

Intel® Compute Stick



Presented by Intel and The Channel Company

Moderated by: Peter Krass, Editor, Business Compute Forum

Guest Speakers:

David Bradshaw, Products & Solution Marketing, Intel Corporation

Alan Clampett, Technical Marketing Engineer, Intel Corporation

Brian Burkett, COO, Insight Technologies

Introducing Compute Stick

The newest addition to the desktop form factor landscape



Compute Stick

Pocketable, Entry Compute, Any screen, Smart



Enthusiast Tower
Gaming, Content
Creation, Configurable



Mainstream Tower
Price Performance,
Flexible



AIO
Stylish, Great display, High
performance



Portable AIO
Full PC, Giant tablet,
Portable TV



Mini PC
Small & powerful, fits
anywhere



The Intel® Compute Stick just got better-2 new SKUs!

Falls City

(STCK1A32WFC and STCK1A8LFC)

- First generation
- Intel® Atom Quad-Core Processor Z3735F
- IEEE 802.11 b/g/n and Bluetooth* 4.0
- 1 USB 2.0 port
- Choose Windows® 10 or Ubuntu 14.04* LTS SKU

Now!



Good

Sterling City

(STK1AW32SC and STK1A32SC)

What's new:

- **Better performance** with newer processor: Quad-Core Intel® Atom™ x5-Z8300
- **Better Wireless:** Intel® Dual Band Wireless-AC 7265 and Bluetooth* 4.0
- **More ports:** 1 USB 3.0 and 1 USB 2.0 port
- **Better graphics:** 8th Gen Intel® HD Graphics
- Choose Windows® 10, 32 bit or no OS SKUs

What's the same as first gen:

- 32GB eMMC storage
- 2 GB RAM

Now!



Better

Cedar City

(STK2m3W64CC and STK2m364CC)

What's new:

- **Even more power:** 6th Gen Intel® Core™ m3-6Y30 processor
- **More ports:** 1 USB 3.0 on device and 2 USB 3.0 on power adaptor
- **Better Wireless:** Intel® Dual Band Wireless – AC 8260 and Bluetooth* 4.2
- **More storage:** 64 GB eMMC
- **More memory:** 4 GB RAM
- **4K graphics:** Support for 4K displays
- Choose Windows® 10, 64 bit SKU or no OS SKU

What's the same:

- Unified ID

Feb16

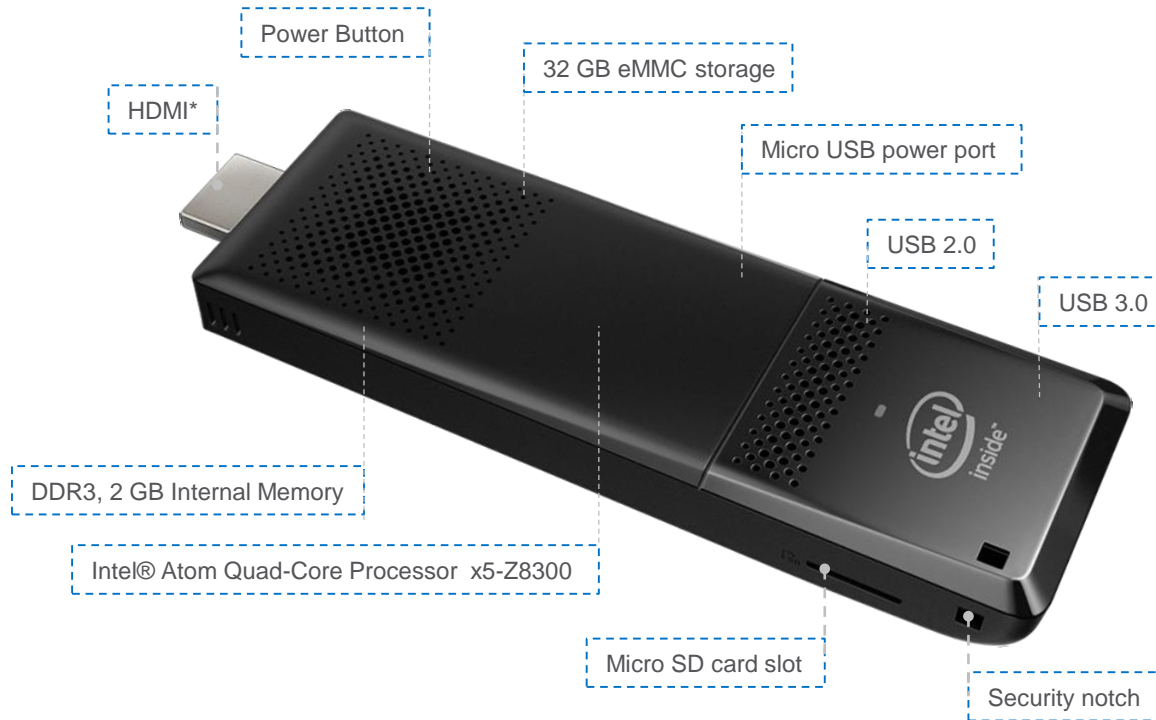


Best

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



Delivers full-size performance, reliability, and ease of use that lets you work and play when and how you want.



In the Box



Intel® Compute Stick



HDMI* extension cable



STK1AW32SCR	US	EU	UK		
STK1AW32SC	US	EU	UK	AUS	
STK1AW32SCL	ARG	KOR	IND	BRA	CHN

Power adapter



A New & Growing Market

- ✓ Compute Stick shipments to exceed **5 million units** by 2021
- ✓ Compound annual growth rate (CAGR) from 2015 to 2021 of **49%**
- ✓ New form factor **attractive to users** as laptop sales lag, 2-in-1 devices get more costly
- ✓ Still needed: Ecosystem articulation of best-fit scenarios for potential buyers – which applications add the **most value**?

FORECAST & ANALYSIS: ABI Research, Jan. 2016



Market Opportunity: Channel Partners Like the Compute Stick

50% - now either use the Compute Stick or recommend it to customers

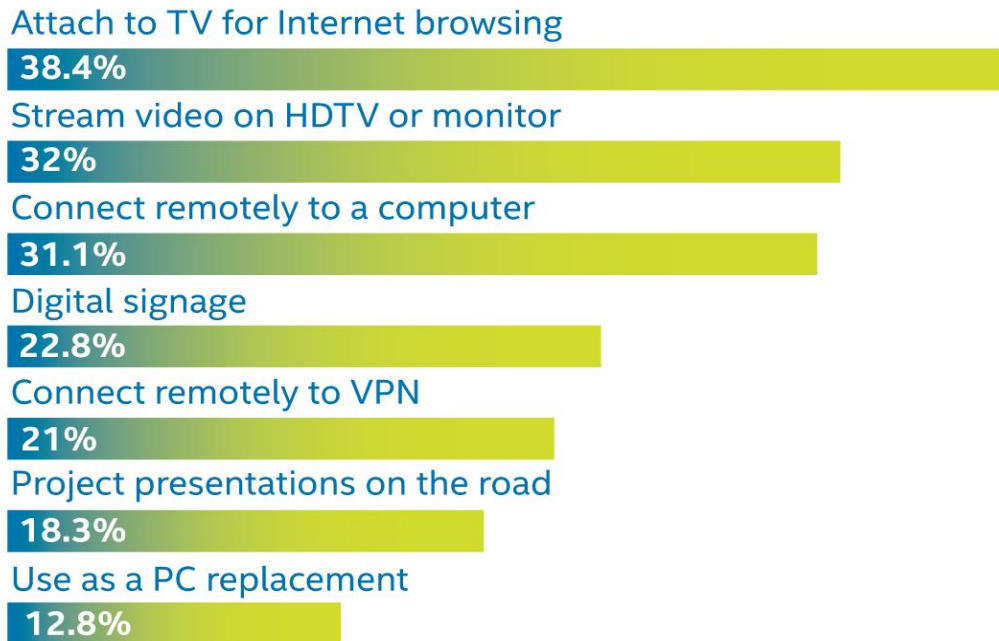
86% - would consider using the Compute Stick or recommending it to customers

80% - believe the Compute Stick would benefit their customers

DATA: The Channel Co. survey of channel partners, 2015



How Channel Partners are Using the Compute Stick



DATA: The Channel Co. survey of channel partners, 2015



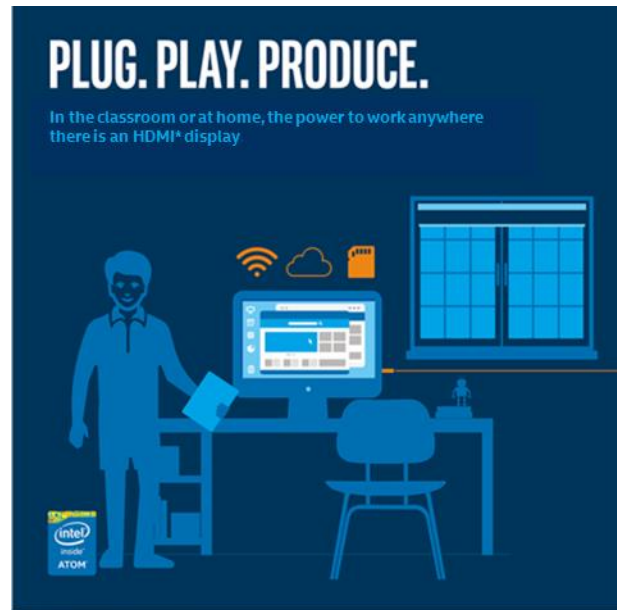
Usage Models for Consumers

Home Entertainment



- ✓ Transform your TV with an HDMI port into a full computer
- ✓ Local data when you need it
- ✓ Cloud access made simple with built in WiFi
- ✓ Ready-to-go-out-of-the-box

On the go Productivity



A New Generation of Computing that Transforms your Display



Extended Usage Models

Thin Client



- ✓ Instant connection with built in 802.1b/g/n
- ✓ Flexible OS options: Windows 10 or Ubuntu Linux
- ✓ Low power for high energy computing
- ✓ No wires with Bluetooth 4.0

Digital Signage



Versatile usages for diverse environments



Vertical Market Opportunities

Deliver Customer Focused Solutions



SMB



Education



Manufacturing



Retail



Healthcare

Performance
Conference Rooms

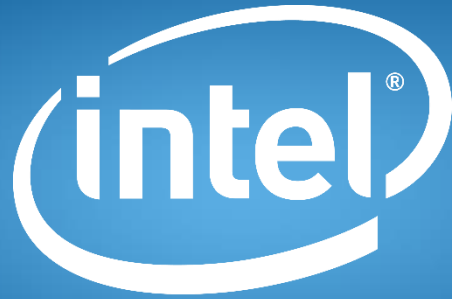
Space Saving Design
Cost Optimized

Scalable Performance
Fanless designs

Point of Sale
Intelligent Vending

Scalable Performance
(reception area to
medical staff)





experience
what's inside™