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The Intel Experience Opens Exclusively in 50 Best Buy Stores

Hands-on Experiences Curated by Intel to Create “Wow” Moments for Shoppers

NEWS HIGHLIGHTS

- Visitors can explore the power of technology with cutting-edge experiences like 3-D printing, gaming meets augmented reality, digital disc jockey (DJ) remixing
- Debuts in Oregon, arrives in 50 Best Buy stores by end of October
- Eight in 10 Americans excited about new technologies, but half of Americans are frustrated by lack of hands-on access

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Intel launches “The Intel Experience” exclusively in 50 Best Buy retail stores nationwide. The hands-on experience zone gives everyone – from tech enthusiasts to technophobes – the opportunity to try, explore and play with the latest, cutting-edge technologies like 3-D printing, gaming meets augmented reality, and digital disc jockey (DJ) remixing.

The Intel Experience provides a hands-on experience for Best Buy shoppers to try, explore and play with the latest, cutting-edge technologies like 3-D printing, gaming meets augmented reality, and digital disc jockey (DJ) remixing. (Photo: Business Wire)

Seventy-nine percent of Americans are excited about the chance to learn and try out new

technologies, but half of Americans are frustrated by the lack of access to these new technologies, beyond what they read about and see on television, according to a new Intel study conducted by Toluna*.

“We wanted to give our customers a new way to experience Intel technology,” said CJ Bruno, corporate vice president and general manager of Intel Americas. “It’s an innovative way for Best Buy’s customers to see, touch and engage with our latest products and experiences.”

Intel, whose technology powers devices from PCs and tablets to wearable smart bracelets and car communication systems, will bring a new set of technology experiences into The Intel Experience each season to inspire, empower and create wonder for visitors. The area will be staffed by specially trained Best Buy Blue Shirts. This fall the Intel Experience offers four distinct experiences for customers to explore:

- **3-D Printing Experience:** On a touch-enabled, Intel-powered laptop, shoppers can design their own 3-D model of a robot and experience 3-D printing as featured robot designs get highlighted in the stores.

- **Mars Escape Augmented Reality Game:** Use powerful Intel tablets to design and race a Mars Rover. While being immersed in an augmented reality world, the users navigate their virtual space rovers through a physical Mars landscape.
- **DJ Remixing Ne-Yo Experience:** Budding musical artists can feel what it's like to perform in front of thousands of fans in an immersive, on-stage DJ experience on an Intel-powered 2 in 1 device. In collaboration with singer-song writer Ne-Yo, shoppers can remix his track and create a full-stage experience through controlling the stage lights.
- **The Product Gallery:** Experience the latest laptops, 2 in 1 devices and tablets powered by Intel processors.

"People don't normally have the opportunity to experience the kind of cutting-edge technology that will be featured in these shops," said Jason Bonfig, senior category officer for computing and tablets at Best Buy. "It's a natural extension of our goal to showcase the endless possibilities of technologies and ignite our customers' imaginations."

The Intel Experience will reach across the U.S. from Los Angeles and San Francisco to Austin and Boise across to Annapolis and Daytona Beach. For more information about The Intel Experience, including a list of stores, visit <http://www.bestbuy.com/theintelextperience>.

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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Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20141015006498/en/>

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