



intel
vPRO

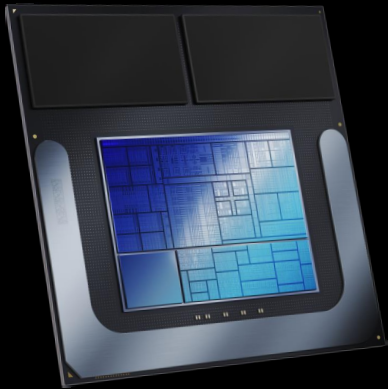
Revolutionizing Commercial Computing: Intel® Core™ Ultra 200V Series (Lunar Lake)

Larry Rother
Client Computing Group
Commercial Segment Manager

Designed for Businesses of All Sizes

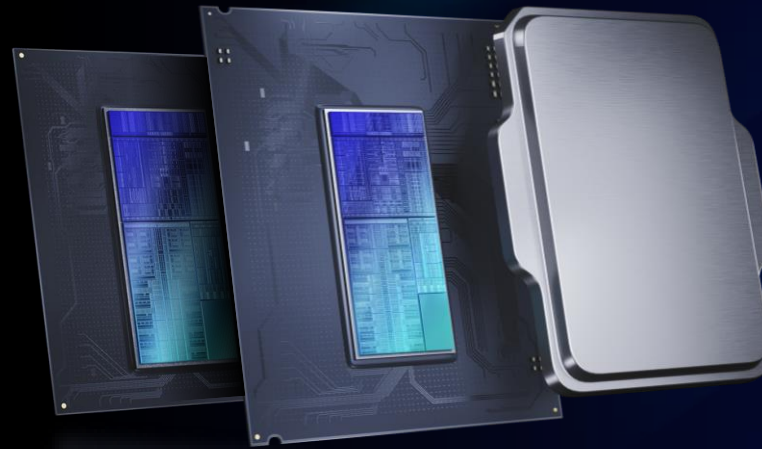
Intel® Core™ Ultra processors (Series 2)

Intel® Core™ Ultra processors
(V-Series)



Powering the next gen AI PC

Intel® Core™ Ultra processors
(U/H/HX/S-Series)



AI PCs in diverse form factors

intel_{VPRO}



intel_{VPRO}

Dedicated business platforms
for modern IT operations.

More secure, easy to manage,
and resilient.

Today's Agenda

- Supercharging Business End Users
- Unlocking AI to Accelerate the Modern Workplace
- Security by Design
- Manageability Innovations
- Stable and Sustainable
- Call To Action



intel
vPRO

Delivers the Future of Commercial Computing

Harnessing AI to supercharge end users and elevate IT outcomes

Intel® Core™ Ultra 200V processors for business end users

- Leave your charger at home with long battery life.
- Expanding Intel innovation to commercial.

Raising the bar with Intel vPro® for IT

- Give IT the tools to manage PC transitions with confidence and secure fleets.

New Experiences

Through 200 ISVs to enhance the way end users work and deliver better outcomes for IT.



Windows 10

End of Service



Copilot+PC



A Great AI PC

Starts with a Great PC

Question #1 - When you think of a great PC for business, what features do you prioritize?

Launched Intel® Core™ Ultra 200V Series

September 2024

Most
efficient x86
processor
ever¹

Exceptional
CPU core
performance

World's best
built-in GPU²

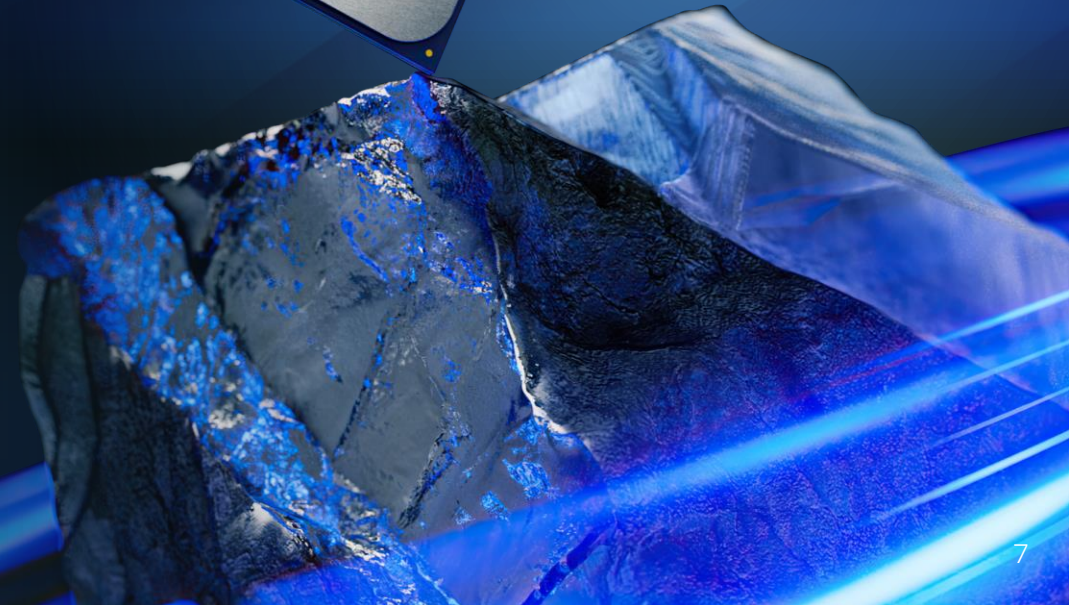
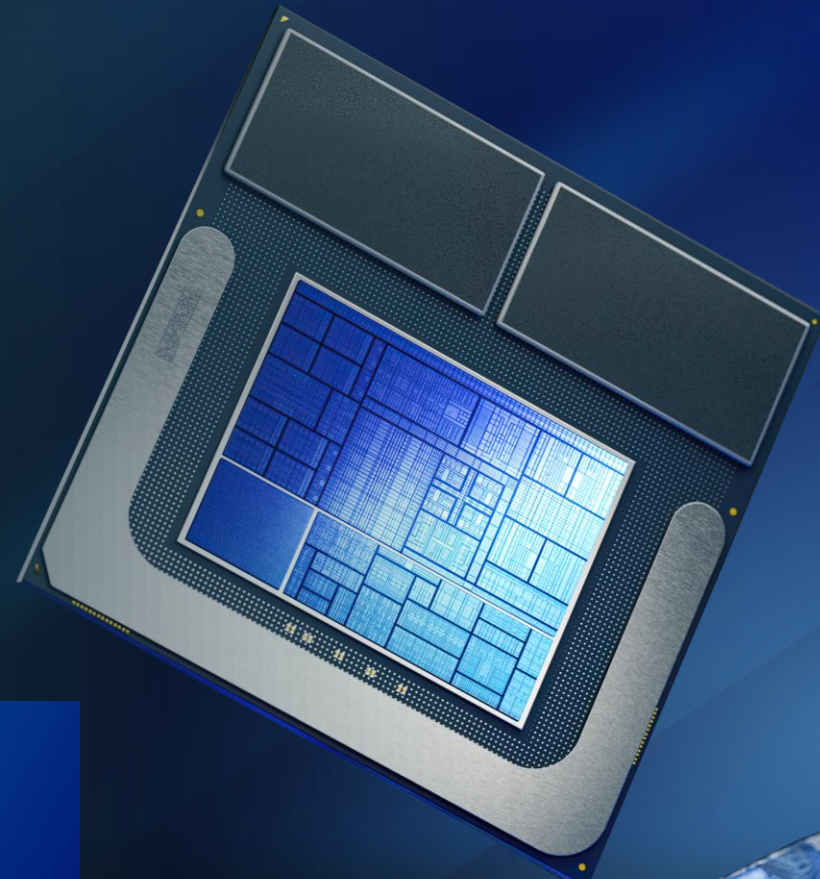
Most
powerful AI
processor³

1-3. Refers to Intel Core Ultra 200V series processors in comparison to prior generation and competition processors powering ultrathin systems (as of August 2024).

2. Refers to subset of systems with integrated Intel® Arc™ Graphics as compared with other ultrathin system options, based on impressive performance on graphics benchmarks and strong graphics AI benchmark performance.

3. Based on extensive AI capabilities and experiences, broad compatibility, unique architecture, and impressive performance. AI features may require additional purchase or specific compatibility requirements.

See intel.com/performanceindex for details. Results may vary.



Intel Core Ultra 200V Series Processor

Fastest
CPU Core

+18%

vs. Intel® Core™ Ultra 7 155H
on CB2024 1T &
Geekbench 6.3 1T

Fastest
Built-In GPU

+30%

Avg. performance of
45+ game titles vs. Intel® Core™
Ultra 7 155H

Most Efficient
x86 Processor

50%

Lower package power
vs. Intel® Core™ Ultra 7 165H

Historic
Perf per Watt

2x

vs. Intel® Core™ Ultra 7 165H on
UL Procyon® Office Productivity

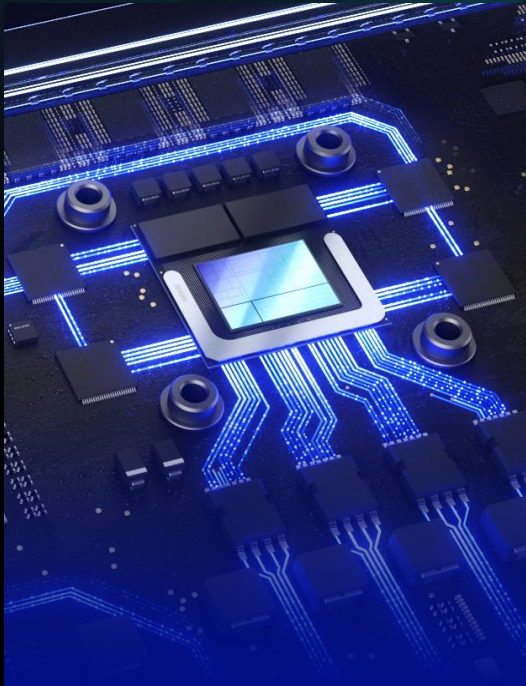
Unmatched AI
Performance

3x

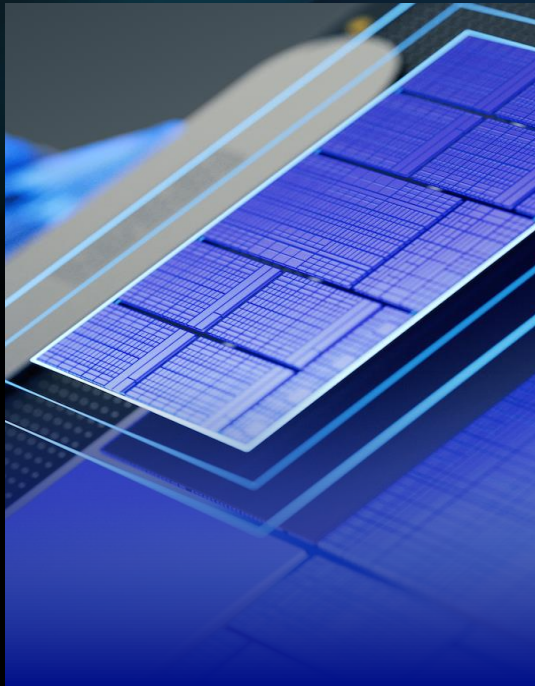
vs. Intel® Core™ Ultra 7 155H on
UL Procyon® AI NPU Int8



The No-Compromise Solution for Business



Designed to leave your
charger behind



Productivity
supercharged



Future ready
for tomorrow's AI

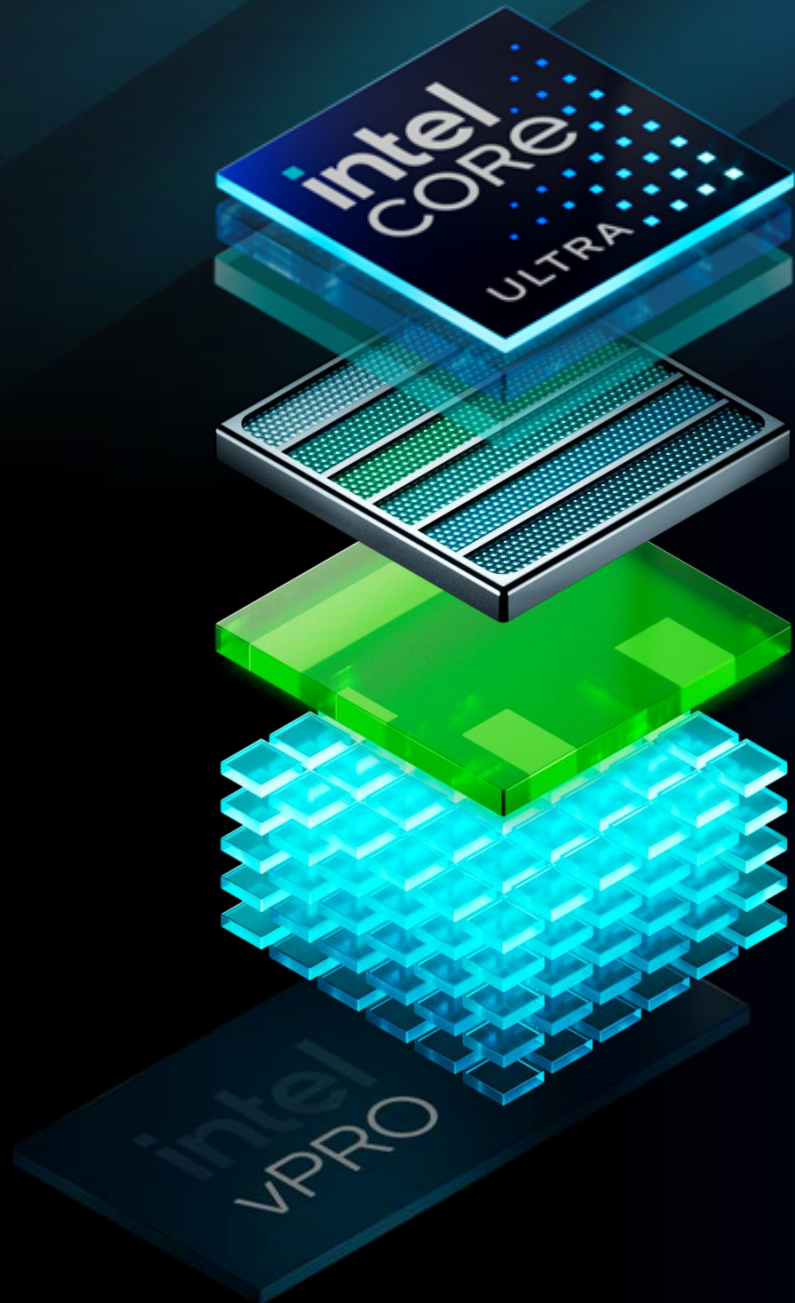


Total systems
compatibility



intel
vPRO

Delivering next-gen security and manageability for IT excellence.



Productivity

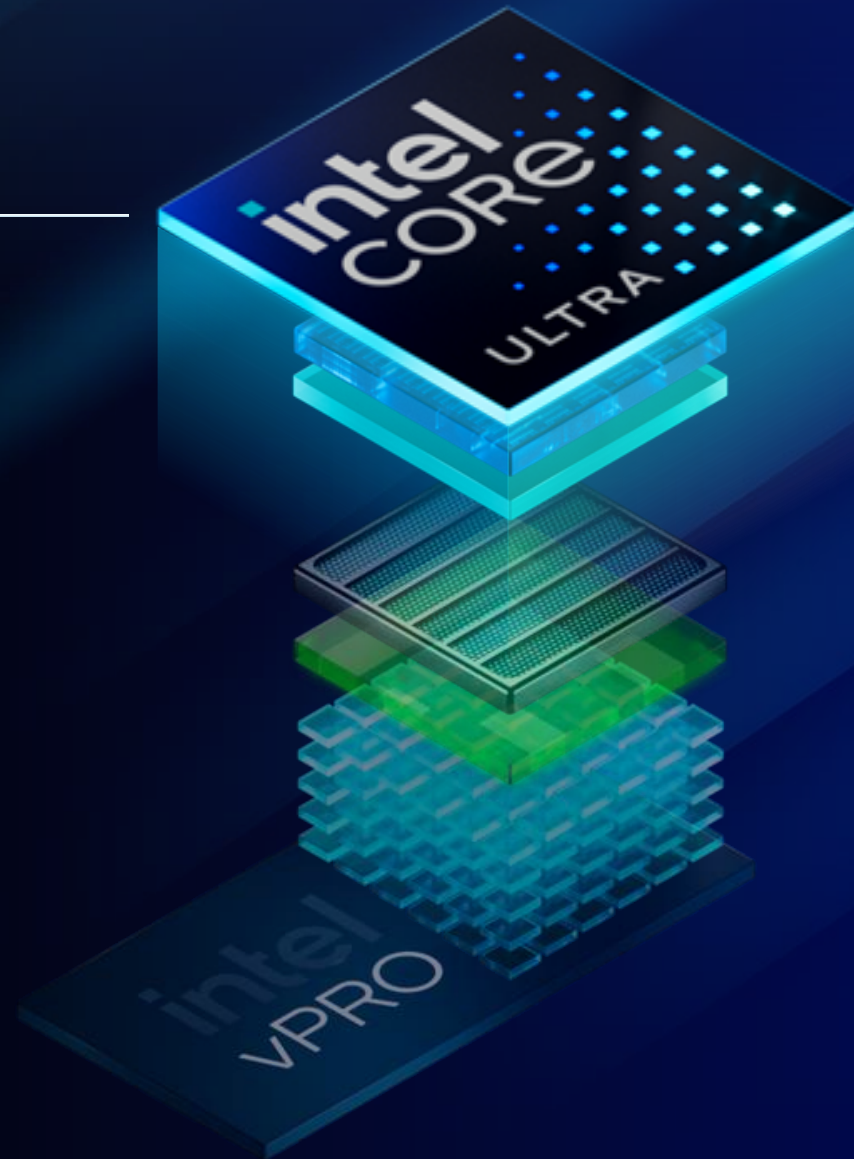
Security

Manageability

Stability & Sustainability

Intel® Core™ Ultra

Designed to support the modern
working professional



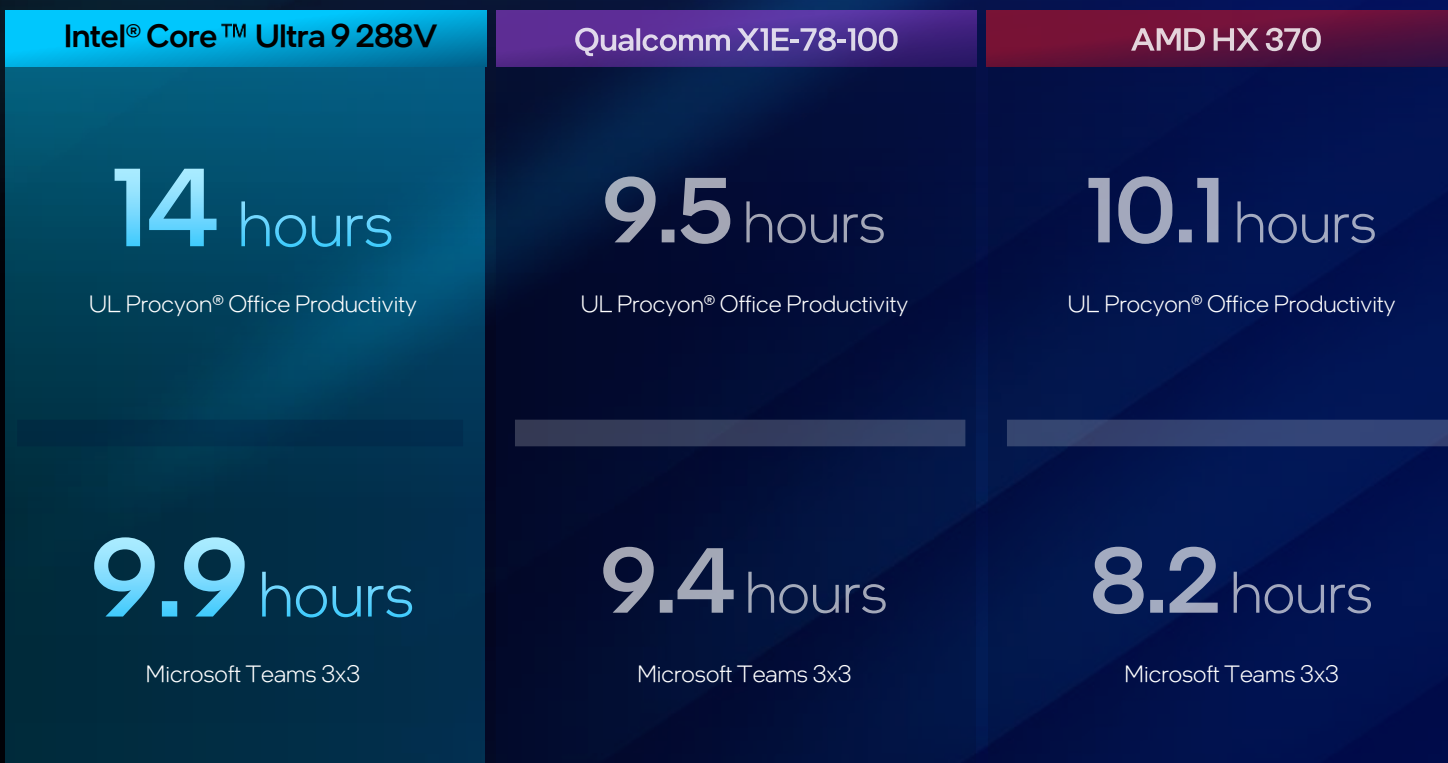
Enables Best Battery Life in x86

Same OEM

14-16" chassis

1080p display

~75Whr battery



Unprecedented Refresh Opportunity

vs. 3-year-old PC



End of Service



up to

20%

More productivity
vs. 3-year-old PC

up to

10x

Platform TOPS
XPU

Longer
battery
life

up to

5x

Faster Wi-Fi

Premium Connectivity

Intel®
Wi-Fi 7
(5 Gig)

Intel®
Thunderbolt™ 4

Intel®
Bluetooth® 5.4
(LE Audio)

Intel connectivity hardware and software enables:



Performance



Stability



Battery Life



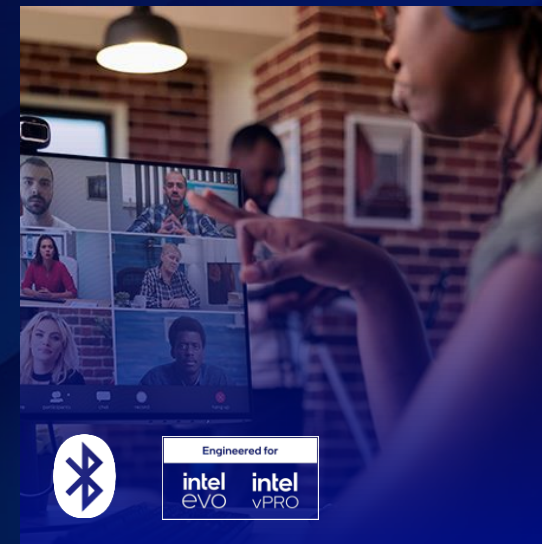
Security



Up to **5X** faster speed
& **60%** lower latency
AI-based networking
optimization software support.



Up to **40 Gbps** bandwidth
Utilize Intel® Thunderbolt™ Share
for PC-to-PC sharing!



Ditch the dongle with
Microsoft Teams Certification
over Bluetooth®.

Question #2 – Which best describes where your organization is in their AI journey

AI Runs Best on Intel

**Largest TAM
Coverage**
in the AI PC
market

Support for
FP16 and **INT8**;
comp can't run FP16

**Best in class
software
optimization**

Industry Leading
**AI PC
Developer's
Program**

**AI extensions via
CPU, GPU, NPU**

99%
AI application
compatibility

Widest
selection of
**models and
applications**

120
Platform TOPS

>400
AI PC ISV
optimized features

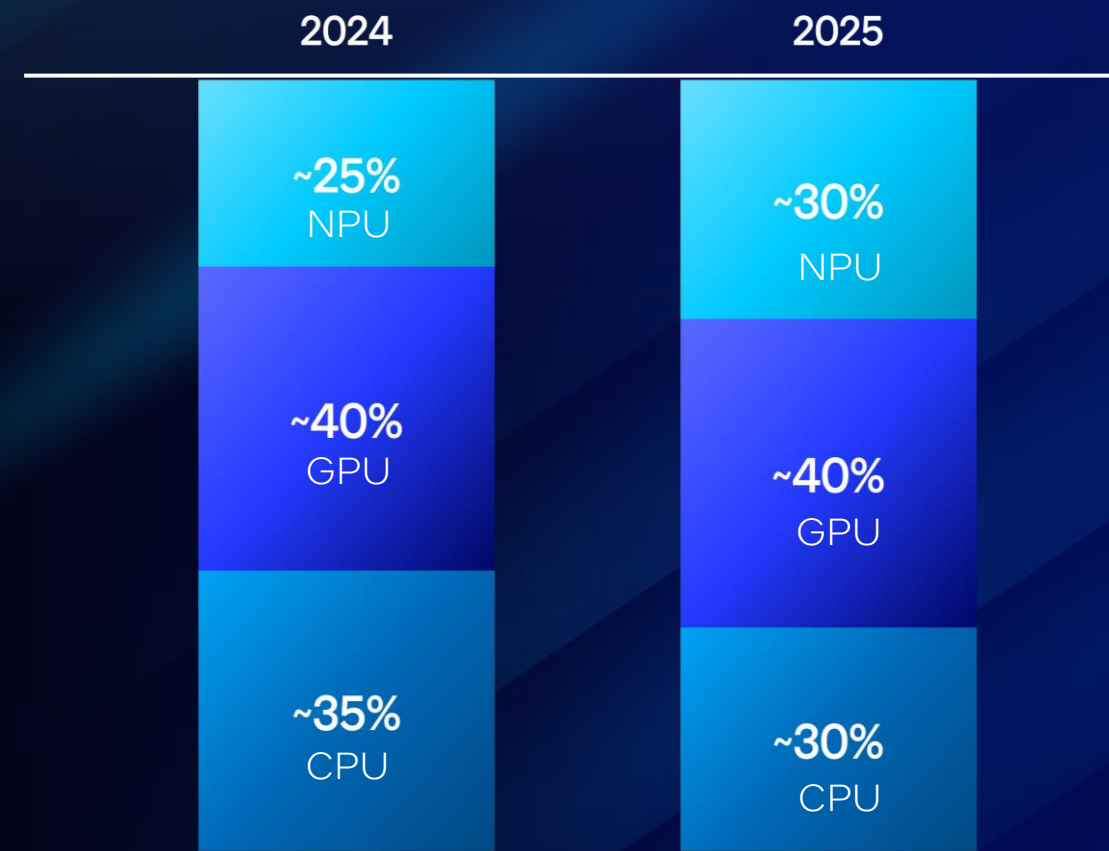
As of December 2024, refers to client applications, based on the broad compatibility, extensive software options, unique architecture, and impressive performance of on Intel® Core™ Ultra processors that combine to deliver the best overall AI experience, including in comparison to competition processors .AI features may require additional purchase or specific compatibility requirements. See [intel.com/performanceindex](https://www.intel.com/performanceindex) for details. Results may vary.

AI Engine Adoption

Multi-engine adoption










GPU significance & outlook

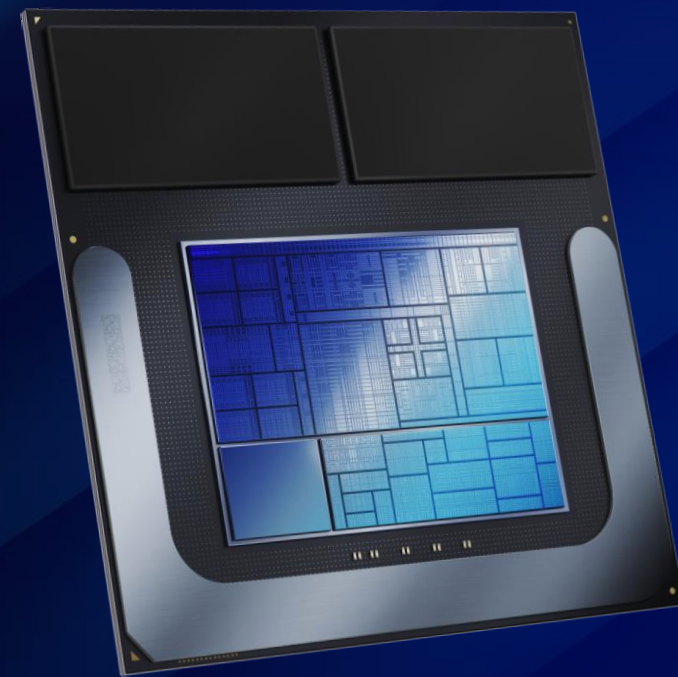
ISV efforts & flexibility



Accelerated AI Application Performance

vs. Prior Generation

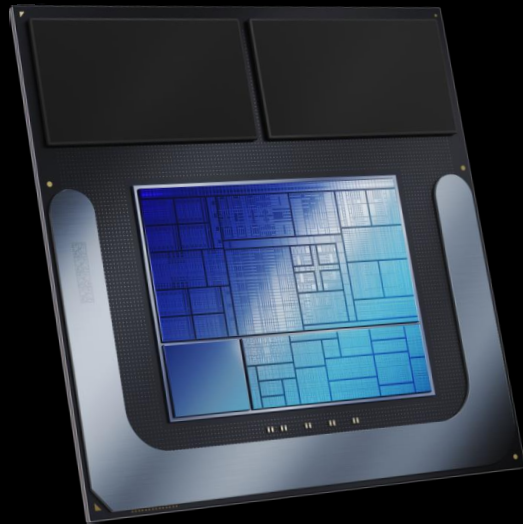
 Data analysis and visualization using AI features up to 1.14x	 VisionFX 2.0: Text to image using local stable diffusion up to 2.0x	 Promeo: Online seller local assistant-image generation/LLM up to 1.81x
 Photo AI: Professional AI photo editing up to 1.30x	 Data analysis and visualization using AI features up to 1.16x	 Generate AI PC: LLM + RAG AI enhanced search and summary up to 1.56x
 Ailia: Document search, translation, meeting minutes up to 1.46x	 AI enhanced presentations up to 1.45x	 AI tools and security for Enterprise up to 1.61x
















Lunar Lake
Intel® Core™ Ultra
Series 2 processors

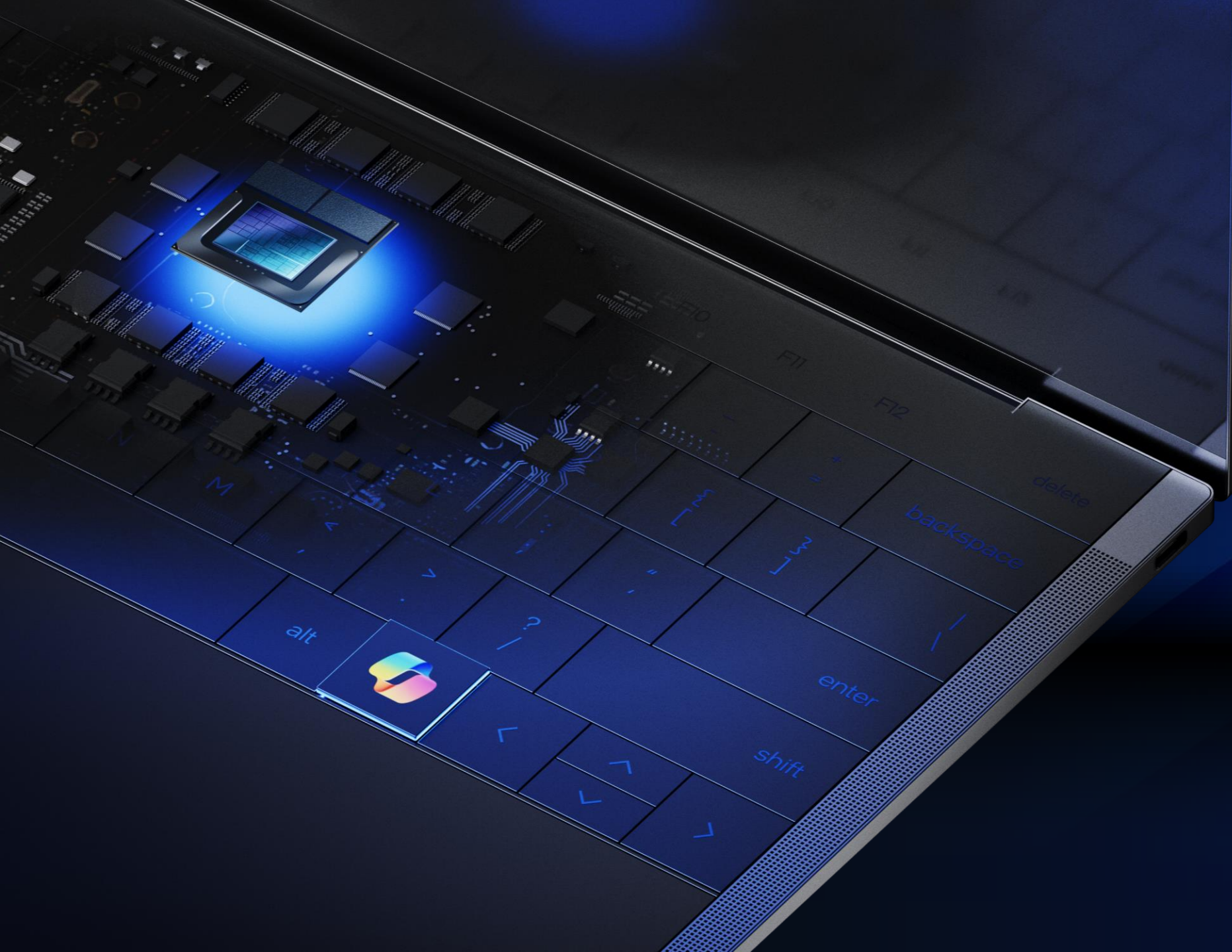
Unmatched AI ISV Ecosystem

ISVs developing solutions for
commercial customers today



 IntelliGo Technology Inc. Enhanced AI Audio	 面壁智能 ModelBest SLM for generative AI	 voiceitt AI Automated Voice Recognition	 AAVAA AI Brain Computing Interface	 lakeside lakesidesoftware.com Anomaly Detection at Endpoint for DEX	 Adobe AI-powered Adobe Creative Cloud apps	 Microsoft 365 Optimized AI client experiences	 VNC lagoon AI for secure communication & collaboration	 eset AI Ransomware Detection, Hybrid awareness & Neural model acceleration
 Tallyfor AI assisted tax categorizer	 BUFFERZONE AI powered anti-phishing	 Microsoft Teams AI assistant for Video Collaboration	 MAGIX AI accelerated AI video editing assistant	 xcitium AI Ransomware Detection	 Starkey AI Hearing Solution	 贝锐向日葵 SunLogin AI powered manageability	 DEEPBRAIN AI AI avatar Spokespersons	 OMNIBRIDGE American Sign Language to text
 laplink connect your world PC manageability	 Cephable Gesture & voice control for impaired users	 Ilmware Enterprise AI tools & security	 Faceunity Technology AI text to speech & avatar generation	 upstage AI LLM writing assistant	 McAfee AI powered deep fake detection	 MATLAB Accelerated engineering & scientific computation	 Pro AI audio & video editing	 TREND AI protection of Sensitive information
 HP WOLF SECURITY AI-based Threat Detection	 CyberLink AI powered photo/video editing	 CROWDSTRIKE Next Gen Threat Detection	 Iterate.ai LLM-powered Private AI Assistant	 Power BI Accelerated data analysis	 stability.ai Visual Media generative AI	 zoom AI powered Collaboration effects	 Topaz Labs Pro grade AI photo & video editing	 proofpoint AI Data Loss Prevention Evolution
 CANVI AI enhanced presentations	 Dynamo AI Local LLM policy management	 Copilot+PC AI productivity assistant	 edgerunner AI AI enhanced secure search	 ivant AI Driven Data Analysis	 GoTo Screen translation for Remote Sessions	 citrix AI Driven Super Resolution upscale at endpoint for VDI	 webex by cisco Advanced AI platform for Collaboration	 LiveDrop Technology Highly Secure, Offline Data Transfer Solution
 Distinct AI AI accelerated text to vector & raster images	 tobii AI powered eye tracking technology	 reincubate AI powered collaboration effects	 Blackmagic design Pro post- production AI solutions	 Windows Defender AI Ransomware & Crypto-jacking Detection	 able AI data analysis	 Axell Local gen AI portal for office work	 wondershare AI accelerated magic masking	 REALTEK Enhanced AI Audio

intel®



Copilot+PC

What is a Copilot+ PC?

The fastest, most intelligent and secure Windows PCs ever.



Copilot+ PC minimum requirements¹⁰



NPU

40+ TOPs performance

Memory

16 GB

Storage

256 GB

¹⁰Further details on minimum system requirements are available at <https://www.microsoft.com/en-us/windows/windows-11-specifications>. For PCs not supporting Windows Hello with ESS, some biometric security features and Recall are not enabled. For details, see aka.ms/copilotpluspcs.

Search and summarize documents with ease



Craft and respond to emails with personal AI assistants



Unlock data visualizations and business insights



Accelerating Daily Business Workflows

With the Intel[®] AI Ecosystem

Effortlessly edit and customize videos without retakes

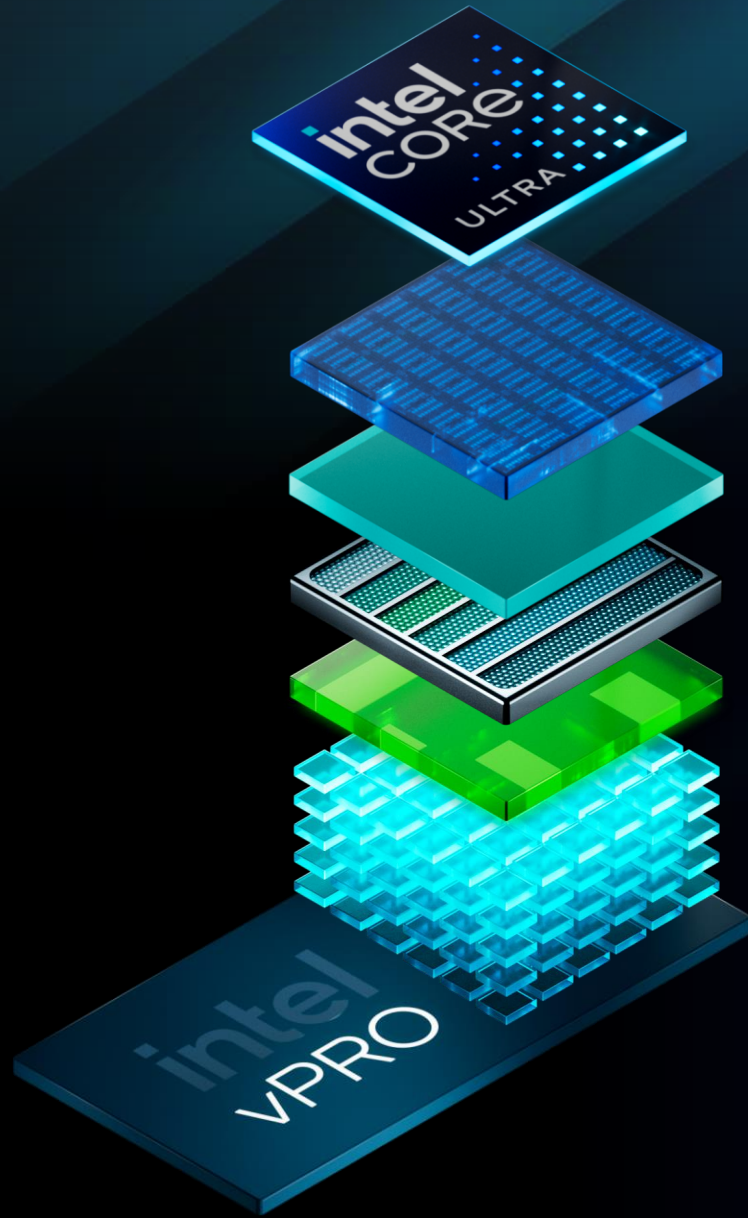


Elevate your videos and images to expert quality



Present your best self in video calls while minimizing power consumption





intel_{VPRO}

Built for Business

Question #3 – As compared to 3 years ago (pre-AIPC) how important is security and manageability to your PC strategy?

20 Years of Innovation Excellence

intel_{vPRO}

Introduced

Out-of-band management made possible

Broad commercial ecosystem optimizes for vPro®

Intel vPro® delivers most comprehensive security for your business

Comprehensive **stability and validation program**

First HW-based threat detection technology

IT turns to vPro® manageability during pandemic

Best-in-class commercial connectivity

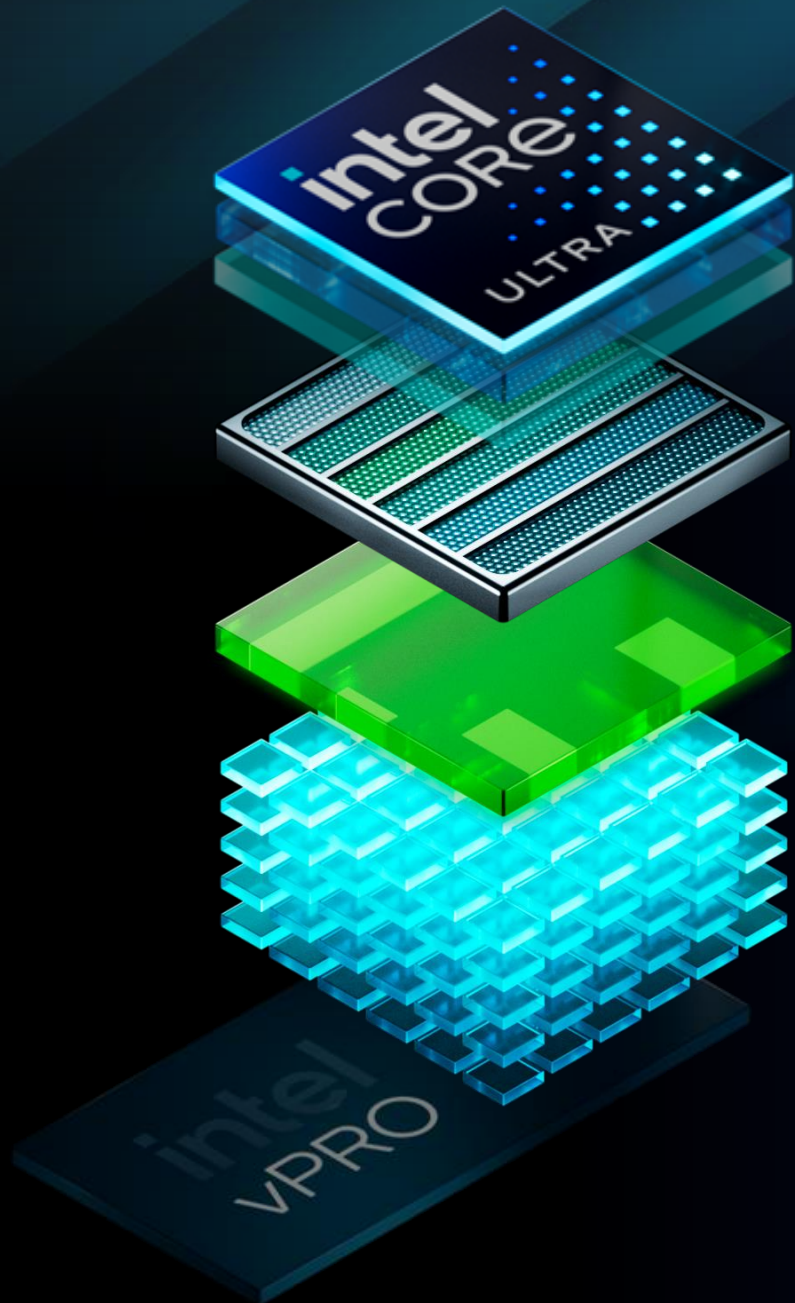
#1 product security assurance

Blue Friday
Major airline with vPro® has less than 1% of flights impacted

2006

Tirelessly supporting the unique needs of commercial customers
yesterday, today, and tomorrow

As of December 2024, based on the unrivaled combination of above and below the OS security capabilities, app and data protections, and advanced threat protections Intel vPro delivers for any sized business, as well as Intel's security first approach to product design, manufacture, and support. All business PCs built on the Intel vPro platform have been validated against rigorous specifications, including unique hardware-based security features. Details at www.intel.com/performance-vpro. Results may vary.



Productivity

Security

Manageability

Stability & Sustainability

An Intel vPro[®] AI PC Delivers Tangible and Elevated Outcomes for IT



Security

Up to 7x improved memory scanning performance.¹

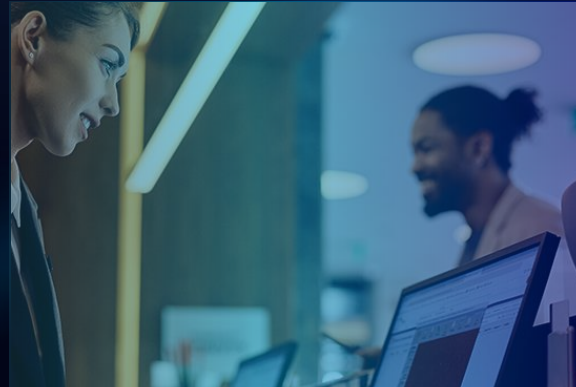
Better threat detection efficacy: +24% for Ransomware.²

New NPU innovative use cases with leading vendors.



Manageability

AI based fleet insights for fast response and remediation.



Localized AI

Save on cloud costs.

Content remains localized.

End user efficiency; personalized for your business.



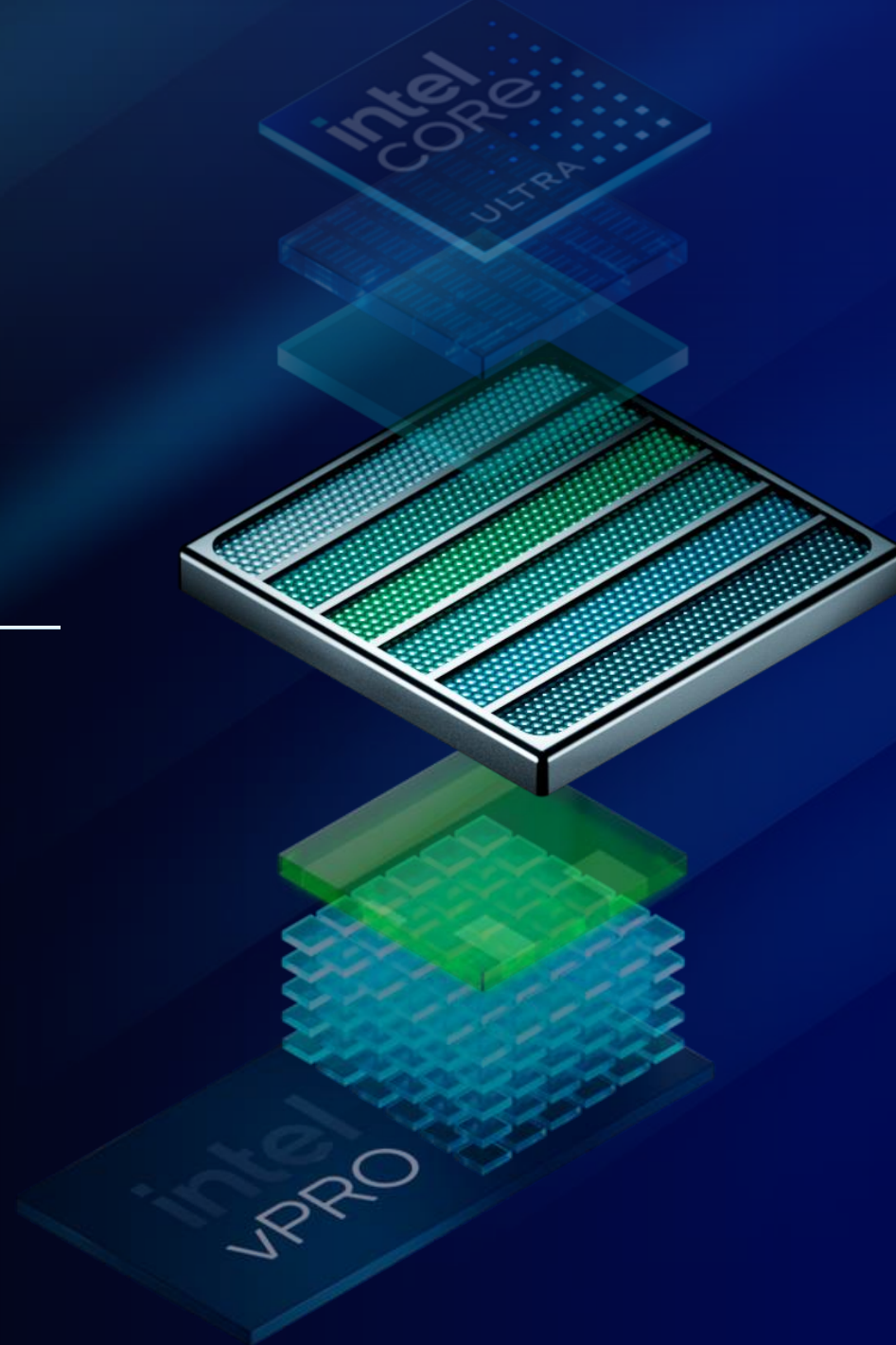
Maximize employee potential

Systems powered by the latest Intel Core Ultra processors designed for all day battery life.

Amazing performance, and new AI experiences.

Security

Comprehensive business
grade security starts with Intel



Proven Defenses to Real World Attacks

New MITRE ATT&CK mapping shows how modern hardware-based security can significantly help enterprises counter threats and protect systems.

intel_{VPRO}

MITRE
ATT&CK™



150

Intel vPro®
mitigations

30

Mitigations for
security for AI

90

Mitigations for Win11,
Secured-core PC,
Defender

85

Mitigations for
 **CROWDSTRIKE**

Windows 11 Security Starts with Intel vPro[®]

A deep, multi-decade long co-engineering relationship contributed 30 unique silicon security features to enable the most secure Windows ever.



Unparalleled PC Protection with Ecosystem Co-engineering

Threat
detection
and response

New

 CROWDSTRIKE

 Microsoft
Defender

 SHEPHERD
WATCH

 eset

 xcitium

 TREND
MICRO

Endpoint data
loss prevention

New

 proofpoint

 TREND
MICRO

 BUFFERZONE

Secure workspace –
deepfake detection,
file transfer, browsing

New

 McAfee

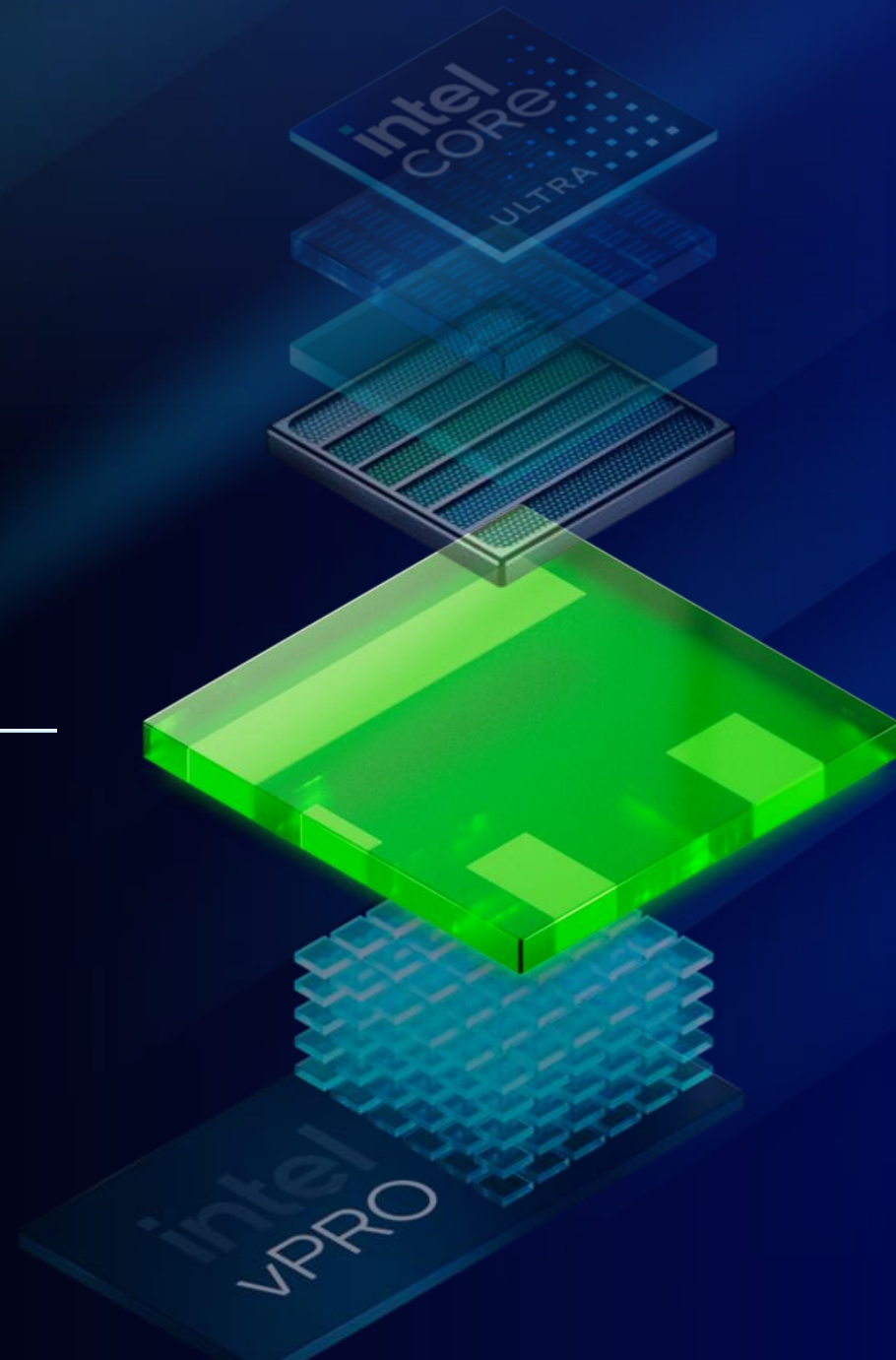
 BUFFERZONE

 TREND
MICRO

 LiveDrop
Technology

Manageability

Intel vPro® is battle-tested
to get businesses back up and running



Out of the Box vs. Activation Required

Protecting Businesses from the Unexpected

intel_{vPRO}

Reduced from 24 to 6 steps to deploy out-of-band PC fleet management solution, no server infrastructure needed.

Intel® Endpoint
Cloud Services

New

Utilize existing commercial vendors as a single tool to natively access Intel vPro® manageability.

ivanti

omnissa™

CROWDSTRIKE

Intel vPro®
Fleet Services

New

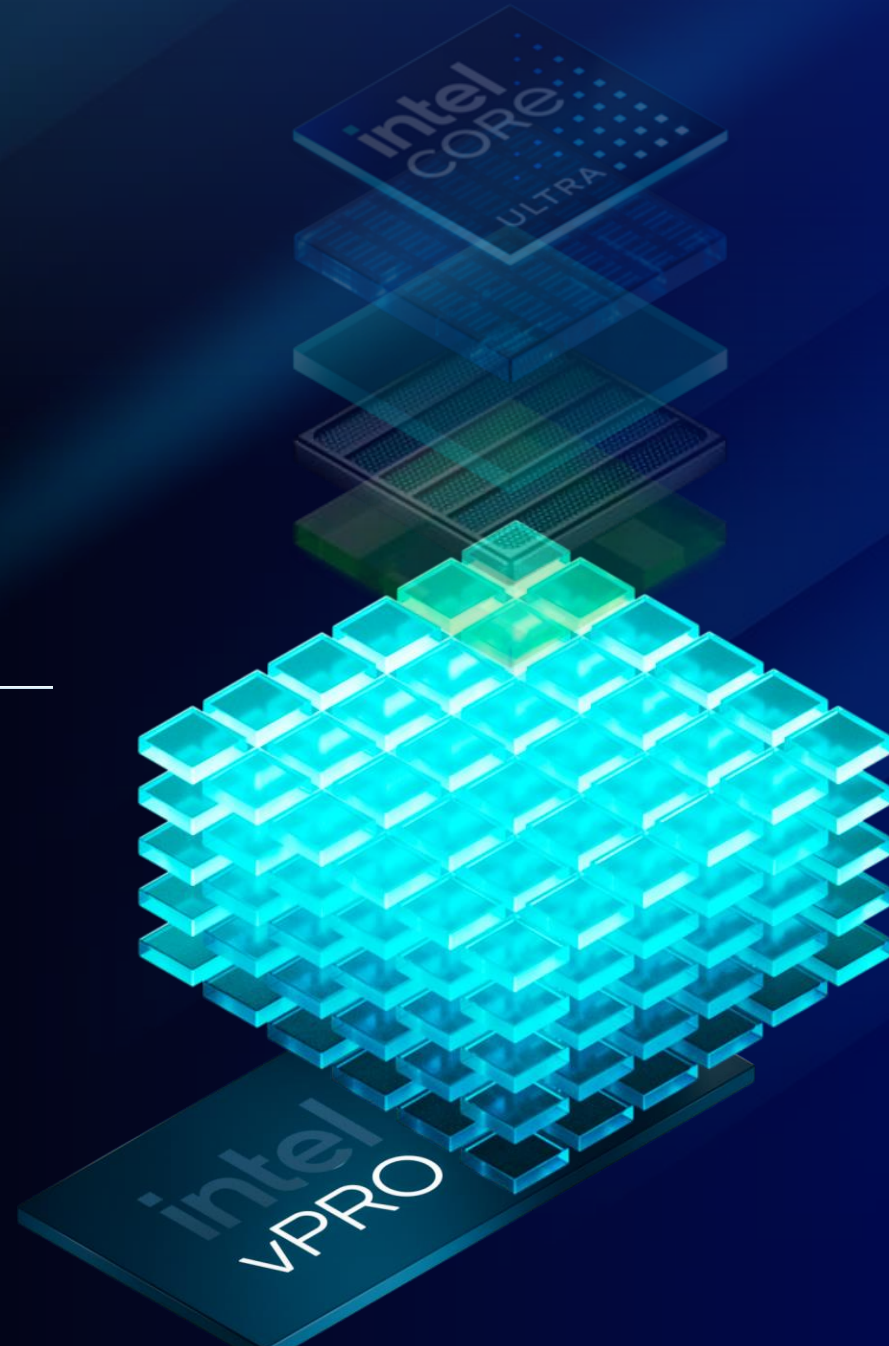
Access fully hosted Intel vPro® manageability directly through Intel or through Microsoft Intune with SSO.



Remediate from an outage in hours versus days across hundreds of thousands of distributed devices.

Stability & Sustainability

Intel vPro® delivers a single integrated and validated platform



Refreshing is Easy

With Intel® Stable IT
Platform Program

"Intel SIPP provides consistent stability and reliability throughout the device rollout process. With Intel's rigorous testing and commitment to component stabilization, my team can maintain peak productivity, focusing on the highest value without unnecessary disruptions."

Senior Endpoint Architect, Large Enterprise Customer

Intel supports
Windows 10
& Windows 11.

99.7%

Windows 11 Pro
application
compatibility.

Comprehensive
validation aims for
no hardware
changes for 5 to 9
quarters.



Sustainability with Intel vPro[®]

A single use of Intel vPro[®] to support a PC remotely can save carbon emissions equivalent to up to 2 years of use of that PC.

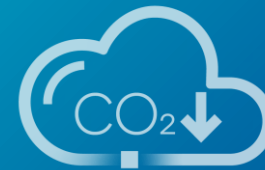
95%

Intel vPro[®] devices registered on EPEAT are Silver or better.



Up to
90%

reduced on-site service calls with remote manageability, resulting in up to 368,000kg less CO₂ emissions over 3 years.



Intel[®] Platform
Service Record

provides device usage and event details to maximize PC residual value and re-use.



1. See [intel.com/performance-vpro](https://www.intel.com/performance-vpro) for detailed information. Results may vary.

Call To Action

Question #4 – Which best describes what is driving your PC refresh strategy in '25

Questions to Driving Your Refresh Strategy

1. How complete is your Windows 11 Transition?
2. Are your data policies aligned to AI ready infrastructure?
3. Have we aligned our business end user personas to the right PC for the job?
4. What is our security and manageability risk tolerance?

An inflection point for PC refresh

Key considerations for business and IT leaders embracing the new wave of AI transformation.

01

Windows 10 End of Support

Windows 10 support ends on October 14, 2025¹ while the benefits of Windows 11 Pro on new Intel hardware have never been more compelling.

02

Critical need to strengthen infrastructure

Outdated PCs can expose your business to increased risk from cyberattack. Robust security and device management are essential.

03

AI is creating new opportunities

Fully enable employees who will benefit most from AI tools and procure the device foundation essential for future AI innovation.

Don't wait,
upgrade NOW!

3.1x

number of issues experienced on 3+ year old laptops versus newer PCs.²

62%

drop in security incidents between Windows 11 Pro and Windows 10 Pro.²

73%

of companies are prioritizing AI over all other digital investment.³

¹Microsoft, Windows 10 EOS with Windows 11, Windows 365, and ESU, 2023.

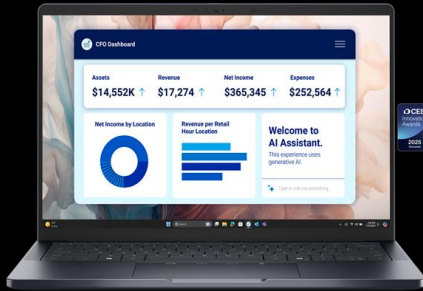
²Windows 11 Survey Report, Techaisle, September 2024. Windows 11 results are in comparison with Windows 10 devices.

³Commissioned study delivered by Forrester Consulting, "Understanding the Role of Modernized PCs in Hybrid Work Environment Optimization", July 2021.

Dell Pro Laptops with Intel® Core™ Ultra Series 2 with vPro®



Dell Pro Premium



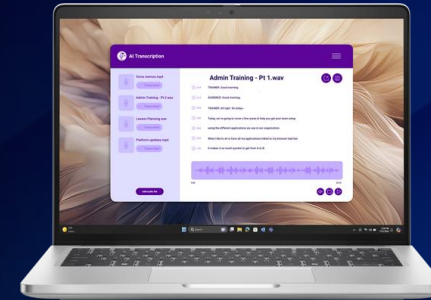
Intel® Core™ Ultra 7
processor 266V & 268V

Intel® Core™ Ultra 5
processor 236V & 238V

V-series



Dell Pro Plus



Intel® Core™ Ultra 7
processor 266V & 268V

Intel® Core™ Ultra 5
processor 236V & 238V

V-series

The Intel logo is centered on a background of diagonal stripes in various shades of blue and teal. The logo itself consists of a small blue square above the letter 'i', followed by the word 'intel' in a white, lowercase, sans-serif font, and a registered trademark symbol (®) to the right.

intel®