How To Sell Guide

Intel® Core™ Ultra Desktop Processors (Series 2), Codenamed Arrow Lake-S are the ultimate desktop and entry workstation platform, engineered to unlock new levels of intelligent performance for the most demanding daily tasks.

On the following slides we'll show you how to sell to the following customers:

Gamers

Creators

Professionals

How to Sell to

Gamers

Intel® Core™ Ultra desktop processors (Series 2) are architected for the enthusiast, offering your gaming customers the power, platform, and features they demand from their PCs.

Gamer-Focused Conversation Starters:

- Up to 24 next-gen P-cores and E-cores give gamers the power to play today's most demanding games.
- **Best-in-class wired connectivity**,[1] featuring increased CPU PCIe 5.0 lanes, increased chipset PCIe 4.0 lanes, discrete Thunderbolt™ 5 port support with 80/120 Gbps bandwidth, and integrated Thunderbolt™ 4 technology.
- Intel® Killer™ Wi-Fi, discrete Intel® Wi-Fi 7 (5 Gig) support,[2] and integrated Wi-Fi 6E support give social and competitive multiplayer gamers the connectivity they need.
- AI features let you get the most out of AI, like offloading streaming features to the NPU to free up better framerates from your GPU.[3]
- Optimized ReBAR support and improved Intel® Rapid Storage Technology (Intel® RST) drivers for high framerates on the latest games.
- Overclocking tuning controls have been resynthesized, with new features like dual BCLK tuning and 16.6 OC ratio granularity.[4]

Up to **28%**	**Higher FPS with Total War: Warhammer III**[5] vs. comp
165W Lower	**Total system power while gaming**[6] vs. previous generation

What Do Gamers Do with Their PC?

- Esports
- AAA Gaming
- Simulations
- Social Gaming

What Do Gamers Value Most?

- Performance
- Connectivity Features
- Fast Wi-Fi
- Overclocking[4]

Look for These Badges

5. As measured by Total War: Warhammer III - Mirrors of Madness Benchmark on an Intel® Core Ultra 9 processor 285K vs. AMD Ryzen 9 9950X.
6. As measured by average system power while playing Warhammer: Space Marines 2 on an Intel® Core Ultra 9 processor 285K vs. Intel® Core i9 processor 14900K.

For footnotes 5,6: Individual system results may vary as power and performance are affected by use, configuration and other factors. See www.intel.com/PerformanceIndex for workloads and configurations.

For numbered references and configurations, see notices and disclaimers section.

How to Sell to

Creators

Creators are looking for AI PCs that will help them achieve their vision and overcome challenges. They are looking for the performance and features of Intel® Core™ Ultra desktop processors.

Creator-Focused Conversation Starters:

- **NEW** integrated NPU (neural processing unit) is a dedicated AI engine designed to handle the AI tools and processes that creators increasingly use to work.
- Powerful new E-cores handle background tasks and are perfect for multitasking creatives!
- Increased efficiency for lower power usage in a variety of creator applications.
- Thunderbolt™ Share[7] helps quickly manage and move large files and workloads between Thunderbolt™ 4 technology- and Thunderbolt™ 5 technology-enabled systems.
- DDR5 support (up to 6400 MT/s)[8] and Intel® Smart Cache technology help create and edit large files.
- Intel® Connectivity Performance Suite provides an optimized network experience.[9]
- Intel® Killer™ Wi-Fi, discrete Intel® Wi-Fi 7 (5 Gig) support,[2] and integrated Wi-Fi 6E support for fast wireless connectivity to share, work, and download.

Up to **86%**	**Faster creator multitasking performance**[10] vs. comp
Up to **6%**	**Faster video editing performance**[11] vs. comp

What Do Creators Do with Their PC?

- Image Creation
- Video Production
- Music Production
- Game Development

What Do Creators Value Most?

- Productivity
- Connectivity
- Privacy and Security
- Application Compatibility

Look for These Badges

10. As measured by multitasking creator workflow featuring Adobe Premiere Pro and Blender on an Intel® Core™ Ultra 9 processor 285K vs. AMD Ryzen™ 9 9950X.
11. As measured by PugetBench for Creators Video Editing benchmark on an Intel® Core™ Ultra 9 processor 285K vs. AMD Ryzen™ 9 9950X.

For footnotes 10, 11: See www.intel.com/PerformanceIndex for workloads and configurations. Results may vary.

For numbered references and configurations, see notices and disclaimers section.

How to Sell to

Professionals

Everyday professionals are looking for powerful and efficient AI PCs to achieve their business and educational goals. They require security while maintaining high levels of collaboration and app compatibility.

Creator-Focused Conversation Starters:

- **NEW** integrated NPU (neural processing unit) available on Intel® Core™ Ultra processors are built to work with the AI directly on the device for data security.
- Powerful new E-cores are perfect for multitasking across various office applications.
- Integrated Thunderbolt™ 4 and discrete Thunderbolt™ 5 technology for device expandability.
- Thunderbolt™ Share[7] unlocks multiple PC connectivity with ultra-fast speeds for screen, peripheral, and file sharing.
- Intel® Killer™ Wi-Fi, discrete Intel® Wi-Fi 7 (5 Gig) support,[2] and integrated Wi-Fi 6E support for fast wireless connectivity to share, work, and download.
- Intel vPro®[12] eligible to enable powerful management tools for enterprise levels of AI, security, stability, and remote management.

Up to **58%**	**Lower power during Zoom Video calls**[13] vs. previous generation
Up to **14%**	**Faster mainstream application performance**[14] vs. comp

What Do Professionals Do with Their PC?

- Office Applications
- Connectivity
- Education
- Social Networking

What Do Professionals Value Most?

- Productivity
- Connectivity
- Privacy and Security
- Application Compatibility

Look for These Badges

13. As measured by average processor while running a Zoom Call on an Intel® Core™ Ultra 9 processor (285K) vs. Intel® Core™ i9 processor 14900K.
14. As measured by CrossMark Overall score on an Intel® Core™ Ultra 9 processor (285K) vs. AMD Ryzen™ 9 7950X3D.

For footnotes 13, 14: . Individual system results may vary as power and performance are affected by use, configuration and other factors. See www.intel.com/PerformanceIndex for workloads and configurations.

For numbered references and configurations, see notices and disclaimers section.

Notices & Disclaimers

Performance varies by use, configuration, and other factors. Learn more at intel.com/PerformanceIndex.

Performance results are based on testing as of dates shown in configurations and may not reflect all publicly available updates. See backup for configuration details. Results that are based on systems and components as well as results that have been estimated or simulated using an Intel Reference Platform (an internal example new system), internal Intel analysis or architecture simulation or modeling are provided to you for informational purposes only. Results may vary based on future changes to any systems, components, specifications, or configurations.

No product or component can be absolutely secure. Your costs and results may vary. Intel technologies may require enabled hardware, software, or service activation.

All Intel® Evo™ branded designs are verified based on specific hardware and other requirements and must meet demanding thresholds for key mobile user experiences. Details at www.intel.com/performance-evo.

All versions of the Intel vPro® platform require an eligible Intel processor, a supported operating system, Intel® LAN and/or WLAN silicon, firmware enhancements, and other hardware and software necessary to deliver the manageability use cases, security features, system performance, and stability that define the platform. See www.intel.com/PerformanceIndex for details.

AI features may require software purchase, subscription, or enablement by a software or platform provider, or may have specific configuration or compatibility requirements. Details at intel.com/AIPC.

Intel is committed to the continued development of more sustainable products, processes, and supply chain as we strive to prioritize greenhouse gas reduction and improve our global environmental impact. Where applicable, environmental attributes of a product family or specific SKU will be stated with specificity. Refer to Intel Corporate Responsibility Report 2022-2023 or visit www.Intel.com/2030goals for further information.

1. **Best-In-Class Wired Connectivity:** See site for details: https://edc.intel.com/content/www/us/en/products/performance/benchmarks/wired/.
2. **Discrete Intel® Wi-Fi 7 (5 Gig):** While Wi-Fi 7 is backward compatible with previous generations, new Wi-Fi 7 features require PCs configured with Intel® Wi-Fi 7 solutions, PC OEM enabling, operating system support, and use with appropriate Wi-Fi 7 routers/APs/gateways. 6 GHz Wi-Fi 7 may not be available in all regions. Performance varies by use, configuration, and other factors. For details on performance claims, learn more at www.intel.com/performance-wireless.
3. **AI Experiences:** AI features may require software purchase, subscription, or enablement by a software or platform provider, or may have specific configuration or compatibility requirements. Details at http://www.intel.com/AIPC. Results may vary.
4. **Overclocking:** Altering clock frequency or voltage may void any product warranties and reduce stability, security, performance, and life of the processor and other components. Check with system and component manufacturers for details.
5. As measured by Total War: Warhammer III - Mirrors of Madness Benchmark on an Intel® Core™ Ultra 9 processor 285K vs. AMD Ryzen™ 9 9950X.
6. As measured by average system power while playing Warhammer: Space Marines 2 on an Intel® Core™ Ultra 9 processor 285K vs. Intel® Core™ i9 processor 14900K.
7. **Thunderbolt™ Share:** Thunderbolt™ Share is required to be installed on both PCs. See the release notes via intel.com for supported hardware, what is new, bug fixes, and known issues.
8. **Memory Support:** Maximum memory speeds are associated with 1 DIMM per Channel (1DPC) configurations. Additional DIMM loading on any channel may impact maximum memory speed. Up to DDR5-6400 MT/s 1DPC CUDIMM 1Rx8, 1Rx16, 2Rx8. Maximum memory capacity is achievable with 2DPC configurations. For additional 2DPC configuration details, refer to the Arrow Lake-S and Arrow Lake-HX Processor External Design Specification (EDS), Doc ID 729037.
9. **Intel® Connectivity Performance Suite:** The Intel® Connectivity Performance Suite (ICPS) software application requires Microsoft Windows 11 operating system and enables automated network traffic prioritization and connection optimization for Intel PC platforms configured with Intel® Wi-Fi 7 (Gig+) products.
10. As measured by multitasking creator workflow featuring Adobe Premiere Pro and Blender on an Intel® Core™ Ultra 9 processor 285K vs. AMD Ryzen™ 9 9950X
11. As measured by PugetBench for Creators Video Editing benchmark on an Intel® Core™ Ultra 9 processor 285K vs. AMD Ryzen™ 9 9950X.
12. **Intel vPro®:** Intel vPro® eligible when paired with an Intel® Q870 or W880 chipset.
13. As measured by average processor while running a Zoom Call on an Intel® Core™ Ultra 9 processor (285K) vs. Intel® Core™ i9 processor 14900K.
14. As measured by CrossMark Overall score on an Intel® Core™ Ultra 9 processor (285K) vs. AMD Ryzen™ 9 7950X3D.