

November 17, 2010



## Live a 'Visual Life' with Intel at CES 2011

New 2<sup>nd</sup> Generation Intel(R) Core(TM) Processor Family to Debut on Jan. 5; New Intel(R) Atom(TM) Processor-based TV Products, Netbooks, Tablets and More on Display

Intel:

**WHEN:** Jan. 6-9, 2011 (Pre-show Intel Corporation highlights include a media conference at the 2011 CES Press Day on Jan. 5 where Intel will describe a more "visual life.")

**WHERE:** 2011 International Consumer Electronics Show Las Vegas Convention Center; Intel booth at Central Hall #7153

**WHAT:** Media Conference Details:

- Redefining the laptop experience with new visual technologies, Intel will officially unveil its 2nd Generation Intel(R) Core(TM) processor family at the 2011 CES Press Day. Mooly Eden, Intel vice president and general manager, PC Client Group, will share yet-to-be-disclosed visual features that will "wow" the eyes and enhance our visual lives.
  - o 10-10:45 a.m. Jan. 5 at The Venetian, lower level, Marco Polo 804
  - o Seating is first-come, first-serve; doors open at 9:45 a.m.
  - o Media, blogger and analysts must be CES-credentialed to attend
  - o More information: [www.cesweb.org/press/events/exhibitorPressEvents.asp](http://www.cesweb.org/press/events/exhibitorPressEvents.asp)

**Intel Booth Preview for Media, Analysts Details:**

- On opening morning of CES, Intel will give credentialed media, bloggers and analysts an exclusive sneak peek of its booth and product demonstrations before the CES show floor officially opens to attendees. Be sure to bring your cameras as it will be a feast for the eyes.
  - o 7-8:15 a.m. Jan. 6 at the Intel booth, Central Hall #7153
  - o Event during pre-show hours; enter through exterior C2 lobby

**WHAT ELSE:** Throughout the show, Intel will showcase the all-new visual experience that 2<sup>nd</sup> Generation Intel Core processor-powered PCs provide. Also on display will be numerous devices powered by Intel(R) Atom(TM) processors, including smart TV products, home automation devices, netbooks and tablets from leading manufacturers. Attendees will also see Intel AppUp<sup>SM</sup> center momentum.

Source: Intel