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Intuitive Convertible Design for the Intel-Powered Classmate PC Enhances Collaborative Learning

Intel(R) Learning Series Offers Comprehensive Solution for Global Education

LAS VEGAS--(BUSINESS WIRE)-- Local computer manufacturers unveiled the Intel-powered convertible classmate PC designs, joining the existing clamshell design to meet the variety of elementary school students' needs worldwide.

The new flexible design, based on Intel Corporation technologies, converts instantly from a clamshell to a tablet mode with a touch screen to allow for a more intuitive classroom experience. According to research with students and teachers, the 180-degree swivel design, rotational camera and touch screen encourage flexible classroom interaction and natural collaboration. Both the convertible and the clamshell classmate PC designs are based on ethnographic studies and feedback from pilot programs conducted in both mature and emerging markets.

Intel is also introducing the Intel(R) Learning Series, an initiative that integrates hardware, software and services designed specifically for education. The Intel Learning Series supports technology companies that customize products and services in their own country, innovating in and around the classmate PC reference design to enhance and improve students' experiences with technology. Working together, the technology ecosystem delivers customized products and services to meet the unique needs of education worldwide. The Intel Learning Series provides a common framework for these companies to communicate their unique roles and values in delivering the total solution to education. Local PC manufacturers will offer both the new Intel-powered convertible classmate PC and the existing clamshell design to students and teachers. The PCs will be preloaded with student-friendly software through support from the Intel Learning Series.

The addition of the new convertible PC will coexist with the very successful clamshell design, which is being used in Portugal's Magalhaes (Magellan) Initiative - the Portuguese government's country-wide program to provide PCs to all elementary school children via the local computer manufacturer and telecom service providers. The Magalhaes Initiative is one of most comprehensive educational technology programs in the world and other countries, like Venezuela, are working with Portugal to extend this model for their country. The Initiative reflects the scale of programs targeted for the Intel Learning Series.

Intel also unveiled its collaboration with JP Sa Couto, the local OEM in Portugal, and a local design company, CEIIA, to develop a new design of the Magalhaes PC that will include features such as unique reading and writing capabilities, a larger screen, more memory for

local content and additional connectivity options such as 3G and WiMAX. These new features meet the unique needs of Portugal and will be offered in addition to the existing solutions as part of the Magalhaes Program.

"Education is one of the best ways to improve the future for individuals, villages, or nations," said Lila Ibrahim, general manager of the Intel Emerging Markets Platform Group, which developed the classmate PC reference design based on ethnographic research and supports the Intel Learning Series. "There are 1.3 billion school-age children around the world and of those only 5 percent have access to a PC or the Internet. The IT industry has a huge opportunity to contribute to how technology can improve students' learning and students' lives. With our announcement today, Intel continues its long-standing commitment to advancing education through technology to transform lives around the world."

Built on Intel(R) architecture and powered by the Intel(R) Atom(TM) processor, these purpose-built netbooks provide an affordable and functional PC to support a wide variety of classroom applications and activities. Designed with students in mind, the classmate PC is small and light enough for a child to easily carry. Equipped with a water-resistant keyboard, the classmate PC is also "backpack friendly" - able to withstand bumping in a backpack and accidental drops by students. In tablet mode, the convertible classmate PC screen has a "palm rejection" feature that is designed to allow the child to write more naturally by resting their palm on the touch screen. It also includes education-oriented software and applications from software and content vendors in the Intel Learning Series.

The Intel(R) Learning Series

Intel-powered classmate PCs are part of the Intel Learning Series, offering a cost-effective, end-to-end solution developed in collaboration with local manufacturers and brought to students by an extensive network of local OEM vendors. More than 100 software and hardware vendors, content providers, educational service providers and local OEMs have been working with Intel to develop a complete infrastructure to support Intel-powered classmate PCs. Local manufacturers such as CTL, Equus and M&A in the United States, MDG in Canada, CMS in the United Kingdom, NEC in France, Olidata in Chile, ASI in Australia and Hanvon in China will also be offering the convertible classmate PC in their countries. These offerings complement the existing clamshell design being offered in countries worldwide.

"Our involvement with software and hardware developers ensures that the Intel Learning Series is culturally relevant, sustainable, and supports local economies," said Ibrahim. "Through the Intel Learning Series, we are gathering the great minds and experiences of the IT industry to create a fun and rewarding environment for the students to learn and develop the skills they need in the 21st century."

About Intel

Intel, the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Additional information about Intel is available at www.intel.com/pressroom and blogs.intel.com. For more information on the new Intel-powered classmate PC, visit www.classmatepc.com.

NOTE TO EDITORS: Photos, videos and more facts available at

www.intel.com/pressroom/kits/classmatePC

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