



**Intel® Sample Copy: Intel® Business Client**  
North American English



## About This Document

Sample copy documents are designed to provide you with approved copy and guidance on applying it to a wide range of campaign communications. Using this copy, you can craft on-brand, on-message marketing materials that build awareness and preference, while supporting and strengthening Intel's corporate brand across all geographies.

This document provides sample copy for the Intel Business Client campaign, with a primary focus on the Tech Enthusiast audience. This audience can be found in large and medium enterprises, as well as in some small businesses. Therefore, many of the messages in this document can be used for all three business sizes. Where appropriate, we have also added specialized messages for small business.

The document is organized by platform and processor. The messages for each section are divided into three categories: high level headlines; mid-level overview copy blocks; and detailed support copy. They are further divided by key benefits, allowing you to "mix and match" messages to build the complete story that is most relevant to the business customers in your markets.

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**This document is for Intel® Business Client and is effective through December 2007.**

# Intel® Centrino® Pro Processor Technology

## High Level Copy

These are high level messages designed to attract attention, encapsulate Intel® Centrino® Pro processor technology positioning, and entice customers to read or investigate further. Use them as headers on displays, on the covers of print collateral, or anytime you need an arresting introduction to more detailed copy points.

### HEADLINES

### COPY FOR USE

**Our best technology for the business notebook. Introducing Intel® Centrino® Pro processor technology with the new Intel® Core™2 Duo processor.**

**Protect. Manage. Better than ever. With Intel® Centrino® Pro processor technology powering your notebooks.**

**Proactive, smart, powerful, mobile. Intel® Centrino® Pro processor technology is built for the way you want to do business.**

## Suggested Applications



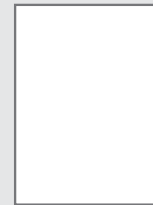
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Post card



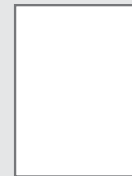
Events / Banner



Poster



Brochures



Guide



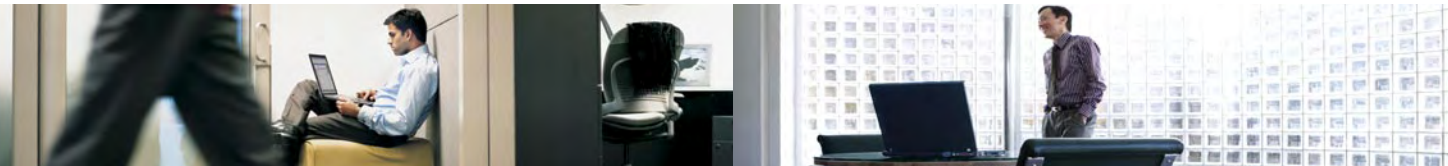
Web

# Intel® Centrino® Pro Processor Technology

## Benefits Overview Copy

This copy allows you to introduce Intel® Centrino® Pro processor technology benefits in succinct summary messages. These messages may be used alone on higher level communications, but are more compelling when supported by detailed proof points that paint a more complete picture of the usage scenarios you are promoting.

### BENEFITS OVERVIEW



UMBRELLA

Copy for use

#### Choose more secure, manageable mobility.

New Intel® Centrino® Pro processor technology-based notebooks deliver hardware-enhanced features that enable improved security, maintenance, and manageability,<sup>1</sup> along with exceptional performance, great battery life, and expanded wireless connectivity.\*

#### Next-generation ingredients for next-level success.

Get proactive security and better manageability,<sup>1</sup> with the flexibility of responsive mobile performance—while improving IT efficiency to help lower costs. New Intel® Centrino® Pro processor technology featuring the Intel® Core™2 Duo processor delivers it all.

#### Power up your mobile users.

Notebooks powered by the new Intel® Centrino® Pro processor technology with the Intel® Core™2 Duo processor deliver exceptionally responsive performance that keeps your workforce productive.

#### Keep your workforce more productive than ever.

Notebooks powered by Intel® Centrino® Pro processor technology deliver up to 2x mobile performance.<sup>2</sup>

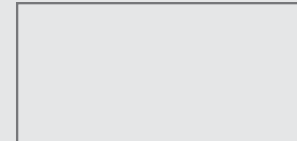
### Suggested Applications



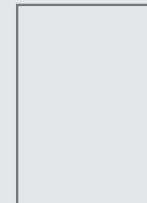
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# Intel® Centrino® Pro Processor Technology

## Detailed Support Copy

This copy provides details that back up the benefit-oriented overview copy. Use these messages in longer form communications, such as brochures and Web copy to further describe and explain how Intel technologies make the usage models possible.

### DETAILED COPY

#### Proactive Security and Built-In Manageability

##### Remote control for IT.

Reduce risk with remotely deployed patches, even to notebooks that are off or down.<sup>1</sup> Protect against tampering with continuous security and management agent presence-checking. And if a notebook becomes infected, isolate it from the network before it can infect other PCs. Do all of this and more with the unique security technologies of Intel® Centrino® Pro processor technology.<sup>1</sup>

##### Time is money—save both.

Reduce costly, time-consuming desk-side visits with the ability to remotely diagnose and repair your notebooks, even if they are off or down. And perform efficient remote hardware and software asset inventories regardless of notebook state. Intel® Centrino® Pro processor technology makes it possible.<sup>1</sup>

##### Put a new tool in your anti-virus toolbox.

Give yourself a fighting chance against an entire class of viruses and worms that use buffer overflow attacks. When your notebooks are powered by Intel® Centrino® Pro processor technology featuring the Intel® Core™2 Duo processor, you'll get the hardware-enhanced protection of Execute Disable Bit.<sup>3</sup>

##### Manage notebook deployment costs.

Intel® Centrino® Pro processor technology-based notebooks offer all the benefits of the Intel® Stable Image Platform Program, to help you effectively plan and manage replacement cycles and reduce the number of deployed client configurations.<sup>4</sup>

### COPY FOR USE

#### Performance and Battery Life

##### Step up to Intel's premier technology for business notebooks.

Intel® Centrino® Pro processor technology with the new Intel® Core™2 Duo processor delivers uncompromised dual-core processor performance when running multiple applications, along with unique energy efficient technologies that can help extend battery life. And it's designed to run 64-bit operating systems and applications.<sup>5</sup>

##### ALTERNATE:

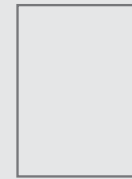
##### Step up to Intel's premier technology for business notebooks.

Intel® Centrino® Pro processor technology with the new Intel® Core™2 Duo processor delivers more than 2x performance when multitasking and on compute-intensive applications,<sup>5</sup> along with unique energy efficient technologies that can help extend battery life. And it's designed to run 64-bit operating systems and applications.<sup>5</sup>

##### The optimal foundation for Windows Vista\*—Intel® Centrino® Pro processor technology.

Power additional Windows Vista\* security features like Microsoft Defender\* and Windows BitLocker\*, while still getting great performance. Experience improved mobile graphics performance<sup>7</sup> and support for Aero\* 3D-desktop, Windows Vista's\* latest graphics interface, with the Intel® PM/GM965 Express chipset. You can also get reduced boot time and speed up resume from hibernation with optional Intel® Turbo Memory running Windows Vista\*.<sup>8</sup>

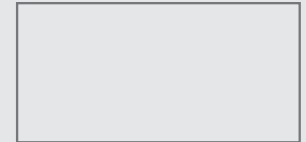
## Suggested Applications



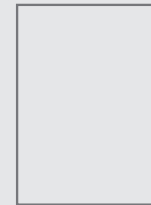
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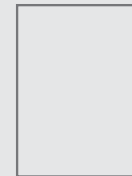
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# Intel® Centrino® Pro Processor Technology

## Detailed Support Copy (cont.)

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DETAILED COPY

COPY FOR USE

### Expanded Wireless Connectivity

#### The better your workforce communicates, the better your business can compete.

Empower your mobile users to interact more effectively and efficiently with secure, flexible, expanded wireless connectivity options delivered by Intel® Centrino® Pro processor technology-based notebooks.\*

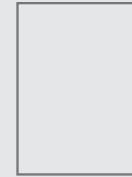
#### Faster, broader, better.

With Intel® Centrino® Pro processor technology, and new Intel® Next-Gen Wireless-N technology on a wireless n network, get up to 5X better wireless performance and up to 2X greater range.<sup>9,10</sup> Intel and leading Wi-Fi access point vendors have an interoperability program and great support for draft-N products, so you can deliver seamless wireless connectivity with confidence.

#### Extend your options.

Notebooks based on Intel® Centrino® Pro processor technology support the latest industry standard network security protocols and Cisco\* Compatible Extensions v4.0 along with Cisco Intel Business Class Wireless Suite to improve wireless performance across your enterprise.

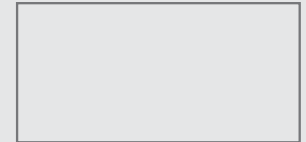
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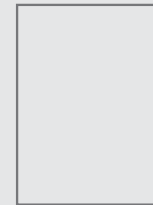
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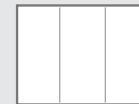
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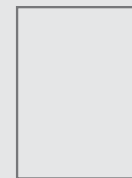
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# Intel® Centrino® Pro Processor Technology

## Detailed Support Copy (cont.)

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### DETAILED COPY - FOR SMALL BUSINESS

### COPY FOR USE

## Proactive Security and Built-In Manageability

### Built for the way you work.

Notebooks powered by Intel® Centrino® Pro processor technology let you run virus scan and anti-spyware applications in the background, while continuing to deliver great performance. So you can stay productive while protecting your business.

### IT management made easier.

With Intel® Centrino® Pro processor technology powering your notebooks, you can more easily turn over maintenance support to an IT managed service provider or manage more efficiently in-house.

### Be vigilant about viruses.

Protect your notebooks with Intel® Centrino® Pro processor technology and get the built-in, hardware-assisted anti-virus protection of Execute Disable Bit, which helps prevent common types of malicious software attacks.<sup>3</sup>

## Performance and Battery Life

### Give your company the advantages of Intel's best technology for business notebooks.

Intel® Centrino® Pro processor technology with the new Intel® Core™2 Duo processor delivers uncompromised dual-core performance when running multiple applications, along with unique energy efficient technologies that can help extend battery life. And it's designed to run 64-bit operating systems and applications.<sup>5</sup>

#### ALTERNATE:

### Give your company the advantages of Intel's best technology for business notebooks.

Intel® Centrino® Pro processor technology with the new Intel® Core™2 Duo processor delivers more than 2x performance when multitasking and on compute-intensive applications,<sup>5</sup> along with unique energy efficient technologies that can help extend battery life. And it's designed to run 64-bit operating systems and applications.<sup>5</sup>

### A great foundation for Windows Vista\*—Intel® Centrino® Pro processor technology.

Power additional Windows Vista\* security features like Microsoft Defender\* and Windows BitLocker\*, while still getting great performance. Experience improved mobile graphics performance<sup>7</sup> and support for Aero\* 3D-desktop, Windows Vista's\* latest graphics interface, with the Intel® PM/GM965 Express chipset. You can also reduce boot time and speed up resume from hibernation with optional Intel® Turbo Memory running Windows Vista\*.<sup>8</sup>

## Expanded Wireless Connectivity

### The better your employees communicate, the better your business can compete.

Empower your mobile workers to interact more effectively and efficiently with secure, flexible, expanded wireless connectivity options delivered by Intel® Centrino® Pro processor technology-based notebooks.\*

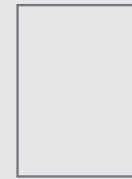
### Faster, broader, better.

With Intel® Centrino® Pro processor technology, with the new Intel® Next-Gen Wireless-N technology on a wireless n network, get up to 5x better wireless performance and up to 2x greater range.<sup>9,10</sup>

### Connect with confidence with Intel® Centrino® Pro processor technology.

Experience seamless wireless connectivity along with peace of mind, knowing your notebooks support the latest wireless security standards, including the new Intel® Next-Gen Wireless-N technology on a wireless n network, delivered in close collaboration with leading Wi-Fi vendors.<sup>9</sup>

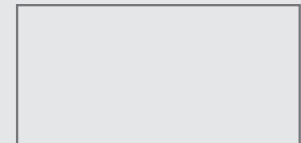
## Suggested Applications



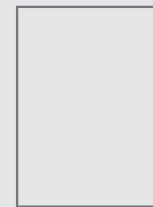
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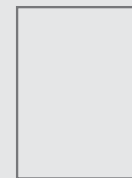
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# Intel® vPro™ Processor Technology

## High Level Copy

These are high level messages designed to attract attention, encapsulate Intel® vPro™ processor technology positioning, and entice customers to read or investigate further. Use them as headlines, sub-heads, headers on displays, on the covers of print collateral, or anytime you need an arresting introduction to more detailed copy points.

*Note: The following high level messages may be used for both enterprise and small business.*

### HEADLINES

### COPY FOR USE

**Intel's best technology for the business desktop. Intel® vPro™ processor technology with the new Intel® Core™2 Duo processor.**

**Manage. Protect. Better than ever. With Intel® vPro™ processor technology.**

**Smart, powerful, proactive, efficient. Intel® vPro™ processor technology is built for the way you want to do business.**

**Free yourself for bigger things. Let Intel® vPro™ processor technology manage the mundane.**

## Suggested Applications



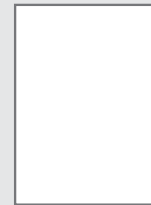
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# Intel® vPro™ Processor Technology

## Benefits Overview Copy

This copy allows you to introduce Intel® vPro™ processor technology benefits in succinct summary messages. These messages may be used alone on higher level communications, but are more compelling when supported by detailed proof points that paint a more complete picture of the usage scenarios you are promoting.

### BENEFITS



#### UMBRELLA Copy for use

##### Play to your strengths.

Strong businesses need a strong IT foundation. Build yours on proactive security, enhanced maintenance, and better-than-ever manageability, with PCs based on Intel® vPro™ processor technology.

##### Choose more secure, manageable desktops.

Intel® vPro™ processor technology-based PCs deliver advanced hardware-based features that enable improved security, maintenance, and manageability, along with exceptional performance and energy efficiency.

##### Power Windows Vista\* with the right engine.

Step up to top-of-the-line Intel® vPro™ processor technology-based business desktops. The Intel® Core™2 Duo processor gives you the power you need to take advantage of Vista's exciting new features.

##### Power your users want, safety your business needs.

Be the one who delivers it, with the dual-core performance and hardware-enhanced security of Intel® vPro™ processor technology.

##### Remote manageability and security taken to a whole new level.

Imagine how efficient you'll be with the ability to identify, repair, and protect your systems even when they're powered off—with Intel® vPro™ processor technology.<sup>1</sup>

##### Built-in management and security—in a top-of-the-line business desktop.

Address your challenges, with new technologies that help you manage better across your network and provide extra protection against security threats, while reducing operating costs and work disruptions. Intel® vPro processor technology does it all.

#### FOR SMALL BUSINESS Copy for use

##### Play to your strengths.

Businesses of all sizes need a strong IT foundation. Build yours on proactive security, easier maintenance, and better-than-ever manageability, with PCs based on Intel® vPro™ processor technology.

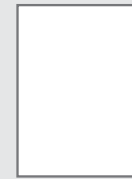
##### Choose more secure, manageable desktops.

Intel® vPro™ processor technology-based PCs deliver hardware-based technologies and advanced features that enable improved security, maintenance, and manageability, along with exceptional performance and energy efficiency.

##### Power Windows Vista\* with the right engine.

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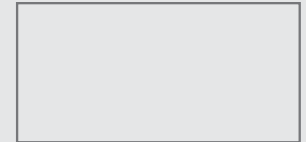
### Suggested Applications



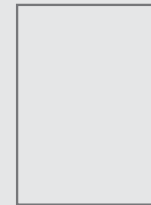
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# Intel® vPro™ Processor Technology

## Detailed Support Copy

This copy provides details that back up the benefits-oriented overview copy. Use these messages in longer form communications, such as brochures and Web copy to further describe and explain how Intel® vPro™ technology makes the benefits and usage models possible.

### DETAILED COPY

## Proactive security

### Improve business continuity with hardware-enhanced security.

With Intel® vPro™ processor technology in your business's PCs, you can be more proactive about security, helping to keep your business safe.

### Protect your network, your data—and your productivity.

Reduce risk with remotely deployed patches, even to systems that are off or down.<sup>1</sup> Guard against intrusion and malicious software attacks by continuously inspecting network traffic. And if a desktop becomes infected, isolate it from the network before it can infect other PCs. Do all of this and more with the unique security technologies of Intel® vPro™ processor technology.

### Put a new tool in your anti-virus toolbox.

Give yourself a fighting chance against an entire class of viruses and worms that use buffer overflow attacks. When your PCs are powered by Intel® vPro™ processor technology featuring the Intel® Core™2 Duo processor, you'll get the hardware-enhanced protection of Execute Disable Bit to keep business up and running.<sup>2</sup>

#### ALTERNATE:

### New weapons in the anti-virus war.

Give yourself a fighting chance against an entire class of viruses and worms that use buffer overflow attacks. When your PCs are powered by Intel® vPro™ processor technology featuring the Intel® Core™2 Duo processor, you'll get the hardware-enhanced protection of Execute Disable Bit to keep business up and running.<sup>2</sup>

## Built-in manageability

### Time is money—save both.

Reduce costly, time-consuming desk-side visits with the ability to remotely diagnose and repair your desktop clients, even if they are off or down. Perform efficient remote hardware and software asset inventories regardless of PC state. Intel® vPro™ processor technology makes it possible.<sup>1</sup>

### Manage deployment costs.

Intel® vPro™ processor technology-based desktops offer all the benefits of the Intel® Stable Image Platform Program, to help you effectively plan and manage replacement cycles and reduce the number of deployed client configurations.<sup>3</sup>

## Energy efficient performance

### Step up to Intel's best technology for business desktops.

Intel® vPro™ processor technology with the new Intel® Core™2 Duo processor inside delivers uncompromised dual-core performance when running multiple applications. Increased energy efficiency enables lower power costs, quieter operation, and it's designed to run 64-bit operating systems and applications.<sup>4</sup>

### An excellent foundation for Windows Vista\*—Intel® vPro® processor technology.

Power additional Windows Vista\* background security features like Microsoft Defender\*, while still getting great performance. And experience improved graphics performance and support for Aero\* 3D-desktop, Windows Vista's\* latest graphics interface, with the Intel® PM/GM965 Express chipset.

### Ready for the next generation business experience? Intel® vPro™ processor technology is.

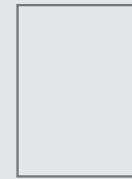
Microsoft Office 2007\* and Windows Vista\* capable, it includes support for 64-bit applications and the software of tomorrow.<sup>4</sup> Meanwhile, it runs existing 32-bit applications with increased performance.

### When your business needs to respond, your PCs will be responsive.

Powered by Intel® dual-core processing, Intel® vPro™ processor technology delivers improved performance for today's multitasking environment. Run multiple applications and get more done faster, even with security and management tasks running in the background. And do it all with cost-efficient, reduced power consumption.

### COPY FOR USE

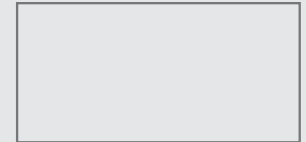
## Suggested Applications



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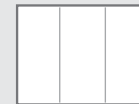
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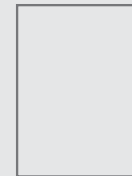
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# Intel® vPro™ Processor Technology

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### DETAILED COPY — FOR SMALL BUSINESS

### COPY FOR USE

#### Proactive security

##### Built for the way your work.

Stay productive while protecting your business. PCs powered by Intel® vPro™ processor technology let you run virus scan and anti-spyware applications in the background, while continuing to deliver great performance for the programs you're working with.

##### Put a new tool in your anti-virus toolbox.

Give yourself a fighting chance against common types of malicious software attacks. When your PCs are powered by Intel® vPro™ processor technology featuring the Intel® Core™2 Duo processor, you'll get the built-in, hardware-assisted protection of Execute Disable Bit to keep your business running.<sup>2</sup>

##### The peace of mind that comes with protection.

PCs powered by Intel® vPro™ processor technology give you the option of a reserve hard drive that continuously copies your data while you work.<sup>5</sup>

#### Next-generation performance

##### Be ready for what's new today and what's coming tomorrow.

Give your company the advantages of Intel's best technology for the business desktop, with PCs powered by the new Intel® vPro™ processor technology. Exceptional performance with improved energy efficiency provides a great foundation for Windows Vista\* and Microsoft Office\* 2007 and you'll be all set to run 64-bit operating systems and applications.<sup>4</sup>

##### Reinventing performance—again.

Put the power of dual-core and so much more to work in your PCs. The new Intel® vPro™ processor technology delivers uncompromised performance when multitasking with multiple programs. And with support for Windows Vista's\* graphics interface Aero\* 3D-desktop, you'll experience better graphics performance than ever.

##### When your business needs to respond, your PCs will be responsive.

Powered by Intel® dual-core processing, Intel® vPro™ processor technology delivers exceptional performance for today's multitasking environment. Run multiple applications and get more done faster, even with security and management tasks running in the background. And do it all with cost-efficient, reduced power consumption.

#### Built-in manageability

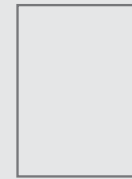
##### Standard implementation to a higher standard.

Strong industry collaboration means Intel® vPro™ processor technology features are supported by today's popular management solutions. So you can take full advantage of your PC's advanced capabilities without worrying about business software compatibility.

##### IT management made easier.

With Intel® vPro™ processor technology, you can maintain your PCs more securely in-house, or more easily turn them over to remote support by an IT managed service provider.<sup>1</sup> Either way, you can improve system uptime and reduce overall support costs.

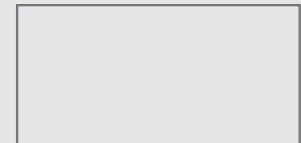
## Suggested Applications



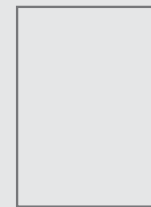
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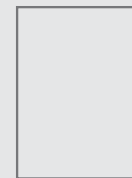
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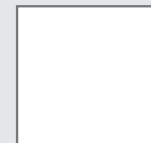
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# Joint Messaging for Intel® Centrino® Pro and vPro™ Technology

## High Level Copy

These are high level messages designed to attract attention, encapsulate Intel® Centrino® Pro and Intel® vPro™ processor technology joint positioning, and entice customers to read or investigate further. Use them as headlines, sub-heads, headers on displays, on the covers of print collateral, or anytime you need an arresting introduction to more detailed copy points.

### HEADLINES

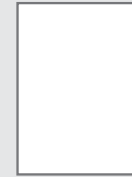
### COPY FOR USE

**Intel's best technology for business. Intel® Centrino® Pro and Intel® vPro™ processor technology.**

**Protect. Manage. Better than ever. With Intel® Centrino® Pro and Intel® vPro™ processor technology.**

**Smart, powerful, proactive, efficient. Intel® Centrino® Pro and Intel® vPro™ processor technology.**

## Suggested Applications



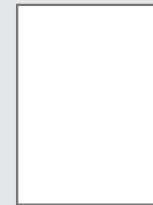
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Events / Banner



Poster



Brochures



Guide



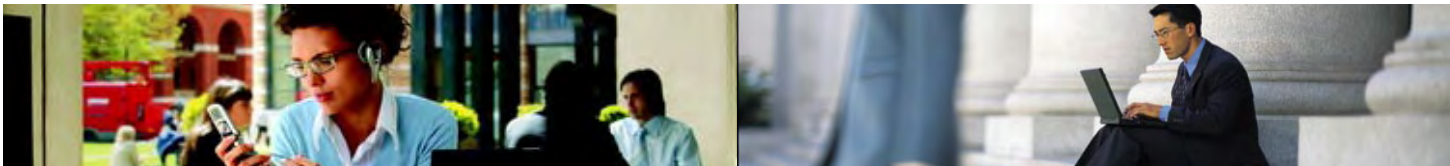
Web

# Joint Messaging for Intel® Centrino® Pro and vPro™ Technology

## Benefits Overview Copy

This copy allows you to introduce joint Intel® vPro™ and Intel® Centrino® Pro processor technology benefits in succinct summary messages. These messages may be used alone on higher level communications, but are more compelling when supported by detailed proof points that paint a more complete picture of the usage scenarios you are promoting.

### BENEFITS



#### UMBRELLA

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#### Performance your users want, safety your business needs.

Be the one who delivers it through the hardware-enhanced security and dual-core performance of Intel® vPro™ and Intel® Centrino® Pro processor technology.

#### Choose more secure, manageable notebooks and desktops.

Intel® vPro™ and Intel® Centrino® Pro processor technology deliver unique hardware-enhanced features for improved security, manageability, exceptional performance, and energy-saving features.

#### Time is money—save both.

Reduce costly, time-consuming desk-side visits with the ability to remotely diagnose and repair PCs, even if they are off or down. Perform remote hardware and software asset inventories regardless of PC state. Intel® Centrino® Pro and Intel® vPro™ processor technology make it possible.<sup>1</sup>

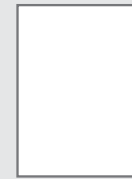
### FOR SMALL BUSINESS

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#### Play to your strengths.

Businesses of all sizes need a strong IT foundation. Make sure yours is built on proactive security, easier maintenance, and unrivaled performance, with PCs based on Intel® vPro™ and Intel® Centrino® Pro processor technology.

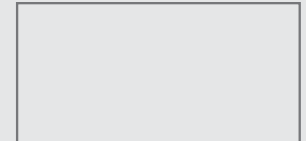
## Suggested Applications



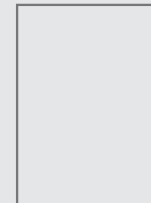
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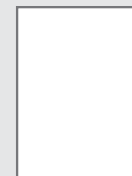
Events / Banner



Poster



Brochures



Guide



Web

# Joint Messaging for Intel® Centrino® Pro and vPro™ Technology

## Detailed Support Copy

This copy provides details that back up the benefits-oriented overview copy. Use these messages in longer form communications, such as brochures and Web copy to further describe and explain how Intel® vPro™ and Intel® Centrino® Pro processor technology make the benefits and usage models possible.

### DETAILED COPY

#### Proactive security

##### Protect your network, your data—and your productivity.

Reduce risk with remotely deployed patches, even to systems that are off or down.<sup>1</sup> Guard against intrusion and malicious software attacks by continuously inspecting network traffic. And if a PC becomes infected, isolate it from the network before it can infect others. Do all of this and more with the unique hardware-enhanced security capabilities of Intel® vPro™ and Intel® Centrino® Pro processor technology.

##### Put a new tool in your anti-virus toolbox.

Give yourself a fighting chance against an entire class of viruses and worms that use buffer overflow attacks. When your PCs have Intel® Centrino® Pro or Intel® vPro™ processor technology inside, you'll get the hardware-enhanced protection of Execute Disable Bit to keep business up and running.<sup>2</sup>

#### Built-in manageability

##### Manage deployment costs.

Intel® vPro™ and Intel® Centrino® Pro processor technology-based PCs offer all the benefits of the Intel® Stable Image Platform Program, to help you effectively plan and manage replacement cycles and reduce the number of deployed client configurations.<sup>3</sup>

##### “Lights on” PC management.

Imagine turning the lights back on your management console remotely. Intel® vPro™ and Intel® Centrino® Pro processor technology deliver advanced hardware-based features that enables IT to manage PCs remotely, even when the system is off or down.<sup>1</sup>

##### It's 8 am. Do you know where your PCs are?

With the unique benefits of built-in manageability with Intel® vPro™ and Intel® Centrino® Pro processor technology, you're better able to take inventory and manage your PCs remotely - whatever time it is, with fewer desk side visits.<sup>1</sup>

### COPY FOR USE

#### Energy efficient performance

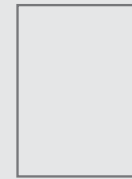
##### When your business needs to respond, your PCs will be responsive.

Powered by Intel® dual-core processing, Intel® vPro™ and Intel® Centrino® Pro processor technology deliver improved performance with support for 64-bit applications and the software of tomorrow.<sup>4</sup> Run multiple applications faster, even with security and management tasks running in the background and do it all with exceptional performance and unique energy-saving features.

##### Ready for the next generation Windows Vista\* experience?

Intel® vPro™ and Intel® Centrino® Pro processor technology are Microsoft Office 2007\* and Windows Vista\* capable and have exceptional performance to power the Aero\* 3D-desktop graphic interface.<sup>5</sup>

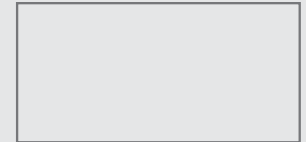
## Suggested Applications



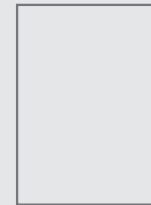
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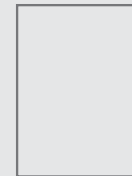
Events / Banner



Poster



Brochures



Guide



Web

# Joint Messaging for Intel® Centrino® Pro and vPro™ Technology

## Detailed Support Copy (cont.)

This copy provides details that back up the benefits-oriented overview copy. Use these messages in longer form communications, such as brochures and Web copy to further describe and explain how Intel® vPro™ and Intel® Centrino® Pro processor technology make the benefits and usage models possible.

DETAILED COPY — FOR SMALL BUSINESS

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### Proactive security

#### Stay productive while protecting your business.

PCs powered by Intel® Centrino® Pro and Intel® vPro™ processor technology let you run virus scan and anti-spyware applications in the background, while continuing to deliver great performance for the programs you have today.

### Next-generation performance

#### Be ready for what's new today and what's coming tomorrow.

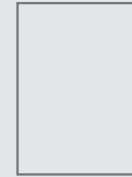
Give your company the advantages of Intel's best technologies for business, with PCs powered by new Intel® vPro™ and Intel® Centrino® Pro processor technology. Exceptional performance with unique power saving features provide a great foundation for Windows Vista\* and Microsoft Office\* 2007 and you'll be all set to run current and upcoming 64-bit operating systems and applications.<sup>4</sup>

### Built-in manageability

#### IT management made easier.

With Intel® vPro™ and Intel® Centrino® Pro processor technology, you can maintain your PCs more securely in-house, or more easily turn them over to remote support by an IT managed service provider.<sup>1</sup> Either way, you can improve system uptime and reduce overall support costs.

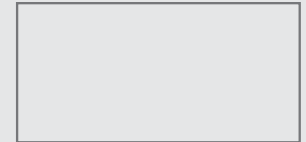
## Suggested Applications



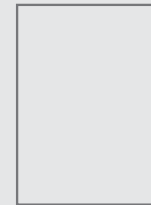
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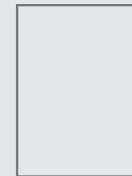
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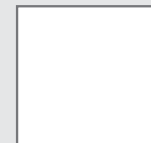
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# Disclaimers

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### Intel® Centrino® Pro Processor Technology

\* System performance, battery life, high-definition quality, video playback and functionality, and wireless performance and functionality will vary depending on your specific operating system, hardware, chipset, connection rate, site conditions, and software configurations. References to enhanced performance including wireless as measured by SYSmark\* 2004 SE, PCMark\*05, 3DMark\*06, SPEC\* CPU2006\* and Adjacent Channel Interference (ACI)\* refer to comparisons with previous generation Intel® technologies. References to improved battery life as measured by MobileMark\* 2007, if applicable, refer to previous generation Intel technology. Wireless connectivity and some features may require you to purchase additional software, services or external hardware. Availability of public wireless LAN access points is limited, wireless functionality may vary by country and some hotspots may not support Linux-based Intel Centrino processor technology systems. See <http://www.intel.com/products/centrino/index.htm> for more information. \*Other names and brands may be claimed as the property of their respective owners. SPEC, SPECint, SPECfp, SPECrate, SPECweb, SPECjbb are trademarks of the Standard Performance Evaluation Corporation. See: <http://www.spec.org> for more information on the benchmarks.

<sup>1</sup> Intel® Active Management Technology requires the platform to have an Intel® AMT-enabled chipset, network hardware and software, as well as connection with a power source and a corporate network connection. With regards to notebooks, Intel AMT may not be available or certain capabilities may be limited over a host OS-based VPN or when connecting wirelessly, on battery power, sleeping, hibernating or powered off. For more information, see <http://www.intel.com/technology/manage/iamt>.

<sup>2</sup> As measured by PCMark\*05 comparing latest generation Intel® Centrino® processor technology-based notebooks with a comparable frequency single core Intel® Centrino® processor technology-based notebook. Actual performance may vary. See <http://www.intel.com/performance/mobile/benchmarks.htm> for important additional information.

<sup>3</sup> Enabling Execute Disable Bit functionality requires a PC with a processor with Execute Disable Bit capability and a supporting operating system. Check with your PC manufacturer on whether your system delivers Execute Disable Bit functionality.

<sup>4</sup> Intel® Stable Image Platform Program (SIPP)  
Check with your PC vendor for availability of platforms that meet SIPP guidelines.

<sup>5</sup> 64-bit computing on Intel architecture requires a computer system with a processor, chipset, BIOS, operating system, device drivers and applications enabled for Intel® 64 architecture. Processors will not operate (including 32-bit operation) without an Intel® 64 architecture-enabled BIOS. Performance will vary depending on your hardware and software configurations. Consult with your system vendor for more information.

<sup>6</sup> As measured by SPEC\*CPU2006 comparing latest generation Intel® Core™2 Duo Processor T7700 & T7100 with a comparable frequency single core Intel® Pentium® M Processor. Actual performance may vary. See <http://www.intel.com/performance/mobile/benchmarks.htm> for important additional information.

<sup>7</sup> Graphics performance measured by 3DMark06. Performance compares preproduction hardware to prior generation Intel components.

<sup>8</sup> Measurements are based on customer reference boards and preproduction silicon. These boards are designed for engineering validation and not volume production. Performance and power tests and ratings are high-confidence measurements using specific computer systems and/or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance. Intel data has been gathered with the most current, pre-release versions of Microsoft Vista made available to Intel. It is possible that Intel® Turbo Memory testing done with future versions of Microsoft Vista may yield different results. Application load and runtime acceleration depends on number of applications being run and activity since that same application was last loaded. Intel testing with certain typical multi-application workload environments has shown 2x and better improvement.

<sup>9</sup> Requires Intel® Next-Gen Wireless N technology and Connect with Intel® Centrino® processor technology certified wireless n access point. Wireless n access points without the Connect with Intel® Centrino® technology processor identifier may require additional firmware for increased performance results. Check with your PC and access point manufacturer for details.

<sup>10</sup> Up to 2x greater range and up to 5x better performance with optional Intel® Next-Gen Wireless N technology enabled by 2x3 Draft N implementations with 2 spatial streams. Actual results may vary based on your specific hardware, connection rate, site conditions, and software configurations. See <http://www.intel.com/performance/mobile/index.htm> for more information. Also requires a Connect with Intel® Centrino® processor technology certified wireless n access point. Wireless n access points without the Connect with Intel® Centrino® processor technology identifier may require additional firmware for increased performance results. Check with your PC and access point manufacturer for details.

## Suggested Applications



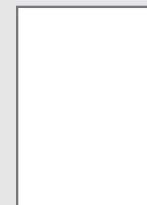
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<sup>1</sup> Wireless connectivity and some features may require you to purchase additional software, services or external hardware. References to enhanced wireless performance as measured by Adjacent Channel Interference (ACI)\*, refer to comparisons with previous generation Intel® technology. Availability of public wireless LAN access points is limited, wireless functionality may vary by country and some hotspots may not support Linux-based Intel® Centrino® processor technology systems. See <http://www.intel.com/products/centrino/index.htm> for more information. \*Other names and brands may be claimed as the property of their respective owners.

### Intel® vPro® Processor Technology

<sup>1</sup> Intel® Active Management Technology requires the platform to have an Intel® AMT-enabled chipset, network hardware and software, as well as connection with a power source and a corporate network connection. With regards to notebooks, Intel AMT may not be available or certain capabilities may be limited over a host OS-based VPN or when connecting wirelessly, on battery power, sleeping, hibernating or powered off. For more information, see <http://www.intel.com/technology/manage/iamt>.

<sup>2</sup> Enabling Execute Disable Bit functionality requires a PC with a processor with Execute Disable Bit capability and a supporting operating system. Check with your PC manufacturer on whether your system delivers Execute Disable Bit functionality.

<sup>3</sup> Intel® Stable Image Platform Program (SIPP). Check with your PC vendor for availability of platforms that meet SIPP guidelines.

<sup>4</sup> 64-bit computing on Intel architecture requires a computer system with a processor, chipset, BIOS, operating system, device drivers and applications enabled for Intel® 64 architecture. Processors will not operate (including 32-bit operation) without an Intel® 64 architecture-enabled BIOS. Performance will vary depending on your hardware and software configurations. Consult with your system vendor for more information.

<sup>5</sup> Intel® Matrix Storage Technology requires a motherboard with the Intel® 82801FR (ICH6R), Intel 82801GR (ICH7R), ICH8R or ICH8DO I/O Controller Hub System. The system must also have the RAID controller in the BIOS enabled and the Intel Matrix Storage Technology software driver installed. Please consult your system vendor for more information.

### Joint Messaging for Intel® vPro™ and Intel® Centrino® Pro Processor Technology

<sup>1</sup> Intel® Active Management Technology requires the platform to have an Intel® AMT-enabled chipset, network hardware and software, as well as connection with a power source and a corporate network connection. With regards to notebooks, Intel AMT may not be available or certain capabilities may be limited over a host OS-based VPN or when connecting wirelessly, on battery power, sleeping, hibernating or powered off. For more information, see <http://www.intel.com/technology/manage/iamt>.

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<sup>5</sup> Performance tests and ratings are measured using specific computer systems and/or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance. Buyers should consult other sources of information to evaluate the performance of systems or components they are considering purchasing. For more information on performance tests and on the performance of Intel products, visit <http://www.intel.com/performance/resources/index.htm>.

## Suggested Applications



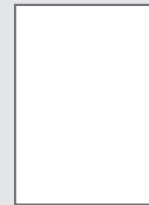
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