

December 14, 2016



# Intel to Showcase Amazing Experiences at CES 2017

At [CES 2017](#), Intel will highlight new technologies that power every segment of the smart, connected world. We're expanding the boundaries of technology – via computing breakthroughs in artificial intelligence, 5G technology, virtual reality and self-driving cars – to make the most amazing experiences possible.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20161214005311/en/>



## **Press Conference – A Virtual Reality Experience**

Intel CEO Brian Krzanich will host a unique press conference. He will immerse you in virtual reality to experience how Intel technology is extending far beyond consumer electronics to define almost every aspect of our lives and transform industries. Please note, there is limited seating and virtual reality set-up requirements – doors open to press and analysts at 3:45 p.m.

Gary Shapiro (left), Consumer Technology Association president and CEO, welcomes Brian Krzanich, Intel's chief executive officer, to the stage for his keynote presentation at the 2016 CES (Consumer Electronics Show) on Tuesday, Jan. 5, 2016 in Las Vegas. Krzanich will present a news conference on Jan. 4, 2017, at CES 2017, one of the world's largest gathering places for all who thrive on consumer technologies. (CREDIT: Intel Corporation/Bob Riha Jr.)

**Where:** Mandalay Bay, Level 2, Ballroom E

**When:** Jan. 4, 4 p.m. – 4:45 p.m.

**Livestream:** Watch the livestream on the [Intel Newsroom website](#)

**Visit Intel in the Central Hall South (Booth #10048)**

Stop by our booth to immerse yourself in the amazing experiences made possible by Intel technology.

**Where:** Las Vegas Convention Center, Central Hall South, C2 lobby entrance.

**When:** Jan. 5: 10 a.m. – 6 p.m.  
Jan. 6 and Jan 7: 9 a.m. – 6 p.m.  
Jan. 8: 9 a.m. – 4 p.m.

**Seek Refuge at Intel's Media Lounge**

We have a media-only lounge upstairs in our booth where you can relax, snack, quench your thirst and use our dedicated Internet access.

**Can't Make it to CES 2017?**

Visit our newsroom at <https://newsroom.intel.com/2017-CES/>, and follow us on social media at [@IntelNews](#), [@Intel](#) and [www.facebook.com/intel](http://www.facebook.com/intel).

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