



DELIVER MAXIMUM BENEFITS WITH INTEL® OPTANE™ MEMORY

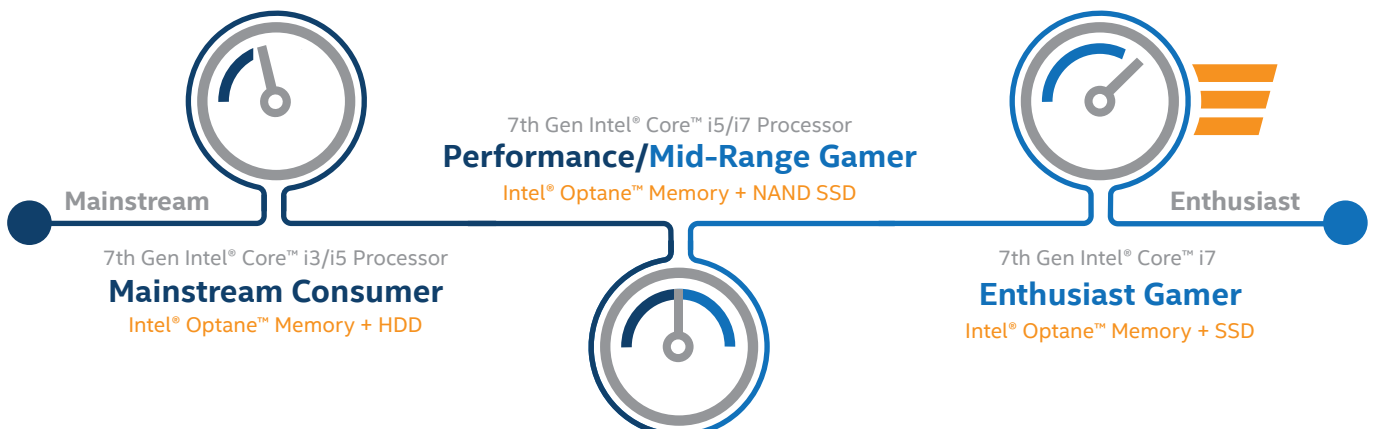
Meet the needs of a wide range of customers with PCs powered by 7th Gen Intel® Core™ processors and Intel® Optane Memory and offer them the advantage of breakthrough technology, unprecedented responsiveness and amazing performance.

Offer a Better User Experience

Learn how Intel® Optane™ Memory delivers better value and performance compared to a typical end-user storage configuration:

End-User Configuration	Intel® Optane™ Memory Benefits
Dual-Drive Configuration - SSD + HDD	Intel® Optane™ Memory + HDD High performance and large capacity storage without having to manage files
Standalone HDD Configuration	Intel® Optane™ Memory + HDD High performance and large capacity storage
Standalone SATA SSD Configuration	Intel® Optane™ Memory + SATA SSD High performance and no SATA-interface read constraint
Standalone SSHD Configuration	Intel® Optane™ Memory + SSHD High performance and no SATA-interface read constraint

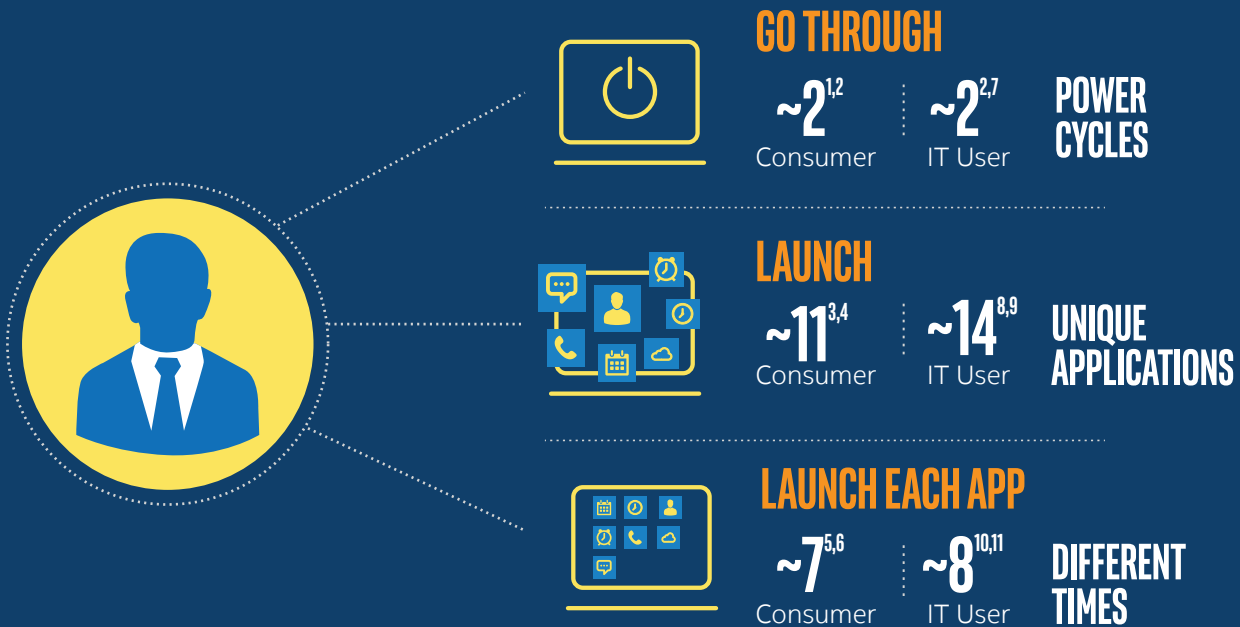
Recommend the Right Storage Configuration



DELIVERING GREAT USAGE BENEFITS FOR CUSTOMERS

Discover how Intel® Optane™ Memory can enhance the PC experience across usages for customers.

Each day on average typical users...



Customers can experience the benefits that Intel® Optane™ Memory delivers each day for...



¹Source: Intel® Product Improvement Program Q4'16: 512,070 systems (483,403 desktop, 28,667 AIO) Windows 10*. Intel® Core™ processors
²Power cycles include on, off, and sleep states
³Source: Intel® Product Improvement Program Q4'16: 1,081,148 systems. Average 11 apps opened per day. Windows 10*. Intel® Core™ processors
⁴Statistic represents an average across distinct applications. Actual number of applications opened per day may be higher. For instance, if Chrome is opened 5 times a day it is counted only once in the this calculation.
⁵Source: Intel® Product Improvement Program Q4'16: 1,081,148 systems. Average 11 apps opened per day. Windows 10*. Intel® Core™ processors
⁶Statistic represents an average across all applications across all systems. This number can vary depending on the application. For instance, this number can be higher for an application like Chrome* and much lower for an application like iTunes* or Calculator, etc.
⁷Source: Intel® Product Improvement Program Q1'17: 35,187 systems, Desktop/Laptop/2 in 1 Windows 10*. Intel® Core™ processors
⁸Source: Intel® Product Improvement Program Q1'17: 12,419 systems, Desktop/Laptop/2 in 1 Windows 10*. Intel® Core™ processors
⁹Statistic represents an average across distinct applications. Actual number of applications opened per day may be higher. For instance, if Chrome* is opened 5 times a day it is counted only once in the this calculation.
¹⁰Source: Intel® Product Improvement Program Q1'17: 12,419 systems, Desktop/Laptop/2 in 1 Windows 10*. Intel® Core™ processors
¹¹Statistic represents an average across all applications across all systems. This number can vary depending on the application. For instance, this number can be higher for an application like Chrome* and much lower for an application like iTunes* or Calculator, etc.