# INTEL® COMPUTE STICK:
# Versatility at Your Fingertips


*The Most Mini of Intel® Space-Saving Mini PCs—Get to Know the Intel® Compute Stick.*

**Intel Compute Stick may be more versatile than you ever imagined. Here's a closer look at Intel Compute Stick and a glimpse into what innovative partners are doing with this tiny PC.**

New research conducted by The Channel Company reveals that 50 percent of channel partners surveyed are currently using Compute Stick themselves or are recommending it to customers. Another 86 percent would consider implementing Compute Stick for their own use or recommend it in IT solutions. Furthermore, more than 80 percent of those surveyed said that Compute Stick would benefit their customers and cited their top three motivations for use are:

- Turn a smart TV into computer **(34.1%)**
- Portability **(31.9%)**
- Bluetooth connections **(20.5%)**

While these are very valid and practical uses for Compute Stick, there are many more applications that may just surprise you. Compute Stick is a little box, but it certainly doesn't fit into one. Read on to be inspired.

## What Is Compute Stick?

Intel® Compute Stick is part of Intel's lineup of Mini PCs. The smallest of the form factors, Compute Stick is about double the size of a typical thumb drive, measuring 37mm wide x 103mm high x 12mm thick. At this point, you may ask what you can expect to get out of a device this small. The answer may just turn out to be a very big surprise.

Compute Stick is a single board solution, powered by a quad-core Intel® Atom™ processor. Available in Windows® or Linux flavors, it features up to 2 GB of DDR3L memory and on-board storage capacity up to 32 GB. For connectivity, it sports Wi-Fi 802.11bgn and Bluetooth 4.0. Depending on the model you select, it features a Windows® 8.1, Windows® 10 or Ubuntu operating system. Rounding out the impressive feature set, it comes with Intel HD Graphics, a USB 2.0 port and a Micro SD card reader. Simply connect Compute Stick to transform any HDMI monitor or TV into a computer. Pair Compute Stick with a wireless keyboard and mouse, or download the free Intel Remote Keyboard app for iOS or Android, which allows users to control the Compute Stick from their smartphone or tablet.

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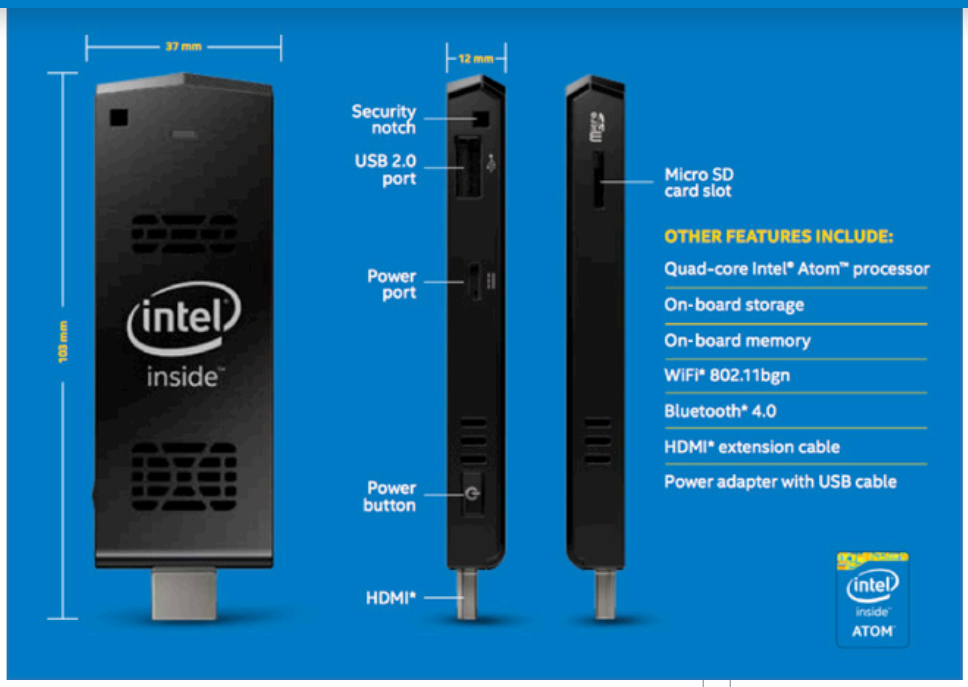
## What Can Compute Stick Do?

Compute Stick is a computer, so your customers can browse the web, check email, work in their Office applications, stream video, share presentations—all the things you may expect from a desktop PC—but in a highly portable and remarkably affordable package. But that's not all.

Partners surveyed said they are recommending Compute Stick in IT solutions at about a rate of 4 to 1: Commercial to Residential. Here are just a few of the interesting ways partners are putting Compute Stick to work.




*Efficient Single-Function Device for DaaS*

Reseller and integrator, Insight Technologies, Inc. likes Intel Compute Stick as single-purpose device suitable for a variety of applications. Among those are remote desktop, videoconferencing, digital signage and surveillance. Having tried other thin-client devices with unsatisfactory results, Insight Technologies put Intel Compute Stick to the test. What it found was that the device delivered the performance the company needed and the bandwidth for streaming that it wanted. Those benefits, added to the attractive price point, made the Compute Stick a new go-to for thin client in DaaS environments.

*Access HPC Server Clusters to Live Displays*

Texas Multicore performs complex geographical analysis for oil and gas companies. Intel Compute Stick, along with its proprietary software program, allows it to push visualizations out to all kinds of devices or a display wall without tying up high-performance compute cycles or refresh cycles in the actual GRID or supercomputing environments. It says this abstraction away from the utilization of the HPC environment enables the visualizations engineers need without suffering the constraints of internal devices.

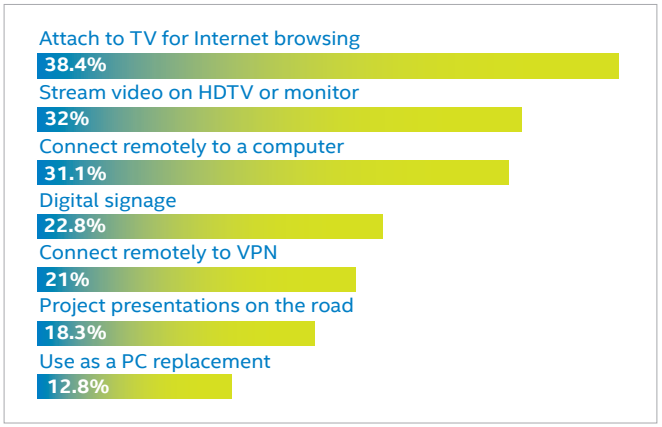
## It's not like a computer. *It is a computer.*

*Remotely Managed Local Linux Device*

For The Network Operations Company, the immediate appeal of Intel Compute Stick was its size and unique ability to thrive in inhospitable environments. It takes up significantly less space than a laptop or 1U server in an IDF closet (at a fraction of the cost) and since it's an almost fully enclosed device, it's not susceptible to dust. (Intel Compute Stick's innovative cooling design features a tiny, quiet fan.) Adding an HDMI emulator, The Network Operations Company can set up headless remotely managed local Linux devices on their customers' networks to monitor things like Netflix streaming quality for its hospitality and housing clients. It saves on truck rolls, plus it can force reboot regardless of the unit's power state.

In addition to these and other creative use cases, many channel partners are putting Compute Stick to work in very straightforward, yet highly practical ways. Why? Channel partners surveyed most often cited convenience, ease-of-use, portability, cost, size and versatility among the most significant benefits they saw for their customers.

## Typical Compute Stick Applications




## The Bottom Line

Intel Compute Stick allows so many different uses in a variety of settings from corporations to call centers, from retail to real estate, from education to energy, and nearly everything in between. Getting this level of performance and productivity from a device that's this insanely portable, and at a price point affordable to entrepreneurs and enterprises alike, is virtually unheard of. *Until now.*

**Now the only question is, "How will you use Intel Compute Stick?"**