



THE MARKET

Intel is the world leader in silicon innovation, developing technologies, products and initiatives to continually advance how people work and live.

This year, 100 million people around the world will discover digital for the first time; 150 million additional people will become part of the wireless world. The living room will grow more interactive, and the digital divide will shrink. More people will use technology in more fascinating ways than ever imagined. And behind all of this progress you'll find innovative Intel® technology.

ACHIEVEMENTS

Intel set a broad corporate re-alignment in motion in 2005, creating six new business groups to better meet the needs of the marketplace and to drive growth by delivering platform solutions. These platform solutions — which integrate hardware, software and supporting technologies — enable thrilling new capabilities, enhance system performance and improve the overall user experience.

Designing and manufacturing the spectrum of technologies necessary to bring platforms to life requires Intel's unparalleled breadth and depth of expertise. Intel backs this with billions of dollars and tens of thousands of person-hours in industry investment, validation, software services and programs, tools and joint marketing programs for audiences from developers to CIOs to consumers.

At the heart of Intel's platform approach is the ability to consistently deliver architectural innovation. At the end of 2005, Intel introduced the Intel® Core™ Duo processor as the centerpiece of Intel client platforms. This new dual-core technology rewrites the rules of computing, delivering breakthrough performance with amazingly low power consumption. It's changing the PC landscape and fostering a revolution in computer product designs from the world's most innovative PC manufacturers.

HISTORY

For nearly 40 years, Intel has been committed to driving unparalleled technology innovation that advances life. From the introduction of the first microprocessor in 1971, Intel has been the catalyst behind the digital revolution and has played a fundamental role in shaping the way the world lives and works.

Intel continues to create state-of-the-art, market-driving technology and solutions; to inspire the industry to support these solutions with innovative products and services; to seed the next generation of technology entrepreneurs; and to donate more than \$100 million each year to help young people develop critical math, science and engineering skills.



THE PRODUCT

Intel has been driving a fundamental shift in the company's approach to the market. The focus is now on four key market segment opportunities: mobile, digital home, enterprise and health.

Intel® Centrino® Duo mobile technology redefines mobile computing, paving the way for innovative laptop designs that are even thinner, lighter and more battery efficient. New features enable amazing digital entertainment experiences, flexible connectivity and revolutionary performance for responsive multi-tasking on the go.

At the 2006 Consumer Electronics Show in Las Vegas, Intel announced the arrival of Intel® Viiv™ technology, a platform that is taking the entertainment PC to new heights and enabling people to enjoy their digital music, movies and photos as never before. With Intel's help, the home is becoming an entertainment complex; Intel is not only developing the underlying technologies to enable this experience, but is also working across the technology and media industries to help establish the industry standards and the collaboration needed to deliver the entertainment people want.

Intel's breakthrough enterprise solutions help global businesses, large and small, become more secure, manageable and productive — built on open architecture that increases flexibility and reduces costs. Intel platforms — from servers and clients to communications platforms and storage



ingredients — provide organizations of all sizes with better technologies to grow effectively and manage their operations well.

Intel is drawing on its heritage as a technology innovator to improve cost, quality and access by helping patients, hospitals and health-care systems around the world in thrilling new ways. Intel's strategy to drive technology-enabled continuous health is focused on improving acute care in the institutional setting; empowering patients and caregivers to better track and manage chronic conditions; accelerating progress of the biomedical research enterprise and advancing standards and policies that enable innovation and interoperability across the health-care ecosystem.

RECENT DEVELOPMENTS

On January 3, 2006, Intel Corporation formally unveiled a new brand identity that represents a significant milestone in the company's history and further signifies the company's evolution as a market-driving platform solutions company.

"Intel has one of the most valuable brands in the world, and we intend to grow the value of our brand as we evolve the company," said Eric Kim, Intel senior vice president and general manager of the Sales and Marketing Group. "This evolution will allow Intel to be better recognized for our contributions, establish a stronger emotional connection with our audiences and strengthen our overall position in the marketplace."

Intel's new brand identity involves changes to the widely recognized Intel Inside® logo created in 1991, and the original Intel "dropped-e" logo, which was created when Silicon Valley pioneers Robert Noyce and Gordon Moore formed their "integrated electronics" company in 1968. Intel's new logo combines the essence of both of these powerful symbols — building on Intel's rich heritage, while signaling the direction in which the company is headed today.

A new branding system simplifies and unifies the look and feel across Intel products and platforms in an effort to better communicate important characteristics and value to consumers. The system includes new logos for Intel Viiv technology and Intel Centrino mobile technology, and redesigned logos for individual processors, chipsets, motherboards and other Intel technologies.

PROMOTION

In 2006, the Intel communications group adopted an integrated marketing model to maximize synergy and efficiency across communications. This strategy was evidenced in two iconic consumer campaigns that were launched to support the company's leadership platform brands: Intel Centrino Duo mobile technology and Intel Viiv technology.

The "Laps" campaign for Intel Centrino Duo taps into the increasing interest of consumers worldwide to use their laptop PCs as all-in-one entertainment systems. It creates a compelling



metaphor for the amazing and lifelike entertainment experiences Intel makes possible by putting celebrities, such as Mariah Carey, Tony Hawk and Lucy Liu, on the laps of actual users.

Media-based Intel Viiv technology was launched in a similar fashion — with users demonstrating how this exciting new PC technology can transform the living room. People featured in the ads hold up their fingers in a "V" shape to



BRAND VALUES

Intel's employees share a common mission: to deliver platform and technology advancements that become essential to the way people work and live. This mission and Intel's brand promise are embodied in Intel's new tagline, "Intel. Leap ahead.™" Leap ahead declares who Intel is and where the company is going. According to Intel's Eric Kim, "These two words capture what drives us, inspires us, galvanizes us into action and unites us in purpose and practice. It is the simple embodiment of what Intel makes possible for people everywhere."

Leap ahead drives focus, ensuring that every idea, product, decision and action is considered in the context of Intel's mission as a company. Intel is committed to finding and driving the next Leap ahead — in technology, education, culture, social responsibility, manufacturing, environment and more — to continuously challenge the status quo, and to encourage others to join them as Intel continues to take exciting leaps forward.

For Intel, in the end, it's not just about making technology faster, smarter and cheaper. It's about using that technology to make life better, richer and more convenient for everyone it touches.

THINGS YOU DIDN'T KNOW ABOUT INTEL

- It is estimated that, on average, the five-note Intel sonic brand is heard somewhere in the world at least once every 40 seconds.
- Intel is the fifth most valuable brand in the world, according to *BusinessWeek* and *Interbrand* (July 2005).
- The Intel Inside® Program is one of the world's largest cooperative marketing programs.
- Since 2000, Intel has trained more than 3 million teachers worldwide as part of the Intel® Teach to the Future professional development program.
- During the manufacturing process, a silicon wafer moves through 250 process steps and it runs through clean rooms that are 10,000 times cleaner than a hospital operating room.

reinforce the new brand name, while extolling the virtues of digital entertainment in the home.

In addition, Intel continued to demonstrate business marketing leadership through its case study based "Success built in" campaign. The 17 country campaign highlights how Intel products and technologies help business of all sizes and from many different industries realize compelling benefits.

Another 2006 landmark was the announcement of Intel's first major sports sponsorship. Through a comprehensive partnership agreement, Intel has become the Official Corporate Partner of the BMW Sauber F1 Team. During the team's inaugural 2006 season, the Intel brand will reach hundreds of millions of passionate fans worldwide — fans who appreciate the critical role that technology plays in Formula One.