

Make Everyday Tasks Twice as Responsive<sup>1</sup>

Provide a transformative experience with Intel® Optane™

Get Intel® Optane™-Ready >



## Ready, Set, Intel® Optane™!

Intel Optane memory is the first of its kind: a system accelerator that delivers a whole new breed of speed. Paired with a 7th Gen Intel® Core™ processor, it creates a transformative computing experience that your customers cannot do without.

- Deliver fast, smooth, and easy experiences: Make everyday tasks up to twice as responsive with Intel Optane memory.<sup>1</sup>
- Accelerate everything: Improve launch times by up to 5x for web browsers<sup>2</sup>, up to 5.8x for e-mail<sup>3</sup>, and up to 67 percent for games<sup>4</sup>.
- Optimize mega storage: Add Intel Optane memory to a hard disk drive-based computer and deliver up to 14 times better storage performance<sup>5</sup>.

By remembering the applications and tasks your customers use most often, the intelligence of Intel Optane memory personalizes performance – every customer will want their own!

Video: This Is Intel Optane

Watch: Installing Intel Optane

Marketing: Download Materials



our solutions. Our technology. Smarter together.



<sup>1</sup> Sysmark® 2014 SE – benchmark from the BAPCo® consortium that measures the performance of Windows® platforms. Sysmark® tests four usage scenarios: Office Productivity, Media Creation, Data/Financial Analysis, and Responsiveness. Sysmark® contains real applications from Independent Software Vendors such as Microsoft® and Adobe®

<sup>2</sup> Workload developed by Intel® measuring the time elapsed to launch Google® Chrome.

<sup>3</sup> Workload developed by Intel® measuring the time elapsed to launch Microsoft® Outlook 2016 and load with a 250mb local data file.

<sup>4</sup> Workload developed by Intel® measuring the time elapsed to launch Bethesda Softworks® Fallout 4 and reach the Main Menu with intro videos disabled (Launch), and the time elapsed from the Main Menu to completion of level loading (Level Load).

<sup>5</sup> Benchmark from Futuremark® that measures Windows® everyday computing performance. PCMark Vantage is made up of several benchmarking suites: PCMark Suite includes PCMark® Score, Memories Suite, TV and Movies Suite, Gaming Suite, Music Suite, Communications Suite, Productivity Suite and HDD Suite. The HDD Suite contains an operating system start-up workload that is sensitive to HDD versus SSD boot devices. Software and workloads used in performance tests may have been optimized for performance only on Intel® microprocessors. Performance tests, such as Sysmark® and MobileMark®, are measured using specific computer systems, components, software, operations, and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.

For more information, go to [www.intel.com/benchmarks](http://www.intel.com/benchmarks).

# Intel Channel Messaging



SELL  
BREAKTHROUGH  
SPEED,  
UNCOMPROMISED

Accelerate with Intel®  
Optane™ Memory



Sell Intel Optane >



## INTRODUCING 9<sup>TH</sup> GEN INTEL® CORE™ DESKTOP AND X-SERIES PROCESSORS

### Time to Start Getting Excited About 9<sup>th</sup> Gen

9th Gen is here, and these unlocked desktop processors are loaded! Find out what's new and exciting for your gaming and creator customers, including:

- The first Intel® Core™ i9 desktop processor for mainstream consumer
- Up to 8 cores, 16 threads, 5.0 GHz
- Improved overclocking customizations and Solder Thermal Interface Material (STIM)

Learn more

### The Door to Cutting-Edge Creativity is Marked with X

There's no doubt about it. The new Intel® Core™ X-series processors enable the ultimate creator PC platform. Designed for intense multi-threaded workloads, these processors give creators cutting edge technology and expert capabilities to accelerate their workflow.

Learn more