

February 6, 2014



Media Alert: Experience Mobile with Intel Inside®

Visit Intel at Mobile World Congress 2014

Intel Corporation:

Note to Editors: Materials and multimedia available at: www.intel.com/newsroom/mwc.

WHAT: Intel Corporation aims to transform mobile experiences, services and infrastructure. At Mobile World Congress 2014, Intel will showcase its broad portfolio of computing and communications assets designed for today's mobile computing *and* for what's next – the Internet of Things. Below is an overview of Intel's presence at the show and planned press activities. For general information, visit www.intel.com/mwc.

WHEN: Feb. 24 – 27, 2014

WHERE: Fira Gran Via, Barcelona, Spain
Intel Booth: Hall 3, Booth #3D30
Intel in App Planet: Hall 8.1, Booth #8.1E41

DETAILS: Intel Press Conference

Feb. 24, 8:30 a.m. – 10 a.m. CET

[Casa Llotja de Mar](#); Barcelona (Passeig d'Isabel II, 1, 08003 Barcelona)

Intel will hold a press conference on Monday, Feb. 24 from 8:30 a.m. – 10 a.m. Intel executives, including Intel President [Renée James](#) and [Hermann Eul](#), corporate vice president and general manager of the Mobile and Communications Group will discuss Intel's strategy and growing assets across communications and computing to shape the next era of computing – the Internet of Things. Breakfast will be served beginning at 8:30 a.m. Executive remarks will begin promptly at 9:00 a.m. Transportation to the Fira following the press conference will be provided.

To secure your seat, please RSVP to: Intel.MWC@nof9.com

A replay will be available in our [online newsroom](#).

Mobile Software Tools Breakout Session

Feb. 24, 10:30 a.m. – noon CET

[Casa Llotja de Mar](#); Barcelona (Passeig d'Isabel II, 1, 08003 Barcelona)

Immediately after its press conference on Feb. 24, Intel will host a mobile software tools breakout session for technical media and developers from 10:30 a.m. – 12:00 p.m. Intel will provide updates and demos on the latest mobile software development tools across operating systems (including Windows*, Android* and Tizen*) with highlights on new tools for Android.

To secure your seat, please RSVP to: Intel.MWC@nof9.com

Intel Booth Demonstrations

Fira, Hall 3, Booth #3D30

Feb. 24 – 26, 9 a.m. – 7 p.m. CET

Feb. 27, 9 a.m. – 4 p.m. CET

Visit Intel's booth at Mobile World Congress to see how mobile is transforming with Intel Inside®. Intel's booth will showcase tablets and smartphones featuring 64-bit capable Intel® Atom™ processors, Intel's 4G LTE-Advanced solutions (including CAT 6, CA, and TDD demonstrations), new wearable reference designs, the latest 2 in 1s, mobile security, network infrastructures and mobile services.

Expert Discussions - The Future of Mobile

Fira, Hall 3, Booth #3D30

Join industry experts, executives from Intel and other mobile leaders for informative, forward-looking conversation on topics such as: "5G", wearable technology, big data for wireless networks, mobile security and much more. A schedule of presentations in the Intel booth will be posted [here](#) soon.

Intel in App Planet

[App Planet](#) Booth

Fira, Hall 8.1, Booth #8.1E41

Feb. 24 – 26, 9 a.m. – 7 p.m. CET

Feb. 27, 9 a.m. – 4 p.m. CET

Intel will showcase its comprehensive portfolio of tools and resources that help developers create innovative applications and services based on Intel® architecture. Intel's App Planet presence will feature demos on Android* and Windows*, Internet of Things, services and APIs. Meet Intel experts at our Geek counter - bring your code and test it on Intel architecture.

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

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Source: Intel Corporation