

# Sometimes a laptop. Sometimes a tablet. A 2 in 1 is ready for business.

Meet the needs of customers on the store floor and handle back-office tasks all with the same device. A 2 in 1 is a laptop when you need performance and all your familiar applications. It becomes a tablet when you need to show, share, and close sales.<sup>1</sup> It's one device that does it all. Plus, it offers the power and flexibility of Windows\* 8. That's the advantage of a 2 in 1 device with Intel Inside®.

Workers prefer different types of devices for different tasks.<sup>2</sup>



Laptop preference

Create, edit docs: 65%

Email: 65%



Tablet preference

Web browsing: 67%

Research: 59%

With a 2 in 1, you have one device that does it all.



## Laptop: Back office

The applications and performance to manage inventory, keep the books, update your website



## Tablet: Store floor

The flexibility to demonstrate products, answer questions, accept payments



## 2 in 1: Back office & store floor

A 2 in 1 does it all and keeps your contacts, emails, and files in one place



## More time connecting with customers

Up to 4X faster multitasking than a four-year-old system<sup>3</sup>

Windows\* 8-based devices help close the sale with your most used apps, and many more:



Onsign\* Mobile Sales



DocuSign\*



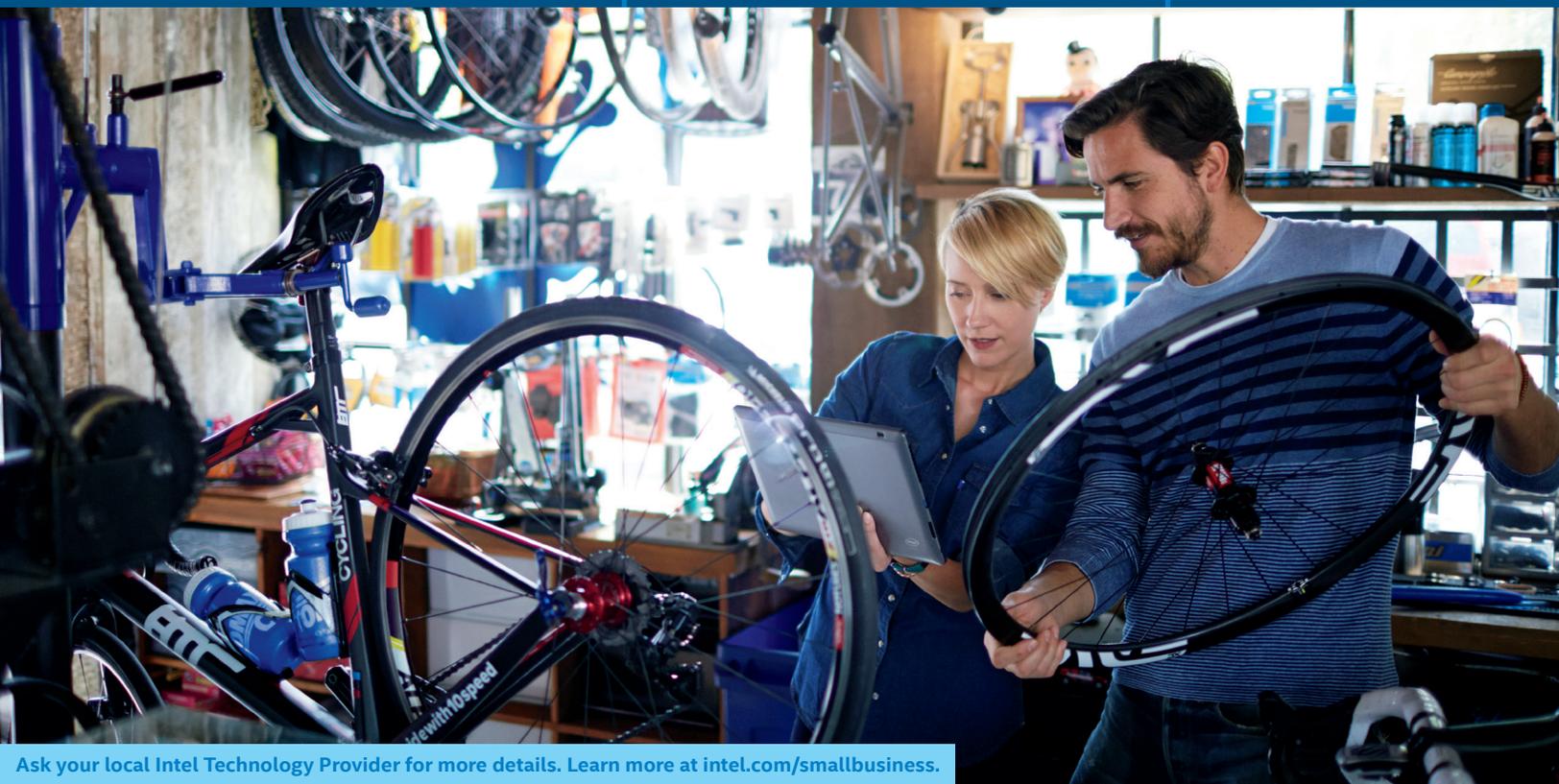
Microsoft\* OneDrive for Business



Intuit\* Quickbooks



2000+ Business Apps\*



1. 2 in 1 products are offered in multiple models. Some models may not be available in your market. Consult your 2 in 1 manufacturer. For more information and details, visit <http://www.intel.com/2in1>.

2. Intel IMR, Tablet Opportunities and Trends, 2013

3. Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.

SYSmark 2012 Score New system: OEM system with Intel® Core™ i5-4200U Processor. 4+ Year old system: OEM system with Intel® Core™2 Duo Processor P8600.

Business productivity claims based on SYSmark\* 2012 (find out more info at [www.bapco.com](http://www.bapco.com)), which is the mainstream office productivity, data/financial analysis, system management, media creation, 3D modeling, and web development benchmark tool used to characterize the performance of the business client. SYSmark 2012 features user-driven workloads and usage models developed by application experts.

Multitasking claims based on PCMark\* 7 (find out more at [www.futuremark.com](http://www.futuremark.com)), a hardware performance benchmark for PCs running Microsoft Windows 7, and Windows 8 RTM—includes a collection of various single- and multi-threaded CPU, graphics, and HDD test sets with a focus on Windows application tests. Graphics performance workload consists of 3DMark\* Cloud Gate (find out more at [www.futuremark.com](http://www.futuremark.com))—an industry standard 3D graphics performance benchmark. For more information go to <http://www.intel.com/performance>.

4. See complete list at [www.distimo.com](http://www.distimo.com).

\*Other names and brands may be claimed as the property of others.