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Press Release

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CeBIT 2008: Intel celebrates its 40th birthday with a trailblazing processor technology and a new concept stand

At CeBIT 2008 Intel celebrates its fortieth-anniversary by focussing on innovation in mobility, energy efficiency, client management and high-performance computing.

Feldkirchen, February 11, 2008 - At CeBIT 2008 (Hannover, March 4 - 9), under the banner "IT starts with the chip," Intel will present a comprehensive range of 45-nm products. CeBIT's visitors will be able to satisfy their curiosity about Intel's new chips, which significantly enhance performance while simultaneously improving energy efficiency. Intel's leading-edge processor technology enables the development of a new category of pocket-size mobile Internet devices as well as, inspiring new usage models for IT in healthcare and supporting a range of high-performance computing solutions. Exciting examples of all this and more will be displayed at Intel's stand (Pavilion P33). Intel's stand and program at CeBIT this year have been reset to mirror the fair's new approach to delivering content tailored to specific audiences: from Tuesday to Friday, Pavilion P33 will highlight business themes such as *IT and Health* and *The Efficient Computer Center*, over the weekend, the stand will transform into a consumer arena where numerous activities and events from Formula 1 racing and gaming will take place.

More than 40 Years of Moore's Law

Intel's presence at CeBIT 2008 celebrates the company's long and successful 40-year history and reveals revolutionary perspectives on future technologies. Above all, this means that Moore's Law has been active for the past four decades: Moore's

Law predicts that the density of transistors on processors will double every two years, which means that computing power takes another big leap forward every 24 months. Last year, Intel's new 45nm Hafnium-Based High-k Metal formula brought the greatest change to the semiconductor industry in more than four decades. This new processor technology increases switching speeds by up to 20 percent while simultaneously consuming 30 percent less switching current. It's thus no coincidence that "Efficiency and Performance" are two central themes for Intel's presence at CeBIT this year.

Live at Intel's Stand

Everything at Intel's Pavilion P33 revolves around four core themes: *Mobility*, *Energy Efficiency*, *Client Management* and *High-Performance Computing*. Visitors in the Mobility area will be introduced to mobile and ultra-mobile devices, as well as to Harman-Becker's newest computer technology for automobiles, which is based on the same mobile processor technology. Visitors to the Energy Efficiency Workshop can witness the improved energy efficiency of desktop and notebook PCs, enabling users to reduce energy consumption and extend the lifespan of the rechargeable batteries in their computers. The Client Management segment will clearly demonstrate how Intel® vPro™ processor technology enables efficient central management for both desktop and notebook PCs with enhanced ease and security. Visitors to the High-Performance area can witness first-hand the ultra-high performance that processors can now deliver; for those interested there will be special live demos of complex computational flow.

Silicon everywhere – a computer center with utmost performance and solar energy

Directly in front of Pavilion P33, Intel and Sun Microsystems will together present the "Blackbox," a computer center inside a standard container. The ecological electrical current for this center will be collaboratively supplied by three businesses from Thuringia: ersol Solar Energy AG (a manufacturer of solar cells), GSS Gebäude-Solarsysteme GmbH (a maker of photovoltaic modules and installations) and Altec GmbH. Visitors can acquire in-depth knowledge about this futuristic mobile computer center, which is equipped with Intel-based hardware.

Intel's Partners and Its On-stage Program

Together with renowned exhibiting partners, Intel will present in Pavilion P33 a large number of innovations based on Intel® technology. Fujitsu Siemens Computers, IBM, Maxdata, NEC, Panasonic, SUN Microsystems, Symantec and T-Systems will be onsite during the Business Days (March 4 – 7); Bitdefender, Dell, Maxdata, Nvidia, Medion and the ESL (Electronic Sports League) will be represented during the Consumer Weekend (March 8 – 9). Furthermore, an attractive on-stage

program will take place throughout the entire duration of the trade fair. Details about this will be made accessible in mid February at www.intel.de/CeBIT.

CeBIT Weekend: Formula 1 and Gaming

The consumer-themed weekend will feature special highlights for racing and gaming fans. For example, the final of the Intel® Racing Tour will take place in Pavilion P33 on Sunday, March 9, from 2 to 3 pm, when Intel will welcome a racecar driver from BMW Motorsport, who will award the winner with the grand prize: a BMW Z4 M coupe. Additionally, throughout the weekend, gaming fans will be welcome to watch world tour's final of the Intel® Extreme Masters 2. The winners will be awarded with 285,000 U.S. dollars in prize money, to be announced on Sunday, March 9.

Further information and details about all Intel events at CeBIT will be available starting in mid February 2008 at www.intel.de/CeBIT.

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