



intel<sup>®</sup> Leap ahead™

Prove it.

When it comes to Intel's premium brands,  
you really know your stuff.

Now you can prove it.



MOBILE  
TECHNOLOGY



## Start it.

Chances are, you're already building systems with Intel's premium brands. Why not tell the world and reap the benefits?

Did you know the Intel Channel Branding program enables you to position your systems competitively using premium Intel platform brand logo labels? If you are an active Intel® Product Dealer or Intel® Channel Partner Premier Member, you're eligible.

Intel platform brand logo labels don't come with your boxed products and this is the only way to get them unless you're an Intel Inside® program member. So read on to see just how easy it is—and how much you stand to gain.

## Work it.

### Grow.

Displaying Intel platform brand logo labels shows that your systems deliver the features and benefits of Intel's best technologies. Offering premium brands can bring you new business and higher margins. Your customers and your bottom line will thank you.

### Differentiate.

Make your mark as a business that offers top-of-the-line Intel technologies. Your customers know these labels represent more than just eye-catching stickers. Let your hardware speak for itself, while you focus the conversation on the value you add.

### Compete.

You work hard to build the latest branded systems. Why not make sure everyone—including your competition—knows it? Platform brand logo labels enable your customers to make "apples to apples" brand comparisons, and allow you to show them how your service and support make the difference.

### Brand.

Put the power of Intel platform brand logos to work for you. Recognized worldwide for delivering performance and reliability, the Intel name shows your customers you build the best. And once you complete the verification process, along with your logo labels, you'll receive special merchandising materials to help market your branded systems.



## Prove it.

**Take action—with three very quick, very smart steps.**

### 1. Train.

No, this isn't a multi-session course or even an afternoon class. If you know your stuff, you'll be done in 30 minutes. Complete the online training and pass the test.

### 2. Verify.

If you have a representative system built, another five minutes is all you need to get it verified. Download the tool, run the test, get the results. Do this for each Intel platform brand you want to be verified on.

### 3. Order.

Congratulations! You've come this far—the rest is even easier. Simply place your order for the Intel platform brand logo labels and in less than a week, you'll be proudly displaying them on your verified systems.



## Brand it.

**So what are you waiting for? Identify your business with these premium Intel platform brands today and see just where it can take your business. And by the time the next groundbreaking Intel platform brand launches, you'll be an old pro at the verification process.**



Put your customers in control of their entertainment with the latest digital home technology. The new Intel® Viiv™ technology enables new ways to share digital media, and a great digital entertainment experience, simplified.



Help your customers rev up their work or play with multitasking power. The Intel® Pentium® 4 Processor with HT Technology<sup>1</sup> delivers performance to get more done with the most demanding applications.



Feed your extra-power-hungry customers. The Intel® Pentium® 4 Processor with HT Technology<sup>1</sup> Extreme Edition lets them take gaming and multimedia to the ultimate, while handling large digital files and multitasking without overload.



Take your customers to the next level in personalized entertainment and business success with laptops featuring Intel's revolutionary dual-core mobile processor. Intel® Centrino® Duo mobile technology enables breakthrough mobile capabilities, improved battery life, and expanded wireless connectivity.\*

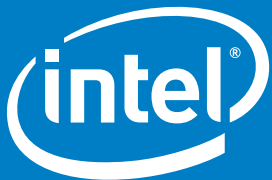


Deliver new mobile computing and communication capabilities with the latest Intel® Centrino® mobile technology. Give your customers laptops powered by Intel's next-generation mobile processor for enhanced mobile performance, improved battery life, and expanded wireless connectivity.\*



Give your customers the freedom and flexibility to live, work, and play on the go. For business or pleasure, Intel® Centrino® mobile technology enables outstanding mobile performance, great battery life, and the ability to stay connected wirelessly.\*

**Ready to prove yourself? Get started today at [intel.com/go/label](http://intel.com/go/label).**



[intel.com/go/label](http://intel.com/go/label)

1 Hyper-Threading Technology requires a computer system with an Intel® Pentium® 4 processor supporting Hyper-Threading Technology and an HT Technology enabled chipset, BIOS and operating system. Performance will vary depending on the specific hardware and software you use. See <http://www.intel.com/info/hyperthreading/> for more information including details on which processors support HT Technology.

+ System performance, battery life, high-definition quality and functionality, and wireless performance and functionality will vary depending on your specific operating system, hardware and software configurations. References to enhanced performance as measured by SysMark\* 2004, PCMark\* 2005 and 3DMark\* 2005 refer to comparisons with previous generation Intel® Centrino® mobile technology platforms. References to improved battery life as measured by MobileMark\* 2005, if applicable, refer to previous generation Intel Centrino mobile technology

platforms. 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 mobile technology systems. See [http://www.intel.com/products/centrino/more\\_info](http://www.intel.com/products/centrino/more_info) for more information.

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0106/BDS/KLI/XXX/XX Order number: 308958-002