

New Brand for a New Era

Media and Analyst Deck

Embargoed Till: 6 a.m. PT, Jun 15, 2023

New Brand for a New Era

Meteor Lake is an inflection point for design, manufacturing, and architecture and delivers significant advances for our company and customers

Better aligns to customer requests to simplify the Intel brand portfolio

Two-tiered brand clarifies our product strategy differentiating our leadership and mainstream offerings

The Most Significant Brand Update in 15 Years

Beginning 2H 2023

Intel will **no** longer place **generational messaging** in front of Intel® Core™ brand in marketing or in silicon

Generation will still be called out in the processor number (e.g., ##xxxH)

This will apply to **all client products** moving forward, starting with Meteor Lake

Tiering and Naming

Beginning 2H 2023

Intel will drop the “i” from processor tiering on client processors beginning with Meteor Lake, and new products thereafter

Core i3/i5/i7/i9
will shift
to Core 3/5/7/9

These changes
will be reflected
in brand strings, text,
and on badge

Current Branding – Intel® Core™ Processors

Beginning 2H 2023

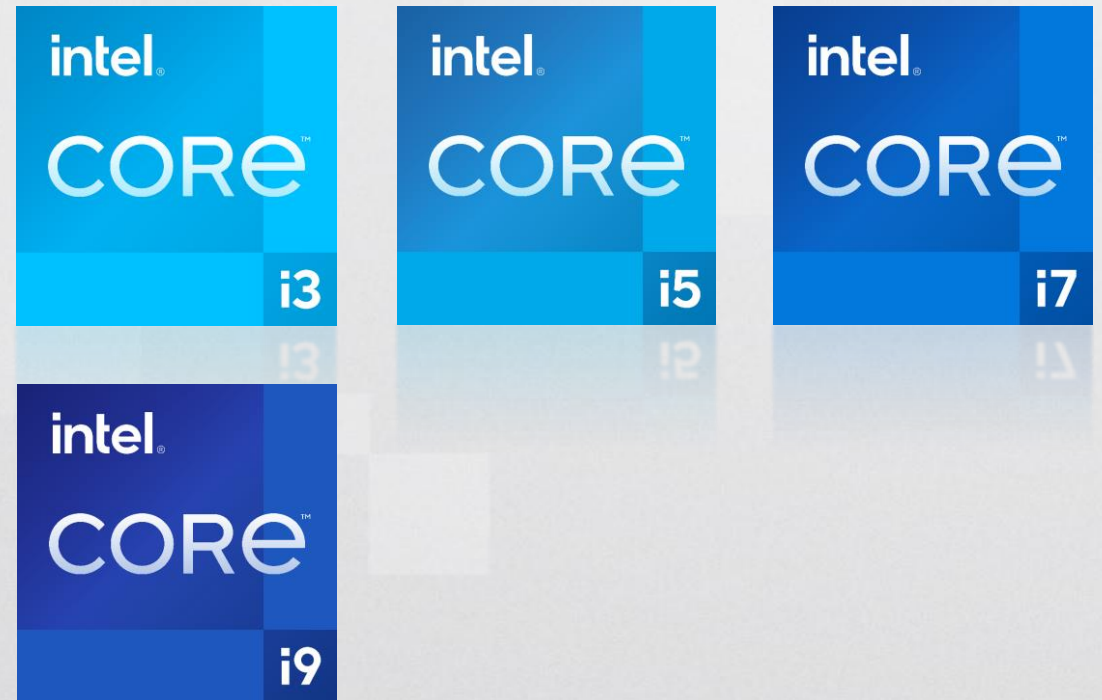
Processor Brand Name

Intel® Core™ processor

Tiering

Intel® Core™ i7 processor

Badging



New Branding – Intel® Core™ Processors

Beginning with Meteor Lake

Mainstream Processor Brand Name

Intel® Core™ processor

NEW Tiering Drops i

Intel® Core™ 5 processor

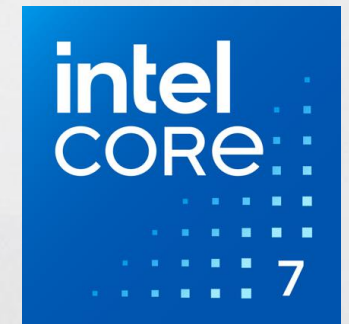
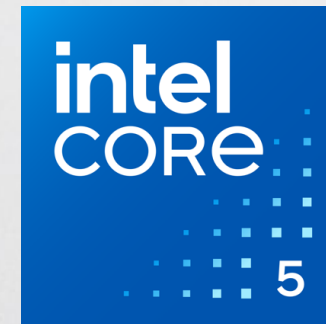
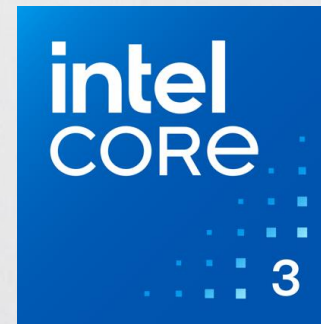
NEW Processor Numbering

Preferred – place processor number after the word processor

Intel® Core™ 5 processor ##xx*

*Final processor numbering TBD

NEW Badging





New Branding – Intel® Core™ Ultra Processors

Beginning 2H 2023

NEW Premium Processor Brand

Intel® Core™ Ultra processor

NEW Tiering Drops i

Intel® Core™ Ultra 7 processor

NEW Processor Numbering

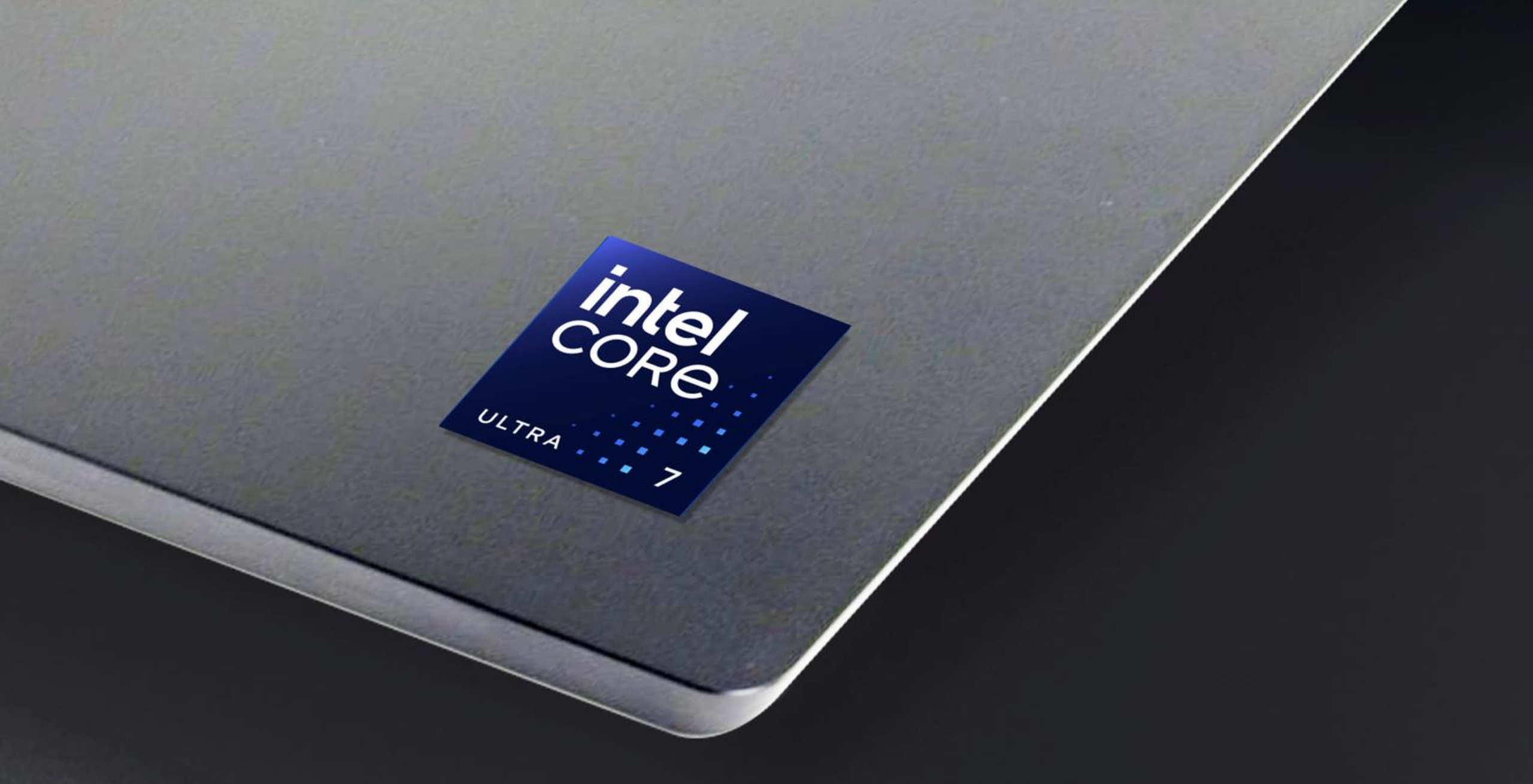
Processor number
after the word processor

Intel® Core™ Ultra 7 processor ##xx*

*Final processor numbering TBD

NEW Badging



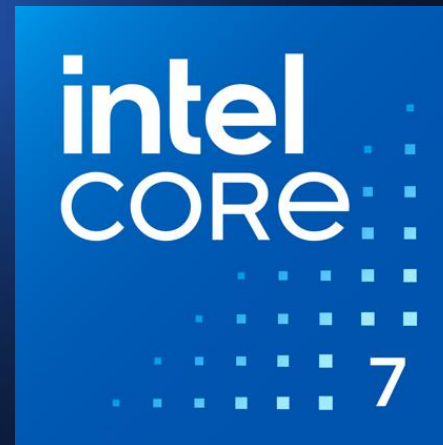


Summary/Takeaway

Shift away from using
'generations' in front of
Intel Core brands

Tiering drops i
beginning at launch of
Intel Core Ultra processor
to highlight significant shift
in architecture and design

Intel® Arc™ graphics
can be paired with both
Intel Core Ultra
and Intel Core processors



The Intel logo is centered on a dark blue background. It features the word "intel" in a white, lowercase, sans-serif font. A small, bright blue square is positioned above the letter "i". To the right of the word "intel" is a registered trademark symbol (®). The background is a solid dark blue with several faint, semi-transparent squares of varying shades of blue scattered across it, creating a subtle geometric pattern.

intel®