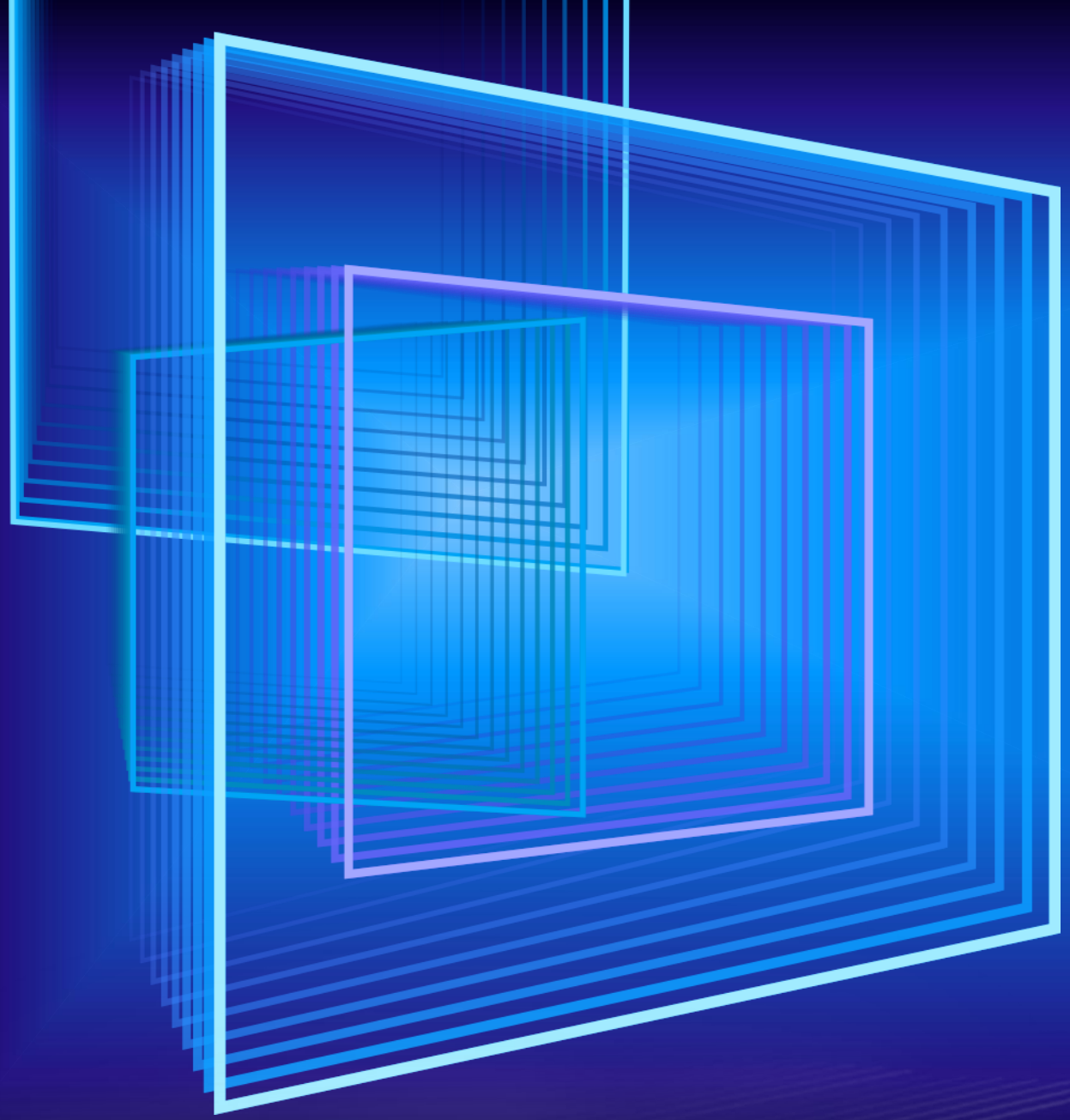


Leading the AI PC Era

March 2024

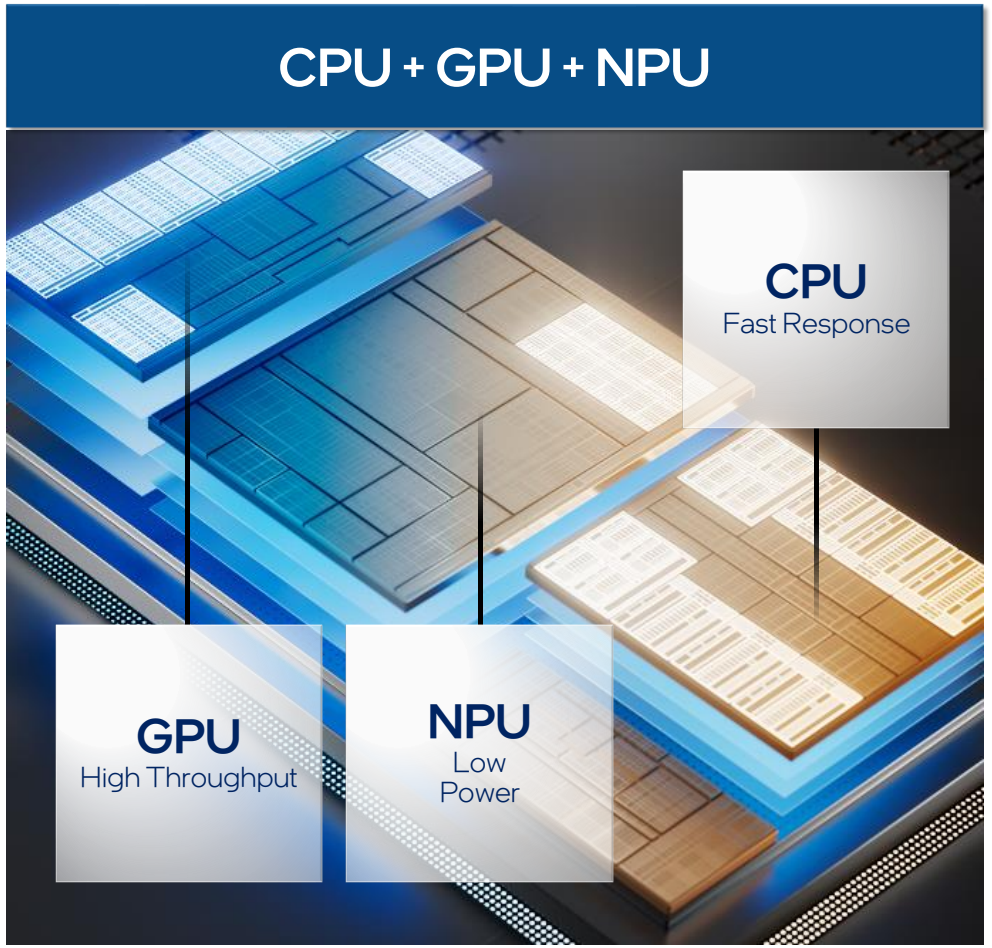
Agenda

- What is an AI PC?
- Intel® Core™ Ultra Processor
- Hardware + Software
- All 3 AI Engines
- Unrivaled Go To Market

What is an AI PC?

Watch on YouTube

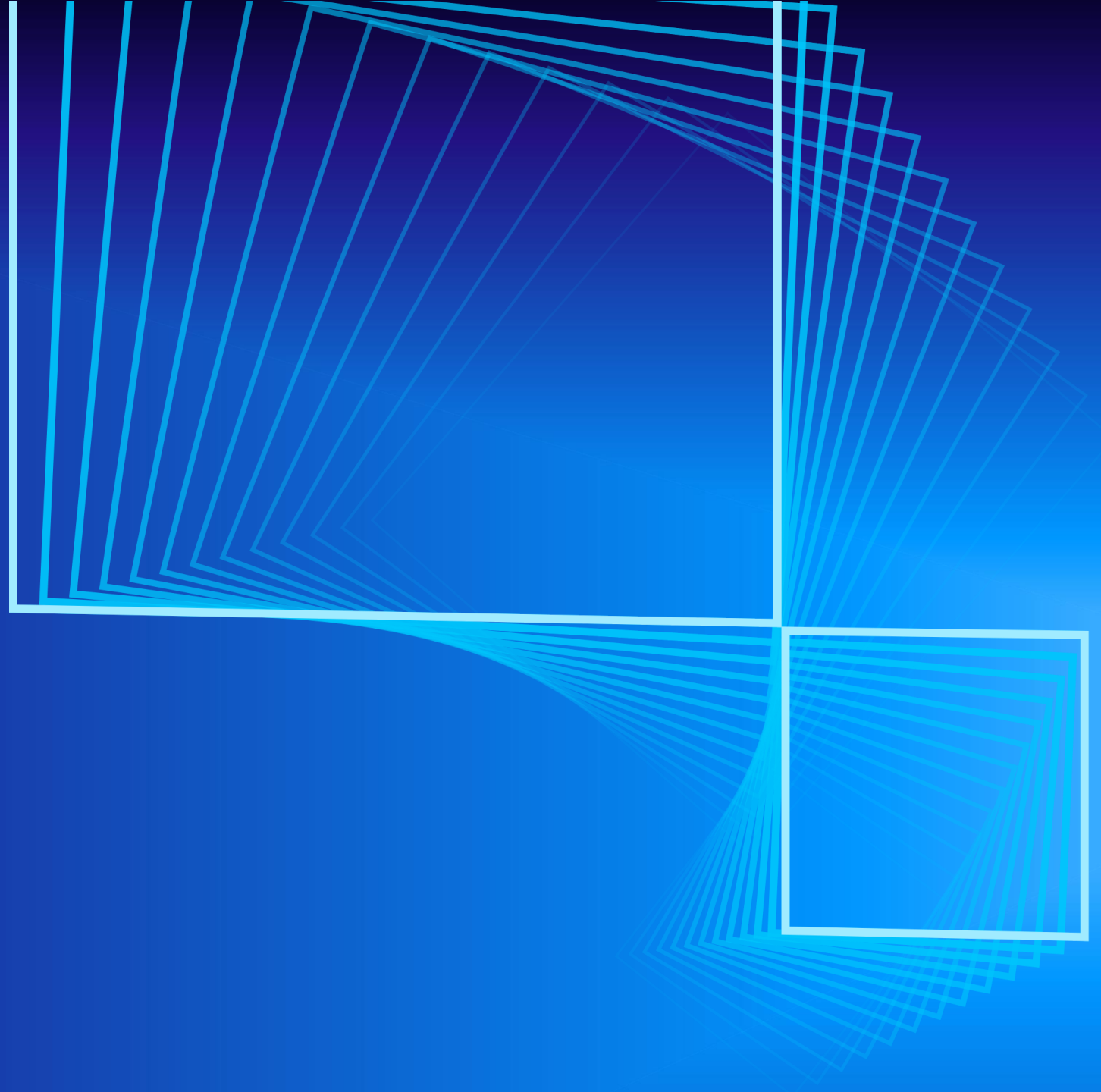
Defining an AI PC



What is an AI PC?

A PC with new NPU silicon that brings new AI experiences in productivity, creativity, and security through a combination of the CPU, GPU, and the NPU.

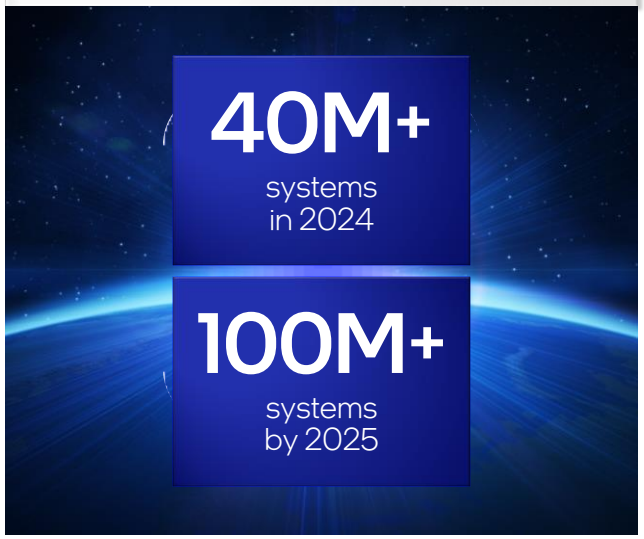
Intel® Core™ Ultra Processor



Age of the AI PC

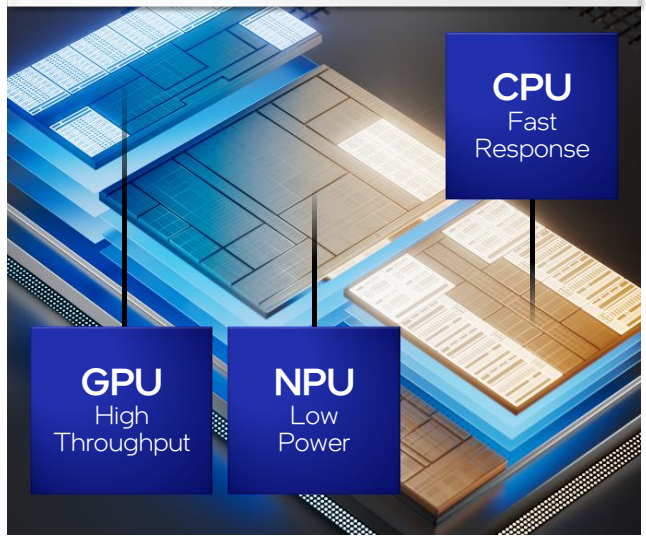
with Intel® Core™ Ultra Processor

Delivering AI PCs to Market



AI-Powered Capabilities

CPU + GPU + NPU

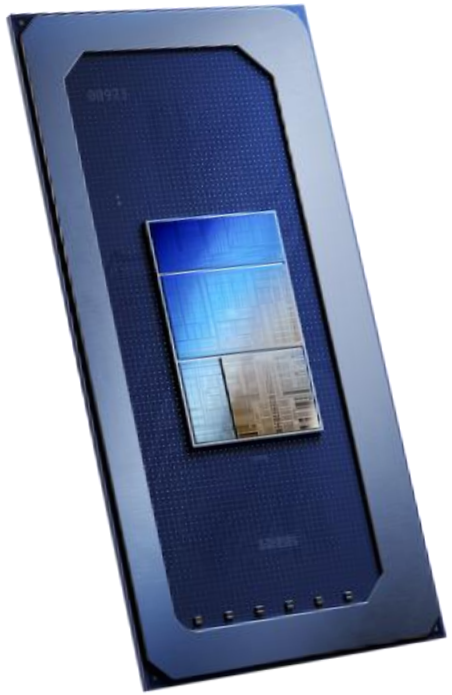


Unrivaled Go to Market

* Paid research, Q1, 2023: Consumer Brand Tracker 2023 conducted in 12 markets. n=4,490
All product plans and roadmaps subject to change without notice.

Intel® Core™ Ultra Processor Overview

with Intel 4 Process + Foveros 3D Packaging Technology



Next-Gen Power Management

Up to

30%

Lower SoC Power[1]

New, Build-In Arc Graphics

Up to

2x

3D Graphics Performance[2]

New, Integrated AI Engine

Up to

8x

AI Efficiency[3]

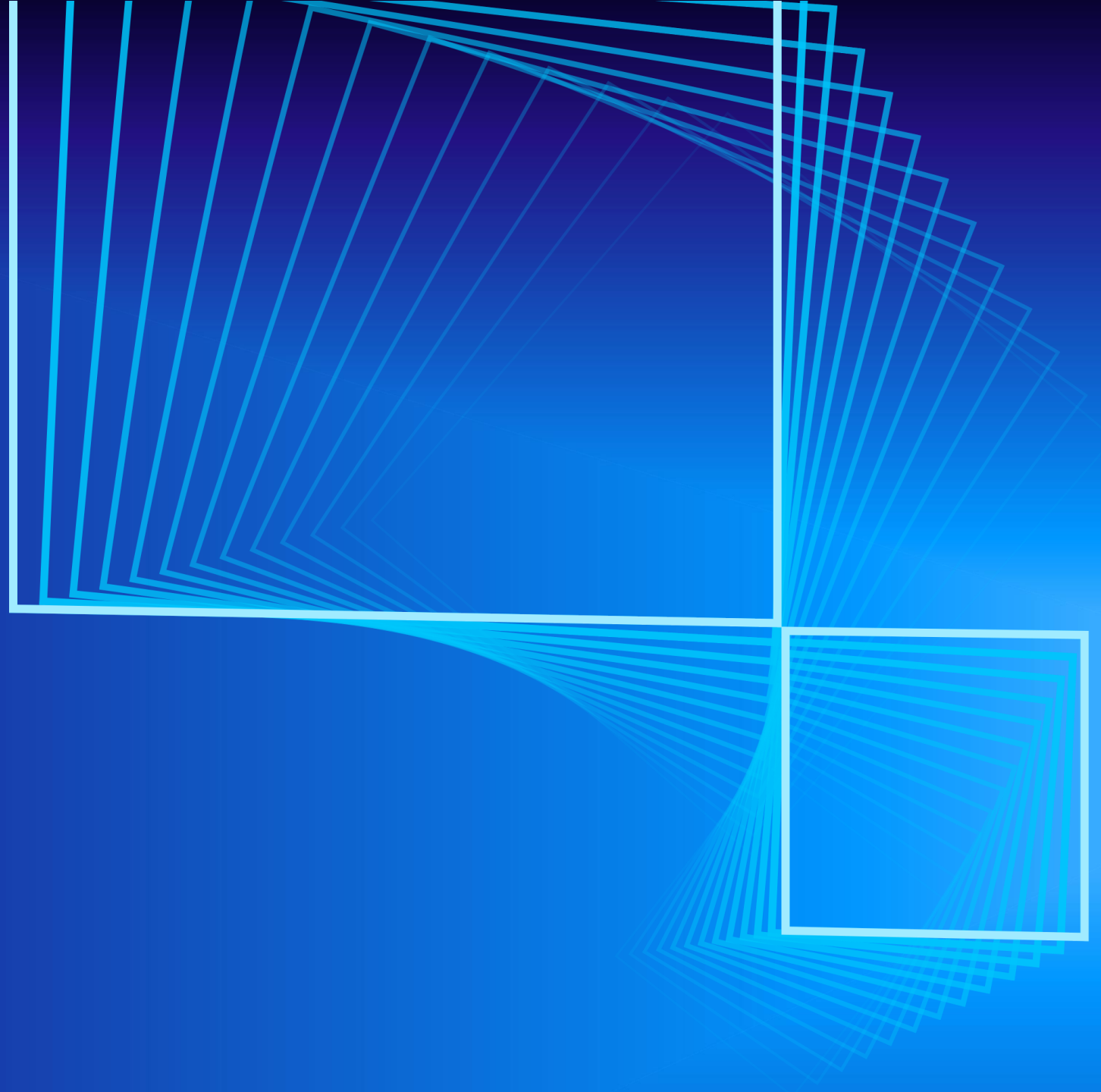
See intel.com/performanceindex for details. Results may vary. 1. As measured by system on chip (SOC) package power consumption while running a 1080P LVPB workflow on an Intel® Core™ Ultra 7 processor 165H vs. a 13th Gen Intel® Core™ i7-1370P processor. 2. As measured by 3D Mark Time Spy graphics score on the Intel® Core™ Ultra 7 processor 155H vs. the 13th Gen Intel® Core™ i7-1360P processor. 3. MTL performance efficiency projections are based on power consumed running ResNet 50 (Batch Size 1, Int8, 50% sparsity) and compare the Meteor Lake integrated NPU vs. the 13th Gen Intel Core i7 1370P integrated graphics (iGPU)

AI PCs are expected to comprise

80% of PC market by 2028*

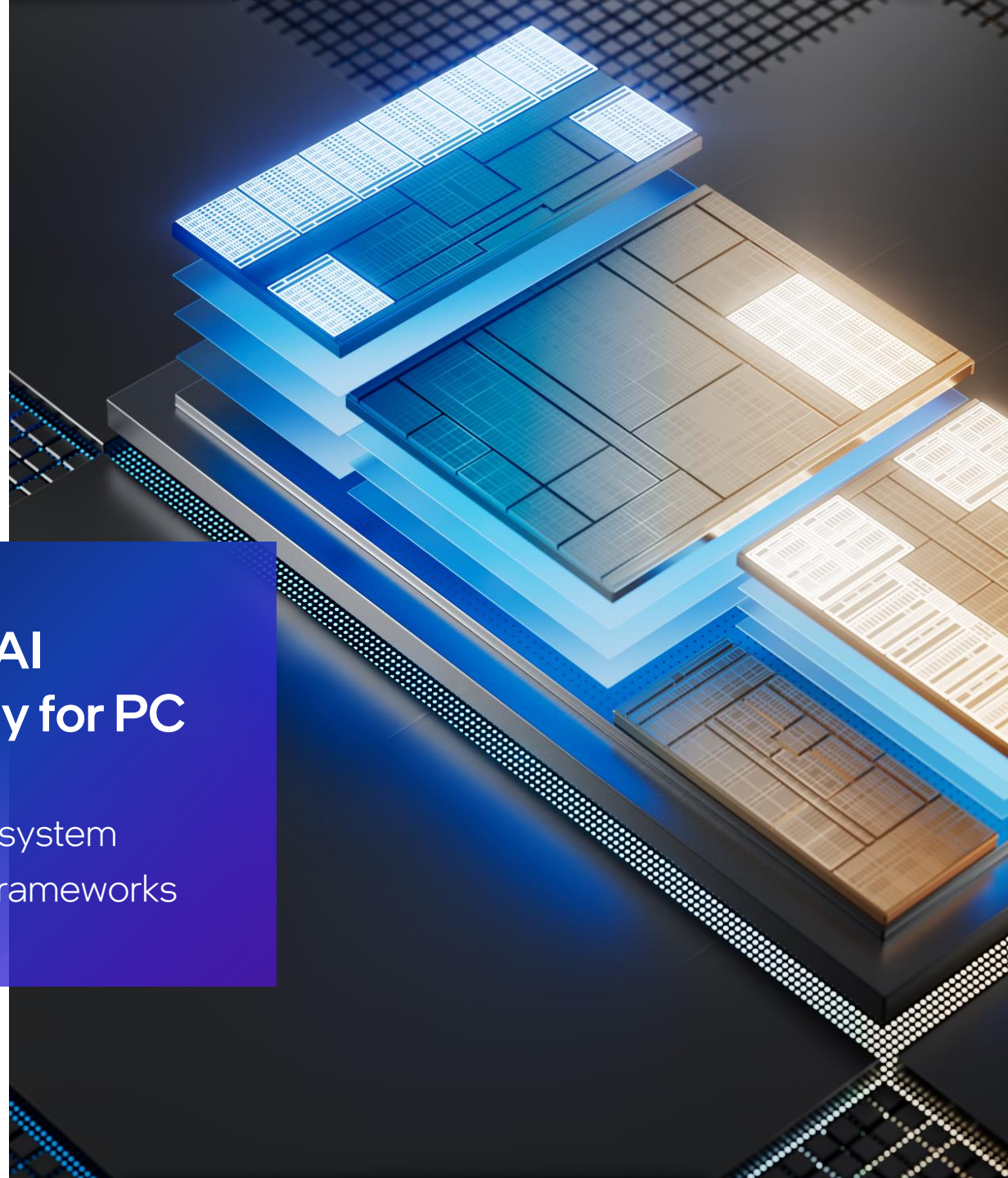
*Source: Boston Consulting Group

Hardware + Software



Intel is Bringing the AI PC at Scale

Transforming the PC User Experience



The Scale Provider for AI PCs

Over 100 Million Intel®-based PCs with AI Accelerators in Market through 2025.

Leadership AI Compatibility for PC

Massive x86 Ecosystem

100+ Apps and Frameworks

AI PC Acceleration Program

A global initiative that connects IHVs, ISVs, Resellers, and Developers with Intel resources like AI toolchains, co-engineering, hardware, co-marketing, and market reach

Enabling AI

100M+
PCs through 2025

100+
ISVs

>300
AI-accelerated features

3X
AI apps and frameworks than the competition

The "killer app" is choice

Only Intel's scale and relationships pave the way for widespread AI accessibility.
AI PC Compatibility starts with Intel® Core™ Ultra processors.

intel.com/aipc

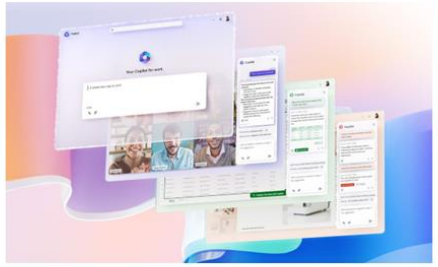
Bringing AI to Life through Work, Create, Play Use Cases

Highlighted in assets including experience pages, videos, demand gen, etc.

PRODUCTIVITY

Personal Assistance

Microsoft 365 Copilot



Collaboration Effects

Microsoft Teams

Cisco Webex

CREATIVITY

Video Editing

Adobe

wondershare

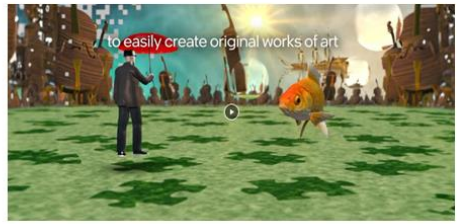
Photo Editing

Adobe

SKYLUM

Text to Image

Stable Diffusion



Music Separation / Text to Music

Audacity

GAMING

Game Upscaling

XeSS

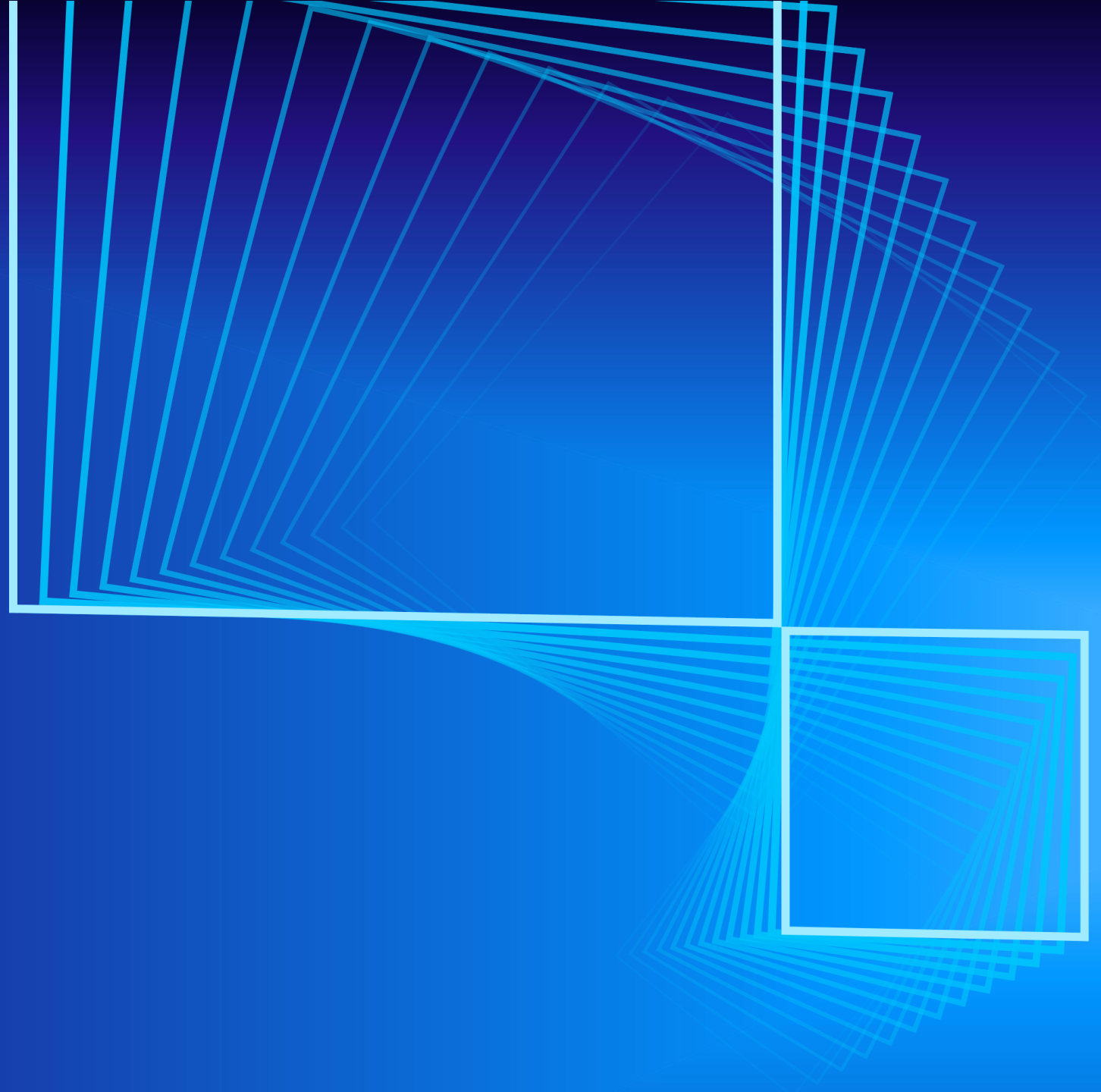
ENTERTAINMENT

Gesture Control

iQIYI

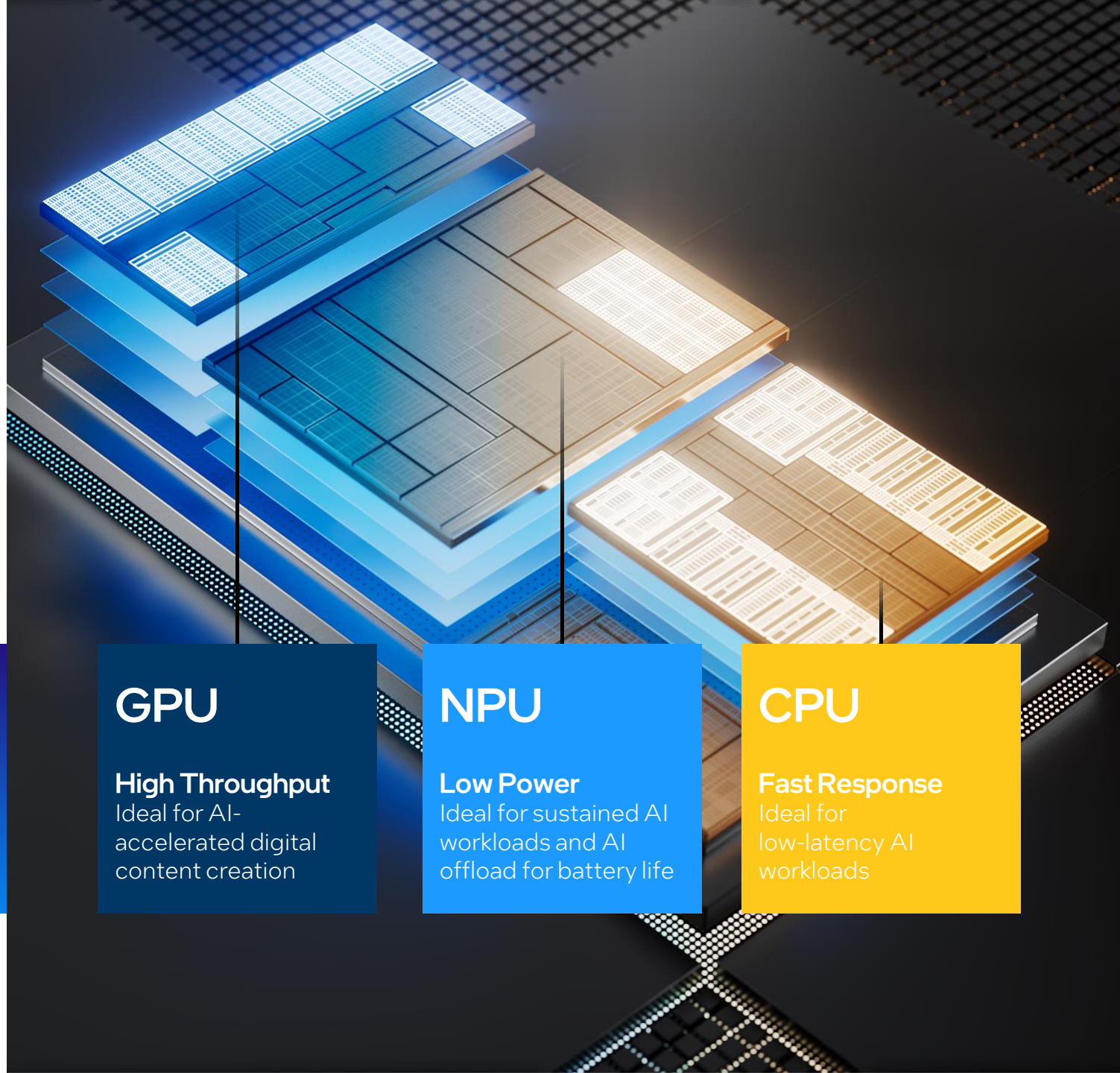
all while **KEEPING YOUR DATA PRIVATE** from the cloud

All 3
AI Engines



Three AI Engines

Heterogenous execution of AI workloads embraces the best practices in AI software design.



Disclaimers

Performance varies by use, configuration and other factors. Learn more at intel.com/performanceindex.

Performance results are based on testing as of dates shown in configurations and may not reflect all publicly available updates. See backup for configuration details. No product or component can be absolutely secure.

Your costs and results may vary.

Intel technologies may require enabled hardware, software or service activation.

AI features may require software purchase, subscription or enablement by a software or platform provider, or may have specific configuration or compatibility requirements. Details at intel.com/AIPC. Results may vary.

Intel® Arc™ graphics only available on select H-series Intel® Core™ Ultra processor-powered systems with at least 16GB of system memory in a dual-channel configuration. OEM enablement required; check with OEM or retailer for system configuration details.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