Editorial

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Contact Intel PR

By Gregory Bryant

With Intel's 50th anniversary next month, it's a perfect time to celebrate one of the most important technologies of Intel's legacy: the PC. As we transition to the data-centric era, the PC remains a critical facet of Intel's business, and it's an area where we believe there are still so many opportunities ahead.

Today, at Computex in Taipei, I shared our vision for the future of the PC and introduced a wide range of new technologies that will help us and the broader ecosystem make this future a reality. One that transforms the PC from a simple computer into a platform that can power every person's greatest contribution.

Most of us are already choosing the PC as the place to go to focus. In fact, when people really need to get things done, over 80 percent[1] turn to their PC. At the same time, we are more distracted than ever. Data shows that on average people are interrupted every three minutes[2]. The nature of where, how and *why* we work is also changing. And the way people connect with one another has changed, with technology being a key driving force.

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Against this backdrop, there is an opportunity to fundamentally improve the PC experience to meet today's needs and help people focus on what is most important to them. To help them create and build a sense of community. But to make this leap, we need to innovate the PC around five key vectors: performance, connectivity, battery life, adaptability and intelligence.

Ultimate Performance

Our unwavering commitment to delivering the best performance continued as we announced the latest additions to our mobile lineup of the 8th Gen Intel® Core™ processor family: the Whiskey Lake U-series and Amber Lake Y-series, featuring up to double-digit performance gains[3] and integrated gigabit Wi-Fi. Expect more than 140 new laptops and 2 in 1s from OEMs starting this fall. And for desktop, by the end of this year, we're delivering a new X-series release and the next Intel® Core™ S-series processor.

Beyond processing power, we also see the opportunity for even more PC acceleration with the introduction of the Intel® Optane™ SSD 905P, now available in an M.2 form factor. Delivering industry-leading endurance[4], this new, slim Intel Optane SSD is a high-performance drive that allows the processor to spend less time waiting and more time computing, enabling users to enjoy an amazing computing experience.

As we celebrate Intel's 50th anniversary, we also recognize the 40th anniversary of Intel's x86 architecture. In honor of that, we revealed the limited edition 8th Gen Intel® Core™ i7-8086K processor, the first Intel processor with a 5.0 GHz turbo frequency. In celebration of this milestone, and our enthusiasts, we're giving away 8,086 8th Gen Intel Core i7-8086K processors. Visit www.intel.com/8086sweepstakes for more information on markets and rules.

» Download video: “Computex 2018: Intel’s Gregory Bryant on the Future of the PC (Keynote Replay)”

Connectivity

At Mobile World Congress, we talked about our leadership and the importance of 5G. Sprint* is now joining us as a partner to sell Intel processor based, 5G-connected PCs in stores around the world. Acer*, Asus*, Dell*, HP*, Lenovo* and Microsoft* are working with us to deliver the industry’s first 5G-connected laptops and 2 in 1s in 2019.

As we pave the way for 5G, expect us to deliver 10 more 4G-connected PCs from partners like Acer, Asus, Dell and HP – on top of the 25 currently in market. These always-connected PCs are not only sleek and beautiful, but packed with performance.

All-Day Battery Life

The display consumes the most battery in a device, and one way we’re working to enable all-day battery life is by co-engineering the new Intel Low Power Display Technology, featured in a one watt panel manufactured by Sharp* and Innolux*, which can cut LCD power consumption by half. Through continued innovation with the industry, we expect to deliver an additional four to eight hours of local video playback – that means battery life could be up to 28 hours[5] on some devices.

Adaptability

People are looking for PCs that adapt to their lifestyle and location. This can take shape in new form factors like dual screen, along with designing platforms for specific usage scenarios. We showed several examples on stage today, including a preview of an innovative Yoga Book* with uncompromised performance coming from Lenovo later this year.

Additionally, we highlighted multiple creator notebooks, desktop towers, all-in-ones and peripherals from Acer, ASUS, Corsair*, Dell, HP, MSI* and Twist*. This is a category built specifically for creators that we’re enabling with our OEM partners. Creator PCs provide differentiated aesthetics and peripherals, upgradable form factors, and end-to-end technology optimized for the creator workflow, including Intel® Core™ i7 and Intel® Core™ i9 processor performance, Thunderbolt™ 3 technology and Intel Optane SSDs.

Intelligence

Intelligence will be integral to the modern, adaptable PC experience. Our plan to bring AI to the PC is by delivering tools and resources to the developer community and collaborating with OEMs to package the AI capabilities into new devices.

We introduced the AI on PC Developer Program to provide tools and training for developers – including the OpenVINO™ toolkit and Windows* ML – to fully utilize hardware capabilities to unlock AI innovation.

Additionally, ASUS joined me on stage to showcase a new concept PC called Project Precog, a convertible dual-screen notebook equipped with intelligent features for versatility and productivity. They also showed off a new ZenBook Pro*, which allows developers to take advantage of the low-power Intel® Movidius™ VPU to create AI-centric features for both existing and new applications.

There has never been a greater opportunity for Intel and our ecosystem to work together and deliver even more positive change to the PC – turning it into the best platform to power your contributions.

Gregory M. Bryant is senior vice president and general manager of the Client Computing Group at Intel Corporation

[1]GIA Tech Attitudes Study 2018

[2]https://www.telegraph.co.uk/news/newstopics/howaboutthat/12107840/IQ-Intelligent-people-are-more-easily-distracted-at-work.html

[3]Based on SYSmark* 2014 SE (Windows Desktop Application Performance). Comparing 7th Gen i7-7500U, PL1=15W TDP, 2C4T, Turbo up to 3.5GHz, Memory: 2x4GB DDR4-2133, vs. Estimates for 8th Gen Core i7: PL1=15W TDP, 4C8T, Turbo up to 4.2 GHz, Memory: 2x4GB DDR4-2400, Storage: Intel® SSD, Windows* 10 RS3. Power policy assumptions: AC mode. Note: Performance estimates are Pre-Silicon and are subject to change. Pre-Si projections have +/- 7% margin of error.

[4]Highest endurance as shown in Tom’s Hardware comparison of industry SSDs, as of Jan. 19, 2018; see https://www.tomshardware.com/reviews/best-

ssds,3891.html

[5]Based on Intel internal analysis of a modified production system with an Intel® Core™ i7-8550U Processor (PL1=15W TDP, 4C8T, Turbo up to 4.0GHz) with 8GB DRAM, an Intel 600p SSD, Intel UHD Graphics 620, and Windows* 10 operating system. Potential 28 hour battery life projection based on several power savings techniques. Test workload is local video playback at 150 nits screen brightness and audio in headphones.

Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. For more complete information visit http://www.intel.com/benchmarks.

The benchmark results reported above may need to be revised as additional testing is conducted. The results depend on the specific platform configurations and workloads utilized in the testing, and may not be applicable to any particular user's components, computer system or workloads. The results are not necessarily representative of other benchmarks and other benchmark results may show greater or lesser impact from mitigations.

Intel technologies' features and benefits depend on system configuration and may require enabled hardware, software or service activation. Performance varies depending on system configuration. No computer system can be absolutely secure. Check with your system manufacturer or retailer or learn more at intel.com.

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

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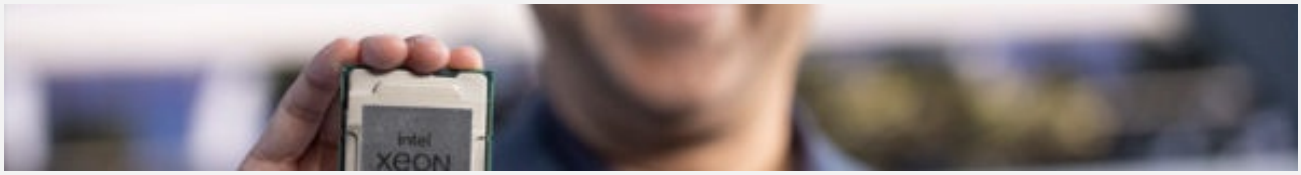

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