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Media Alert

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Intel at CeBIT 2008 in Pavilion P33

Feldkirchen, February 04. 2008 - Again this year Intel would like to welcome you at CeBIT show in Hanover. Under the motto "IT starts with the Chip" core topics are performance and efficiency. Intel is exhibiting its comprehensive range of 45nm products and provides latest information and updates on the development of pocket-sized, mobile Internet devices based on the new UMPC platform and ultra high performance solutions. Moreover thrilling examples for car IT solutions and IT in the health care sector will be on display. Tuesday through Friday Pavilion P33 will be dedicated to business topics such as *IT and Health Care* or *Efficient Data Centers*, at weekend the pavilion will change into a consumer area with numerous Formula 1 and gaming activities and events taking place like the final of the Intel® Racing Tour and the final of the World Tour of the Intel® Extreme Masters 2.

Intel at CeBIT 2008: Pavilion P33

Business Days: Tuesday, March 04. to Friday, March 07.

Consumer/Gaming Days: Saturday, March 08 to Sunday, March 09

Intel Press Conference

IT starts with the Chip

When: Tuesday, March 04 2008, 09.00 – 10.00 am
Where: Hall 3B, Convention Center
What: Christian Morales, *Vice President und General Manager, Intel EMEA*, presents news, details and updates on Intel's 45nm products for server, desktop and mobile/ultra mobile. Moreover car IT will be one of the key topics.
Biography of Christian Morales:
<http://www.intel.com/pressroom/kits/bios/morales.htm>

Further Intel Press Events at CeBIT 2008

Intel Booth Tour

When: Monday, March 03 2008, 4.00 – 5.00 pm
Where: Pavilion P33
What: Mike H. Cato, *Manager Corporate Communications, Intel GmbH*
Booth tour; highlights and partner solutions

Intel Mobile & Ultra Mobile Briefing – Mobile and Ultra Mobile Technologies

When: Thursday, March 06 2008, 10.00 – 11.00 am
Where: Hall 17, Convention Center
What: Karen Regis, *Marketing Director Mobile Platform Group*
Pankaj Kedia, *Director Global Ecosystem Ultra Mobility Group*
Current and coming notebook technologies, recent MID developments

Intel Digital Enterprise & Desktop Briefing

When: Thursday, March 06 2008, 11.30 am – 12.30 pm
Where: Hall 17, Convention Center
What: Steve Peterson, *Director Chipset and Graphics Marketing*
Zane Ball, *Director of Microprocessor Product Marketing*
Shannon Poulin, *Enterprise Marketing Director Server Platforms Marketing Group*
News and updates on the latest 45 nm desktop and server processors and the corresponding Chipsets

Intel Digital Health Briefing

When: Thursday, March 06 2008, 1.00 – 2.00 pm
Where: Hall 17, Convention Center
What: Christian Ganz, *Manager Digital Health*
Update on advanced IT in the health care environment

Gaming and Formula 1 in Pavilion P33

Final Intel Racing Tour

When: Sunday, March 09 2008, 2.00 – 3.00 pm

Where: Pavilion P33

What: Guest: Driver BMW Motorsport; Winner star prize: BMW Z4 M Coupé

Final Extreme Masters World Tour

When: Saturday, March 08 – Sunday, March 09 2008

Where: Pavilion P33

What: Total prize money: 285.000 US-Dollar

Intel stage program in Pavilion P33

Throughout the show an attractive stage program will take place in Pavilion P33, containing presentations, discussions and shows. Focussed topics are *IT and Health, Efficient Data Center, Car IT and Mobility*. For details please go to www.intel.de/CeBIT (from mid February).

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