

Ultra responsive. Ultra sleek. Built for business.

Ultrabook™ Inspired by Intel.

Ultrabook™ is a new category of personal computer that combines performance, responsiveness and style for a consistent, best-in-class experience

WHAT IS A BUSINESS ULTRABOOK™?

Un-managed IT

Intel® Core™ Processor with Intel® Small Business Advantage¹

- Automated data backups²
- Automate essential IT tasks³
- Monitor critical security software³

Managed IT

3rd Gen Intel® Core™ VPro™ Processor

- Built-in security and manageability⁶
- Remotely manage, repair and secure PCs even if powered down or OS inoperable⁶
- Reduce repair times, increase system availability^{6,9}

Portable^{4,5}



1" inch thick



5-8 Hrs.



~3.3 lbs.

Responsive



Resumes from hibernate in less than 7 seconds¹⁶

Powerful



Business class OS and productivity suite

Built-in Security



Identity Protection



Theft Protection

Branded Channel Opportunity

Grow With The Market

43%



of mobile shipments will be Ultrabook™ by 2015⁸ — sell into Intel's largest campaign since Centrino™

Increase Average System Price



Driven by Ultrabook™ growth, share of \$700+ notebooks jumped to 14% in 2011⁸

Create New Revenue Streams



Extend the Ultrabook™ experience with bundles and services

Improve service efficiencies



Intel® vPro™ Technology remote capabilities reduce repair times⁹

How to Engage Customers

- Expect a compelling experience—Every Ultrabook™ meets strict requirements. Other "thin" systems may have similar features but no guarantee of having all the features of an Ultrabook™.
- How would working remotely feel with an Ultrabook™?
- Tired of waiting for systems to start? Ultrabook™ resume from hibernate in < 7 sec.¹⁶
- Are you concerned about data loss and identity protection? Built-in security locks down data if the system is lost and helps protect on-line identity^{11,12}.
- Looking for improved service efficiency and system uptime? Ultrabooks™ with Intel® vPro™ Technology deliver^{6,9}.
- Tired of PC maintenance getting in the way of work? Ultrabooks™ with Intel® SBA can help¹.



Ultrabook™

Inspired by 



for business

Ultrabooks for business create multiple revenue opportunities for the branded channel



Higher Value Systems

Attribute	Recommend...	User Experience
Battery Life 	3rd generation Core processors use 20% less power ¹³	Stay mobile longer (up to 8 hours battery life)
Processor 	3rd gen Intel® Core™ i5 and i7 processors	Complete marketing multi-tasking ≥ 42% faster ¹⁴
Simplify IT	3rd gen Intel® Core™ processors featuring Intel® SBA	IT tasks are automated to occur after hours
Service Efficiency	3rd gen Intel® vPro™ processors	Reduce average time repair hardware issues up to 56%, Reduce average system downtime by up to 63% ⁹

Experience Enhancing Bundles

Attribute	Recommend...	User Experience
Responsiveness 	Upgrading to an Intel® Solid State Drives	Solid-State Drives move content faster than a traditional hard drive
Collaboration 	Intel® Wireless Display Technology bundled with a WiDi adaptor	Wirelessly stream any content from an Ultrabook to a big screen ¹⁵

Services Revenue

Attribute	Recommend...	User Experience
Data Security 	Intel® Anti-Theft Services ¹¹	Lock-down a missing Ultrabook™ from anywhere in the world
Remote services 	Intel® vPro™ Technology	Offer remote services improving system uptime, security and energy consumption ^{6,9}

- (SBA) Requires an Intel® Small Business Advantage enabled system and proper configuration. Availability of features will depend upon the setup and configuration by your PC manufacturer. Consult your system manufacturer. Visit <http://www.intel.com/content/www/us/en/small-business/small-business-collection.html>.
- (SBA/data backup) Requires an Intel® Small Business Advantage enabled system and proper configuration. Data Backup & Restore may be replaced by your PC manufacturer. Consult your system manufacturer.
- (Intel SBA/PC Health Center) Requires an Intel® Small Business Advantage enabled system and a third party security application pre-configured by your PC manufacturer as long as the PC is on. Certain maintenance tasks require internet access. For after-hours feature to work, the PC must be connected to AC power.

Ultrabook™ Technology Quick Reference

	Technology	What it Does	How it Helps
Managed IT	Intel® vPro™ Technology	Remotely manage and service systems even if they are powered down or the OS is inoperable. See exactly what the user sees even with the OS inoperable. ⁶	Reduces hardware and software repair times, improves system availability, deploy software patches faster ⁹
	Intel® SBA	Automates essential IT tasks and monitors health of security software ³	Saves time by moving disruptive IT tasks off-hours, adds a layer of protection to security software, reduces after-hours energy consumption.
Included In Every Ultrabook™	Intel® Rapid Start Technology	Go from deep-sleep mode to fully operational in less than 7 seconds (some Ultrabooks may use other technologies to meet this system requirement).	Ultimate system responsiveness and improved battery life
	3rd gen Intel® Core™ processors	Effortless multitasking and incredible performance.	Powerful computing
	Intel® Identity Protection Technology ¹²	Built-in random number generator and protected transaction display (3rd gen Core™ processors) works with trusted websites to help keep identity secure.	Online security
	Intel® Anti-Theft Technology ¹¹	This technology makes it possible for an activated theft service to disable an Ultrabook from anywhere in the world to keep data secure.	Data security
In Select Systems	Intel® Anti-Theft Service ¹¹	This data security service remotely disables a missing Ultrabook from anywhere in the world. Consult system manufacturer for details.	Data security
	Intel® Wireless Display Technology 2.0 ¹⁵	Wirelessly stream any content from your Ultrabook to a bigger display.	Wirelessly share content
	Intel® Smart Connect Technology ¹⁰	Automatically updates online content, even when your Ultrabook is asleep.	Content is always current

- This is not a complete list of Ultrabook baseline feature; visit Intel.com/reseller for a complete list.
- 18mm for systems with less than 14" screens. 21mm for systems with greater than 14" screens.
- Intel® vPro™ Technology is sophisticated and requires setup and configuration. Availability of features and results will depend upon the setup and configuration of your hardware, software, and IT environment. To learn more about the breadth of security features, visit <http://www.intel.com/technology/vpro>.
- (vPro) No computer system can provide absolute security under all conditions. Built-in security features available on select Intel® Core™ processors may require additional software, hardware, services and/or an Internet connection. Results may vary depending upon configuration. Consult your PC manufacturer for more details. For more information visit www.intel.com/technology/security
- NPD, June 28, 2012. Ultrabook Propels Growth in Higher Price Point Notebooks as Overall Market Struggles
- (vPro/MSP case studies) Results shown are from 2010/2011 Intel MSP Case Studies: Accell Technologies, Speros, Circle Computer Resources, IT Guru, MidAmerica Compute Corporation, Green Light Business Technology, Do IT Smarter, Sabio Information Technologies, STF Consulting, Alvarez Technology Group, outsourceIT, Nex-Tech, Alpheon, Base 2, Dempsey Bluevar. <http://mvp.intel.com>. Actual results may vary.
- (Smart Connect) Feature uses Preset Timer and Instant Internet. Intel® Smart Connect Technology is not available in all Ultrabook models. Consult PC manufacturer for availability.
- No system can provide absolute security under all conditions. Requires an enabled chipset, BIOS, firmware and software, and a subscription with a capable Service Provider. Consult your system manufacturer and Service Provider for availability and functionality. Service may not be available in all countries. Intel assumes no liability for lost or stolen data and/or systems or any other damages resulting therefrom. For more information, visit <http://www.intel.com/go/anti-theft>.
- (Identity Protection) No system can provide absolute security under all conditions. Requires an Intel® Identity Protection Technology-enabled system, including a 2nd or 3rd gen Intel® Core™ processor, enabled chipset, firmware, and software, and participating website. Consult your system manufacturer. Intel assumes no liability for lost or stolen data and/or systems or any resulting damages. For more information, visit <http://www.intel.com/content/www/us/en/architecture-and-technology/identity-protection/identity-protection-technology-general.html>.
- 3rd generation processor with new 3-D Tri-Gate Transistor and 22nm technology compared to standard voltage CPUs.
- 3rd generation Intel® Core™ i5-3320M (47/2C, up to 3.30 GHz, 3M Cache), Intel® HD Graphics 4000, 3rd generation Intel® Core™ i3-2350M (47/2C, 2.30 GHz, 3M Cache), Intel® HD Graphics 3000, Intel FFV5 notebook, with Mobile Intel® DH77KC Express Chipset, BIOS SL27510H.86A.0055.2011.1.230.1146, INF Intel® 9.2.0.1030, Graphics driver version 8.15.10.2696, Memory Samsung 4GB (2x2GB) DDR3 1600, Hard drive Hitachi® HTS725032A9A364 320GB 7200RPM, HDD driver Intel® 11.0.0.1006, Oper System: Windows® 7 64-Bit Build 7601, with SP1, Screen 15.5", resolution 1366x768. Marketing Multi-tasking - Creating a Training Document with Microsoft® Office® 2010, Adobe Photoshop Elements®, Adobe Premiere Elements®, Corel WinZip® 14, and Microsoft BitLocker*. The user is responsible for marketing in a small business. The business is opening a new location and needs to train its sales team and update the company website. In the scenario, the user has browsers open and is running Microsoft Outlook and Windows Live Messenger. In addition, the system has Microsoft BitLocker disk encryption enabled and Symantec Endpoint Protection installed. The user first uses WinZip to extract an encrypted file containing previously confidential documents and photos that are now ready for wider distribution. The user edits several photos using Adobe Ph to shop Elements and copies and inserts them into a Word document and PowerPoint presentation. He saves the presentation and converts the Word document to PDF format for publishing. The user then compiles an email to send the training material to the company sales team. In addition, the user edits a training video using Adobe Premiere Elements. Service not available in all areas from Intel.
- Requires an Intel® Wireless Display enabled PC, compatible adapter, and bigger display. Consult your PC manufacturer. For more information, see www.intel.com/go/widi
- (Rapid Start Technology) Requires a select Intel® processor, Intel® software and BIOS update, and Intel® Solid-State Drive (SSD). Depending on system configuration, you results may vary. Contact your system manufacturer for more information.