, 10:30-11:15 a.m. **CES Cybersecurity Forum: How Smart is Your Device?**  
Gary Davis, Intel's cybersecurity evangelist, alongside other executives from the industry, will discuss the role that security will play as the Internet of Things continues to change the way we live and work.  
*Venetian, Level 4, Lando 4301*
- Jan. 6, 3:30-4:30 p.m.    **Five Innovations to Watch**  
Intel's Genevieve Bell will join a talk moderated by Wilson Rothman, personal tech editor, The Wall Street Journal, to discuss the five technologies that will drive the \$285 billion consumer technology industry.  
*Las Vegas Convention Center, North Hall, N253*
- Jan. 6, 3:45-5:00 p.m.    **Personalization and Big Data: Securing Consumer Privacy**  
Intel's cybersecurity evangelist Gary Davis will join the Parks Connections Summit at CES for a security panel, moderated by Brad Russell, research analyst, Parks Associates.  
*Venetian Hotel, Level 4, Room Marcello 4501*
- Jan. 8, 10:15-11:15 a.m. **Advanced Wearables for Sports**  
Steve Holmes, vice president, New Devices Group and general manager, Smart Device Innovation at Intel, along with industry leaders and moderator David Pogue, tech columnist, Yahoo Tech, will discuss the ways that technology is increasingly finding its way into sports.  
*Las Vegas Convention Center, North Hall, N253*

MORE INFORMATION: [www.intel.com/newsroom/ces](http://www.intel.com/newsroom/ces)

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