



Intel® Core™2 Duo Processor Unified Brand Name For Upcoming PC, Laptop Processors

New Brand, Common Microarchitecture Will Make it Easier for Computer Buyers to Choose a Great Computer; Developers to Design Software

SANTA CLARA, Calif., May 8, 2006 – The Intel® Core™2 Duo processor is the new brand for Intel Corporation's upcoming powerful and more energy-efficient processor families for desktop and laptop computers that will arrive in the third quarter, the company announced today.

Formerly codenamed Conroe and Merom, the Intel Core 2 Duo processors for desktop and notebooks PCs respectively are based on the newly designed Intel® Core™ microarchitecture and will include two processing cores — or brains — per chip, hence the "Duo" addition. Intel will also call its highest performing processor for enthusiast and gamers the Intel® Core™2 Extreme processor.

These ground-breaking processors will be built on Intel's advanced 65-nanometer design and manufacturing process technology that shrinks a processor's circuitry and transistors. This combination will deliver higher-performing, yet more energy-efficient processors that will spur more capable, stylish, silent and smaller mobile and desktop PCs while saving on electricity usage.

"With this unified PC and notebook brand and microarchitecture, everyone will have a simple way to choose the most powerful and energy-efficient processors in the world, and developers will be able to more easily write optimized software just once for a variety of computing segments," said [Eric Kim](#), Intel senior vice president and chief marketing officer. "We want these processors to be the heart and soul of computers that are increasingly bringing magic to our digital lifestyles."

Having a common microarchitecture for the consumer, gaming, notebook and business desktop market segments makes it easier for computer developers to create more efficient software applications and can share capabilities across all categories if necessary.

The dual-core processors will include the industry's largest integrated cache or memory reservoir called Intel® Advanced Smart Cache that includes a unique design for faster performance on memory intensive applications. The products will also support such features as enhanced security, virtualization and manageability built right into the processors.

Consumers and businesses will also be able to purchase these processors as part of Intel's market-focused platforms, a collection of Intel hardware and software technology innovation designed and tested together and tailored to specific computing needs. Intel offers wireless computing, in-home entertainment or business productivity platforms through the company's Intel® Centrino® Duo mobile technology, Intel® Viiv™ technology and Intel® vPro™ technology brands respectively, all of which are powered by versions of these new processors.

Starting with these new brands, the "2" will signal the arrival of a new generation of technology to the Intel® Core™ processor line. In order to be consistent with current Intel Core processor naming, Intel will continue to use such terms as "Duo" to creatively and effectively indicate the number of processing cores per product.

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