

**Consumer Messaging
Intel® Core™2 Duo Cross Platform
Holiday Tour Training**

C2D Cross Platform Holiday Tour

Consumer dual-core messages and flow

History & What is Dual-Core?

- **Keep it Simple!**
- 1971 to 2004 era of single brain microprocessors
- 2005 era of dual-core
- Dual-core means “twin brain”

Intel's Core 2 Duo is latest in Dual-Core

- Big hit with tech crowd
- Cited as “*most impressive piece of silicon the world has ever seen*”**
- Perfect twin-brain engine for our multi-tasking lives
- Now available for Holiday season in laptops, ePCs with Viiv tech and gaming systems

Why should I care?

- Not just Tech for geek's sake
- Twin-brain Power with a PURPOSE
- Suite of real world, consumer benefit scenarios:
 - Single core PCs of last 2 years
 - Try streaming web video and update iTunes at same time
 - Try recording a home video and virus scan at same time
- Save time, do more
- Illustrate with laptop, desktop and Viiv ePC



How this flow would play on TV

Imagine 3 to 5 minutes of time

Ready, set, go!

C2D Cross Platform Holiday Tour

Consumer dual-core messages and flow

The great boil down for the 2 to 3 minute TV appearance

- Host:
 - With the holidays coming up many of you may have a new PC on your wish list.
 - Here in studio with us is (name) with Intel Corporation with some smart PC buyer tips
 - (name) what should consumers look for?
- Intel spokesperson
 - It's a great time to shop for a new laptop, desktop, entertainment PC or new gaming system
 - The big buzz in computer land this season is all about the new crop of PCs with what the geeks call "dual-core" microprocessors
 - From the time Intel invented the microprocessor in 1971 till about a year ago, microprocessors for consumer PCs had one brain, hence the slang "a brain chip"
 - Now we're in the era of the double or "twin" brain microprocessor, and the latest advancement is Intel's new Core 2 Duo dual-core chips
 - Dual-core chips are ideal for our multi-tasking life style
 - My kids and I (adjust for your personal situation) routinely do lots of things at one time. Like play streaming videos from the Internet while, at the same time, doing Instant messaging, email and maybe even editing photos.
 - An Intel Core 2 Duo microprocessor gives your PC two brains to divide and conquer – making multitasking smooth and fun

C2D Cross Platform Holiday Tour

Consumer dual-core messages and flow

The great boil down for the 2 to 3 minute TV appearance

- Intel Spokesperson: I've brought some great examples of dual-core PCs on the market for this holiday season
 - Here's a cool laptop from (brand) with a beautiful wide screen and all the multimedia features such as surround sound and a DVD burner. It goes for about \$x
 - Note in the looping demo on the screen that it can render a complex digital image 2 times faster than a single brain laptop of just a year ago!
 - Here's something you may not have seen before. It's an entertainment PC based on Intel's Viiv technology that combines Consumer Electronics features such as a TV tuner and Personal Digital Video recorder with a fully functional PC. Connect this baby to the Internet and you can have a total traditional and Web-based entertainment experience in one space saving box. This one is from (brand) and sells for about \$X
 - And get a load of the wild paint job on this PC for the extreme gamer on your list this holiday season. It's an (model) from (brand). They're the ultra Cadilacs of the breed, and this goes for about \$x.
- Host: what else beyond a dual-core processor should buyer's look for?
- Intel Spokesperson:
 - Go for a large hard disk, 160 gigabytes or larger
 - Go for a wide screen monitor to enjoy theater like viewing experiences
 - Make sure you get a DVD burner to make your own DVDs
- Host: Where can the audience go to learn more?





Exercise 2: How this flow would work in a Consumer Print Interview

Time to tell a deeper story

C2D Cross Platform Holiday Tour

Consumer dual-core messages and flow

Suggested Master Flow for Print and/or in-depth Radio Interviews

- A history lesson
 - The single brain microprocessor era
 - The virtual twin-brain microprocessor appears
 - The true “twin-brain” microprocessor
 - Intel Core 2 Duo
- Why should my readers/audience care?
 - You’re a multitasker whether you know it or not
 - The trend is to do more simultaneously
 - Have you ever pushed the multitasking limits of your current PC?
 - Look at Teens – we’re becoming a hyper multitasking culture
- If you’re shopping for a PC this holiday season, go for one with Intel Core 2 Duo Performance to **Master Your Multi-Tasking Life**
- Not just a small performance bump, but what experts are calling the “*most impressive piece of silicon the world has ever seen*”
- Not only powerful, but also **Green**
- You can get Intel Core 2 Duo in lots of flavors and price points (show samples)
 - Laptops
 - Entertainment PCs with Intel Viiv technology
 - Extreme gamer systems
- We have a great buyer’s guide at intel.com/go/holidaypc

C2D Cross Platform Holiday Tour

Consumer dual-core messages and flow

Step 1: The Quick History Lesson

- Message flow
 - 30 plus years of single brain microprocessors:
 - From invention of microprocessor by Intel in 1971 until early 2005, mainstream consumer and business PC microprocessors had a single “execution core” or “brain” – hence the popular slang “a brain chip”
 - About a year ago the chip industry developed dual-core (twin brain) microprocessors. It’s a whole new ballgame

History at a Glance:

- 1971 Intel invents the microprocessor
- 1978 Intel 8088 processor sets stage for IBM PC in 1981
- 1985 Intel 386 processor sets stage for Windows PC era
- 1993 Intel Pentium processor sets stage for Internet revolution with the PC as the player of choice
- **2002** Intel introduces the Pentium 4 processor with Hyper-Threading Technology (made a single brain processor “look” like two processors to Windows Operating System)
- **2005** Intel introduces the Pentium D (true dual-core, generation one)
- **2006** Intel introduces the Intel Core 2 Duo line

C2D Cross Platform Holiday Tour

Consumer dual-core messages and flow

Step 1: The Quick History Lesson (continued)

- Message flow
 - Big News This Year:
 - July - Intel launched its second generation of dual-core processors, called Core 2 Duo



- **What is Dual-Core?**

- **Super Simple - a microprocessor for a PC with two brains instead of just one**
 - Sound bite fun:
 - *Two heads are better than one*
 - *Divide and conquer our multi-tasking digital lifestyles*
 - *Do more with dual-core (faster and simultaneously)*
 - Prop Fun:
 - Use visual props (like two single core chip packages and a Core 2 Duo chip package).
 - Stack the two single core chips and set next to Core 2 Duo chip package to visually convey the twin brain message

C2D Cross Platform Holiday Tour

Consumer dual-core messages and flow

Step 2 **Why Should I Care?**

What's an Intel Core 2 Duo processor going to do to make my life better?

- **You're a Multi-Tasker even if you only do email or word processing**
 - My home PC runs from 60 to nearly 80 mini programs in background mode
 - Want to see what your PC is doing behind the black curtain? (for print interviews)
 - Just do this keystroke sequence: Control/Alt/Delete.
 - When the Windows Task Manager window appears, click the "Processes" tab and look at the extreme lower left to find the total number of processes running.
 - These little programs are doing all kinds of services to keep your PC running and protect you from problems (e.g. virus monitoring)
 - Now add all the possibilities (combinations) you may want to do at one time:
 - Instant messaging
 - Email
 - Listen to Streaming web music or a video
 - Editing photos
 - Transferring music files from your PC's hard disk to your handheld music play (e.g. from iTunes to your iPod)

C2D Cross Platform Holiday Tour

Consumer dual-core messages and flow

- **Are you pushing the multi-tasking limit?**

- A single brain microprocessor PC often turns into a “slug” or a dedicated “one-trick pony” when doing heavy lifting tasks such as:
 - Running a complete Virus Scan
 - Preparing digital home movies for burning a DVD
 - Ripping a CD
 - Playing my favorite super realistic 3D game
 - Applying special effects or editing my high resolution digital pictures
 - Converting a digital video file to a format for your iPod or other handheld that can play digital videos
 - Example – *let's find more*
 - Example
 - Example
 - Example
- Insert your personal examples:
 - Otto told me recently how when transferring music files from iTunes to his iPod, and he's doing email, etc. both activities tend to be sluggish.
 - **More examples:**

C2D Cross Platform Holiday Tour

Consumer dual-core messages and flow

We're Rapidly Becoming a Multi-Tasking Culture:

- Insert data about teens and multi-tasking
- Example: *Where Teens Are: Multitasking In Front Of Tube*
 - “A 2005 study from the Cabletelevision Advertising Bureau says: the teens are just where we left them, still in front of the TV. Still, they're not just sitting there, the study says. They're **also e-mailing and Instant Messaging friends, surfing the Web,** and--as one other example of a surviving tradition--they're on the phone.”
 - Source:
http://publications.mediapost.com/index.cfm?fuseaction=Articles.showArticle&art_aid=28294
- Example: Teens] are multitasking—they're instant messaging, watching TV, listening to the radio and flipping through a magazine at the same time," says Larry Adams, account director of PopSmack, a youth Web marketing firm in Los Angeles. Look for an even greater proliferation of teenage Web logs and personal Web sites in 2002 as well."
 - Source: Entrepreneur Magazine, December 2001.
<http://www.entrepreneur.com/mag/article/0,1539,294485,00.html>

C2D Cross Platform Holiday Tour

Consumer dual-core messages and flow

Why Should I Care? What's an Intel Core 2 Duo processor going to do to make my life better?

- Core 2 Duo Performance to **Master Your Multi-Tasking Life:**
 - Insert performance consumer level factoids
 - Desktop
 - Up to 40% greater performance than last generation of Intel dual-core
 - Up to 40% more power efficient “ ”
 - **About X% performance over typical single brain Pentium 4 processor in a desktop 2 years ago (need some kind of factoids like our mobile folks below)**
 - Mobile (a Core 2 Duo tech based laptop delivers)
 - Up to 20% greater performance than previous Centrino Duo generation
 - With an Intel® Centrino® Duo mobile technology-based laptop with new Core™2 Duo processor
 - **greater than 2X** the CPU performance when doing processor-intensive tasks like multitasking compared to last year Intel® Centrino® based laptops. **
 - **70% overall performance** gains compared to previous generation Intel® Centrino® based laptops. ***

C2D Cross Platform Holiday Tour

Consumer dual-core messages and flow

- Playing the **"Green Card"**
 - Desktop PCs with Intel Core 2 Duo technology are up to 40% more power efficient than the previous generation of Pentium 4 D dual-core processors

Fun Green Facts:

The energy consumption required by a microwave oven to cook food for ~1 minutes is equivalent to the energy consumption required by a typical notebook with average power Intel® Core™2 Duo processor running for ~60 minutes. **



The energy consumption required by a household coffee maker to brew coffee for ~2 minutes is equivalent to the energy consumption required by a typical notebook with average power Intel® Core™2 Duo processor running for ~1 hour and 40 minutes. **



The energy consumption required by a household steam iron to iron fabric for 10 minutes is equivalent to the energy consumption required by a typical notebook with average power Intel® Core™2 Duo processor running for ~11 hours **



**

The power of a Kitchen Microwave oven is 900W; The Power of a Kitchen Coffee maker is 800W; The power of a household Iron is 1000W

C2D Cross Platform Holiday Tour

Consumer dual-core messages and flow

Playing The Green Card Continued:

- An Intel® Centrino® Duo mobile technology-based notebook with the new Intel® Core™2 Duo processor uses up to **28% less power than previous generation Intel® Centrino® components enabling improved battery life; ***
- Greater power efficiency means PCs can be sleeker, quieter and more stylish



C2D Cross Platform Holiday Tour

Consumer dual-core messages and flow

Step 3: (Transition to Smart Buyer's theme)

- Message Flow:
 - To be a smart Holiday PC shopper, go for a model with Intel Core 2 Duo (twin brain) for the best long term value
 - And the good news is you need to be hip to the benefits of a dual-core processor for your next laptop, desktop, gaming desktop or all-in-one entertainment PCs available this Holiday season from:
 - Dell
 - Gateway
 - Acer
 - Toshiba
 - Others

C2D Cross Platform Holiday Tour

Consumer dual-core messages and flow

We have a comprehensive Holiday 2006 PC Buying Tips at

Intel.com/go/holidaypc

Give editor hardcopy, note other key features to consider

C2D Cross Platform Holiday Tour

Consumer dual-core messages and flow

Just for Fun (Sidebar Factoids)

Fact: To get another idea of the speed of the Intel Core 2 Duo processor...

- Intel's 4004 microprocessor, introduced in 1971, ran at 108 kilohertz (108,000 hertz). Intel Core 2 Duo processors exceed speeds of 2 GHz (2 billion hertz). If the speed of an automobile had increased since 1971 at the same pace as chip speed, you would now be able to drive from San Francisco to New York City in less than 10 seconds. (*assumes the car speed in 1971 was 60 mph and the distance from San Francisco to New York is 3,000 miles*)

Fact: The Intel Core 2 Duo processor contains a whopping 291 million transistors

- That's nearly a transistor for every man, woman and child in the United States.
- There are more transistors in an Intel Core 2 Duo processor than there are minutes in 552 years.
- If you had a penny for every transistor in an Intel Core 2 Duo processor, you would get a stack of pennies 284 miles high. If you spread the pennies out, side by side, the distance span would be longer than the distance between New York and San Francisco. (*Penny thickness = 0.0625 inches, W = 0.75 inches, H = 0.75 inches. Distance from New York City to San Francisco is about 3,000 miles*)

C2D Cross Platform Holiday Tour

Consumer dual-core messages and flow

Viiv: Core 2 Duo makes your all-in-one Intel Viiv technology entertainment PC experience better.

An Intel Core 2 Duo processor inside an Intel Viiv Technology-based entertainment PC is blazingly fast for digital media creating and editing.

An Intel Viiv Technology platform with the Intel Core 2 Duo processor inside can auto-correct 65 more photos in the same 5 minute period than previous generation processors and convert the 36 more songs in the same amount of time than previous generation processors