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Backgrounder

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SPRING CLEANING GOES DIGITAL

PCs with Powerful Processors Offer Simple Digital Solution to De-Clutter Home Offices, More Easily Store and Enjoy Photos, Movies and Music

SANTA CLARA, Calif., March 20, 2008 – Today is officially the first day of spring, and many people are beginning the annual ritual that they love to hate – spring cleaning. The keyboard, phone and desktop in a typical office have more germs than a toilet seat, but spring cleaning your office doesn't refer simply to disinfecting surfaces. Applying some much-needed elbow grease to your tech gadgets – from the inside out – brings spring cleaning into the 21st century.

Computers are now joining the list with rugs, closets and garages as items that need annual cleaning. But due to lack of knowledge or perhaps sheer laziness, we rarely back them up, even though we know it is important, and our digital files are growing into unruly, cluttered collections.

"In a recent study, Intel found that people are accumulating digital data without organizing it properly, making it extremely difficult to find the information they want when they need it," said Dan Snyder, consumer education manager for Intel. "We also discovered that 43 percent of consumers are concerned about losing digital content due to viruses and a lack of storage, yet they aren't doing much about it."

PCs with Intel® CoreTM2 Duo processors, or the "brains" of the PC, enable people to run multiple applications without slowing down the PC's performance. People can simultaneously back-

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up data, run a virus scan, organize digital photos into an online album, all while rocking out to their favorite MP3s.

Snyder recommends these 10 simple steps to give the technology in your home that deep spring clean feeling:

- 1. **Take the Weight Off:** Intel technology has enabled the introduction of smaller and sleeker laptops that can weigh only 3 pounds and batteries last up to eight hours without re-charging so people can store, organize and enjoy content throughout the home without wires. There are even small, powerful Intel-based desktop PCs the size of a book that can fit on a kitchen counter to store digital recipes. Today's PC can enhance the interior of any home in any room.
- 2. **De-Cord and De-Clutter:** Clear the clutter from your home office by eliminating as many cords as possible. Upgrade to a wirelessly-enabled laptop or a desktop PC and install a wireless Internet router. This will eliminate bulky hardware. Intel Core 2 Duo processor-based PCs also will allow stronger, faster wireless signals and energy efficiency to enable great battery life so you can enjoy your digital content in and around the home or on-the-go.
- 3. **Do A Defrag:** Not a new dance or buzz word, "defrag" is short for defragmentation of the files on your hard drive. Since operating systems store new data in any available free space, the defragmenting process allows your computer to organize data files. This process usually improves your computer's processing speed and prevents losing or damaging files.
- 4. **Digitize Family Photos:** Approximately 54 million U.S. households own a digital camera, but most store photos in albums and shoeboxes. Using Intel Media Share Software, you can browse, stream or download your photos. For added security, be sure to back-up all digital photo files.
- 5. Organize Your Music: A PC with a 160 MB hard drive, for example, can hold approximately 70,000 photos and 1,600 hours of music. Organize music files by deleting songs you no longer listen to. Creating playlists and segmenting music files into folders by genre are two great ways to keep your favorite music at your fingertips. Intel-based PCs have become all-in-one music, television, gaming and homework companions, so it's easier for consumers to consolidate their digital gadgets and eliminate clutter.
- 6. **Make a Digital Recipe Book:** By hand typing or scanning recipes and saving them in labeled folders on your computer, you can easily organize and access your family favorites and declutter your kitchen cabinets. Making digital copies of Grandma's famous peach pie recipe will also ensure that it can be enjoyed for generations to come.
- 7. **Upgrade Video:** Save some space by converting old VHS home movies to DVDs, or host videos on Web sites such as YouTube.com. Intel Clear Video technology enables a premium high-definition video experience improving picture quality and color richness.
- 8. **Homework in a Flash:** Instead of paper files, give the kids a flash drive for each class or school subject for saving their homework, papers and projects. Flash drives are compact, easy to use and more durable than CDs. Saving all that paper is also great for the environment.
- 9. **Mailbox Makeover:** Clean out your e-mail inbox by deleting, filing or archiving messages. This will help you retrieve important messages quickly and easily.
- 10. **Reduce, Recycle and Reuse:** Before throwing out that old VCR, television or PC, consult your local recycling center to determine which electronic appliances can be safely recycled. If they are still in working order, consider donating your old electronics to local charities that support families in need.

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¹ C.P Gerba. Germs in the Workplace. Unpublished observational study, University of Arizona.