THINGS HAVE EVOLVED A LOT IN THE LAST FEW YEARS ESPECIALLY COMPUTERS

LESS WAIT

STARTUP TIMES ARE ALMOST 4 TIMES FASTER

HOW WOULD YOU USE THE EXTRA TIME?

- PLAN A HOLIDAY
- CALL YOUR MOTHER
- ENJOY SOME COFFEE

LESS WEIGHT

A NEW NOTEBOOK IS 2 KG LIGHTER THAN BEFORE.
That’s the equivalent of lugging around an entire teen romance novel series.

Based on an average weight of 1.3 kg vs 3.3 kg

50% LONGER BATTERY LIFE

YOU COULD FLY FROM CHICAGO TO NEW YORK with plenty of juice to spare.

Based on an average time of 5 hours vs 2.5 hours

DON’T WORK SO HARD

IT TAKES ABOUT ONE HOUR TO EDIT AND SHARE A 2 HOUR HD VIDEO ON AN OLD PC.
A new PC can handle it in less than 2 minutes

TIME WORKING
TIME RELAXING

As measured by MobileMark 2012 Office Productivity Performance Rating:
112 on New system vs. 79 on 4-y-old

RESOLUTION REVOLUTION

NEWER PCS HAVE AN AVERAGE OF 15% HIGHER RESOLUTION MONITORS.
So you can see even more pet photos than ever.

When comparing a 1920 x 1080 display with a 1680 x 1050 display

NEW PC
OLD PC

WAY LESS

THE MORE THINGS CHANGE THE MORE COMPUTER PRICES GO DOWN

ON AVERAGE, A NEW COMPUTER COSTS $200 LESS THAN PCS OF YORE

HOW MANY DVD-SIZE MOVIES CAN YOU COPY IN TWO MINUTES?

20
NEW PC WITH USB 3.0

1.5
OLDER PC WITH USB 2.0

As measured using the time transfer calculator:
http://technark.com/copy_calculator

Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SiSoftware and MobileMark, are measured using specific computer systems, components, software, operate and hardware. Any change to any of these factors may cause the results to vary. You should consult other information and performance tests to assess fully Intel product performance, including the performance of that product when combined with other products. For more information go to http://www.intel.com/ Performance

Look Inside.