

January 31, 2013



# Media Alert: Experience Mobile with Intel Inside®

## Visit Intel at Mobile World Congress 2013

Intel Corporation:

*Note to Editors: Materials and multimedia available at: [www.intel.com/newsroom/mwc](http://www.intel.com/newsroom/mwc).*

WHEN: Feb. 25 – 28, 2013

WHERE: Fira Gran Via, Barcelona, Spain  
Intel Booth: Hall 3, Booth #3C34  
Intel in App Planet: Hall 8.2, Booth #8.1E20

WHAT: Intel Corporation will showcase leading mobile and communications solutions at **Mobile World Congress 2013**. In addition to the main Intel booth, the company will have a presence in the App Planet Exhibition and at the Vodafone\* Booth in the GSMA Connected City.

### **Media, Blogger and Analyst Reception with Intel Executives**

Feb. 25, 4 – 5 p.m. CET

Intel Booth, Hall 3, Booth #3C34

Intel will host a reception on Monday, Feb. 25 from 4 – 5 p.m. Intel executives, including [Mike Bell](#) and [Hermann Eul](#), will be on-hand to showcase the latest devices based on Intel technology, discuss Intel's mobile strategy and progress toward expanding its presence in new and existing markets. Food and beverages will also be served at the reception.

### **Intel Booth**

Fira, Hall 3, Booth #3C34

Feb. 25 – 27, 9 a.m. – 7 p.m. CET

Feb. 28, 9 a.m. – 4 p.m. CET

Intel will showcase how its products and technologies are transforming mobile experiences -- from turning big data into insights and business actions, to transforming networks, to delivering performance driven devices including smartphones, tablets and Ultrabooks™ targeted at a range of developed and emerging market segments.

Specifically, Intel will showcase its latest smartphone technologies and devices running the Android\* platform, including a new dual core, dual graphics platform, as well as OEM- and service provider-supported devices based on the company's new Intel® Atom™ Z2420 platform targeted at emerging markets. The company will also showcase a range of Windows\* 8 tablet and convertible designs that deliver a complete computing experience, and will also spotlight a range of top selling consumer devices based on the company's leading-edge wireless technologies.

### **Intel in App Planet**

App Planet Booth

Fira, Hall 8.1, Booth #8.1E20

Feb. 25 – 27, 9 a.m. – 7 p.m. CET

Feb. 28, 9 a.m.– 4 p.m. CET

Intel delivers software solutions and services that fuel the mobile world. Learn about the tools and resources that help developers create the most innovative apps and the content that delights end users. Intel will feature demos on HTML5, perceptual computing, the latest mobile software development tools, Intel® Cloud Services Platform and Telmap M8, Intel® Developer Zone and Intel® Common Connectivity Framework.

### **Intel in Vodafone\* Booth, GSMA Connected City**

Fira, Hall 3, Booth #3B2 and 3C2

Feb. 25–27, 9 a.m. – 7 p.m. CET

Feb. 28, 9 a.m.– 4 p.m. CET

Intel is showcasing a simulated look at how everyday activities such as shopping, entertainment and social activities can be transformed when our digital lives are seamlessly connected as we travel between our homes, work and beyond. Intel's Intelligent System Alliance ecosystem and new wireless products will also be presented to demonstrate how connectivity is enabled.

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\* Other names and brands may be claimed as the property of others.

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